



Signage Guidelines

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CONTENTS

INTRODUCTION	3
DEFINITIONS AND ACRONYMS	6
SIGNAGE CATEGORIES	9
RATIONALISATION OF SIGNS	11
CATEGORY 1: THEMED PLACE FINDING DIRECTIONAL SIGNS	13
CATEGORY 2: ROAD GUIDE SIGNS	17
CATEGORY 3: TOURIST/SCENIC DRIVE SIGNS	29
CATEGORY 4: VISITOR INFORMATION BAYS	32
CATEGORY 5: INTERPRETIVE AND TRAIL DIRECTIONAL SIGNS	35
CATEGORY 6: TOURISM AND TEMPORARY COMMUNITY EVENT SIGNS.....	38
CATEGORY 7: SIGNS ON COUNCIL OWNED/MANAGED RESERVES	41
CATEGORY 8: SAFETY ADVICE SIGNS	47
CATEGORY 9: REAL ESTATE SIGNS	49
CATEGORY 10: GARAGE SALE SIGNS.....	56
CATEGORY 11: VARIABLE MESSAGE SIGNS.....	57
CATEGORY 12: SANDWICH BOARDS, 'A' FRAME SIGNS AND MOVEABLE SIGNS ...	58
CATEGORY 13: ADVERTISING SIGNS	64
CATEGORY 14: AS OF RIGHT SIGNS AND PROHIBITED SIGNS	65
Appendix 1	66
Appendix 2	67
Appendix 3	68
Appendix 4	69
Appendix 5	71

INTRODUCTION

The Victor Harbor Signage Guidelines have been developed in response to the City of Victor Harbor's need for a guide to provide a consistent and integrated approach to signs across the entire council area and provide a clear process for the assessment of requests for signs.

These Guidelines provide a comprehensive hierarchy of integrated signs for use within the City's road reserves and on council owned assets such as reserves and buildings. The Guidelines establish a system of directional signs categorised by their purpose featuring higher order "place finding" themed signs and Department for Planning, Transport and Infrastructure's Road Guide Signs. The Guidelines also include directions for other forms of temporary and permanent signs on public land.

The proposed sign network shall consist of an integration of themed, specially designed signs and entrance statements complemented with Australian Standard Tourism and Service Signs, tourist information bays, interpretive signs and community and business temporary and permanent signs that are consistent, legible, informative and attractive.

This network of signs plans to:

1. address key principles, goals and strategies of the Victor Harbor Town Centre Master Plan namely:
 - a. Goal 1: a clear sense of arrival and orientation for visitors
2. progressively establish a visual image of Victor Harbor through a coordinated physical and visual presentation that meets both regulatory and visual needs of pedestrians, cyclist and motorists.
3. provide consistent branding of the town centre within the public realm.

The Road Guide Signs will inform and advise road users about the route they are following and give directions and distances to destinations on the route or along other roads that intersect the route. They also provide information to identify points of geographical or historical interest and give directions to services, tourist facilities and attractions. The signs have a standard format for each sign function and are individually designed to appropriately address the needs of the locality as well as comply with the specifications of the relevant standard.

The City of Victor Harbor values its vibrant community and recognises the need for local businesses, organisations and individuals to display signs for a variety of reasons, including promotion, directional reassurance and safety advice. These Guidelines will set directions for determining the range, style and number of temporary and permanent signs to be used in the City's various public spaces. Council will be able to ensure that signs erected are functional - providing clarity of direction, while being complimentary to the unique natural environment of the City of Victor Harbor.

Some key outcomes of the adopted processes will be the improved clarity of an individual's or an organisation's eligibility for signs and the transparency and equity in which assessment of various requests for signs are made.

Objectives

The Victor Harbor Signage Guidelines address the key objectives of Council's Community Plan and the Town Centre Master Plan and supports the City's vision:

'A city that offers opportunity and lifestyle.'

The objectives of these Guidelines are:

-) Assist with 'way finding' and orientation of visitors using an appropriate combination of signs.
-) Provide directions to the key destinations, attractions and activities in the town centre.
-) Provide interpretation and storytelling at key sites and points of interest.
-) To ensure that signs compliment, rather than dominate or intrude upon, the character and visual amenity of an area, the buildings on which they are displayed and the general environment.
-) To utilise existing structures for the erection of signs as far as practicable.
-) To adopt consistent technical standards, which not only facilitate motorist recognition and comprehension, but also meet road safety objectives and requirements.
-) To emphasise that tourist and community service facility signs are directional, rather than promotional.
-) To encourage the rationalisation of signs.
-) To ensure that all signs that are installed and maintained by the City of Victor Harbor shall simultaneously aim for excellence of design, minimisation of maintenance and susceptibility to vandalism or other damage.
-) To provide clarity of the application process for businesses/groups/individuals seeking to erect signs.
-) To provide for short term community information signs related to specific events or activities.

Scope

The Victor Harbor Signage Guidelines apply to all individuals, organisations and businesses who seek to erect signs within the City of Victor Harbor; prescribing the way in which signs are controlled and managed upon public owned/managed land dependent upon the type of signs proposed.

Related Strategies, Policy and Legislation

-) Victor Harbor Community Plan
-) Victor Harbor Urban Growth Management Strategy
-) Fleurieu Regional Integrated Tourism Strategic Plan
-) Department for Planning, Transport and Infrastructure, Road Sign Guidelines: Guide to visitor and service road signs in South Australia
-) City of Victor Harbor Development Plan
-) Victor Harbor Town Centre Masterplan 2006
-) Railway Precinct Project dated 2008
-) Development Act 1993 and Development Regulations 2008
-) Local Government Act 1999
-) Victor Harbor Disability Action Plan
-) By-Law No. 2 – Moveable Signs
-) By-Law No. 4 – Local Government Land
-) Signage Policy
-) Australian Standard AS 1742.5/1997 - Manual of uniform traffic control devices, Part 5: Street name and community facility name signs

DEFINITIONS AND ACRONYMS

Definitions for all sign types would be beneficial and assist with consistency. Additional definitions could include:- Arrival Signs; Advance Directional Signs; Reassurance Signs; Fingerboard Signs; Advance Street Name Signs; as of Right Signs.

Advertisement	Any word, letter, image, device or representation or combination used for the purpose of advertising, announcement or display.
Advertisement Area	The total area of an advertisement. If the advertisement does not rotate or move, the area is one side only.
Advertising Sign	An advertisement and any structure built specifically to support it. Includes above-verandah sign, animated sign, bed and breakfast sign, bunting sign, business identification sign, floodlit sign, high-wall sign, home occupation sign, internally illuminated sign, major promotion sign, panel sign, pole sign, promotion sign, reflective sign, and sky sign (as defined by the City of Victor Harbor Development Plan). This also includes commercial Signs mounted on vehicles and/or trailers.
A-Frame Sign	Any portable, free standing sign supported by an 'A' or inverted 'T' or similar frame. Note: 'A' Frame signs on the road reserve are controlled by Council's By-Law No.2 – Moveable Signs.
AS	Australian Standard
Authorised Person	Authorised Person has the same meaning as in Section 4(1) of the Local Government Act 1999.
Banner	Banner means a strip of cloth hung up or carried on a pole, fence or other structure which can be flexible, vertically aligned and free standing.
Boundary	Boundary means that a line between private and the road or Road Related Area.
Business Premises	Business premises means the premises from which a business, trade or calling is conducted.
Community Event	An event of recreational, cultural, social or political nature, which is a not for profit event or where the majority of event proceeds are returned directly to the community.
Community Service Facility	Buildings, structures and areas which are essentially community based and operated, even though they may be used by visitors and, in some cases they may attract visitors in their own right. These may include a public golf course, swimming pool or an aerodrome.

DPTI	Department for Planning, Transport and Infrastructure.
Directional Signs	Signs of a non-promotional nature that serve to provide information relating to the direction towards a feature. Includes community service facility Signs (white text on blue background), and tourist attraction Signs (white text on brown background). For the purpose of these Guidelines it does not include regulatory, warning, guidance, destination and street Signs.
Footpath Area	Footpath Area means that part of the Road between the boundary of the Road and the edge of the carriageway of the Road on the same side as that boundary.
Local Government Land	Local Government Land means land owned by the Council or under the Council's care, control and management.
Moveable Sign	Moveable Sign means a moveable advertisement or sign as defined in Section 4(1) of the Local Government Act 1999.
Pointer Sign (Real Estate Agent Signs)	Small signs located at the intersection of two or more roads, indicating the direction towards properties available for sale. <i>Note: (Real Estate Agent Signs) and Real Estate Signs are controlled by Council By-Law No 2.</i>
Real Estate Signs	A variety of Signs used by real estate agents to draw attention towards properties for sale or lease. Includes flags, banners, moveable signs, pointer signs, and on-site signs.
Regional Town Centre Zone	Regional Town Centre Zone means the area defined as such in Council's Development Plan.
Road	Road has the same meaning as in the Local Government Act 1999.
Road Related Area	Road Related Area has the same meaning as in the Road Traffic Act 1961 and the Australia Road Rules 1999.
Safety Advice Signs	Signs that is erected or displayed for the sole purpose of providing advice on safety issues and concerns within the City of Victor Harbor. Can be either permanent structures or signs that are displayed on a temporary basis.
SATC	South Australian Tourism Commission
Tourism and Temporary Community	

Event and Information Sign	Temporary sign erected in an approved location to promote a community event or information relating to a community group, and from which the majority of the proceeds are returned to the community.
Township Entry Structures	Generally located at the entry to a township in the road reserve indicating the entry into a township - these are not township name signs as erected by City of Victor Harbor. The structure may feature the logo or symbol of community groups and clubs but does not feature any promotional or commercial information.
Tourist Attraction	A commercial or non-commercial attraction or establishment, or an attraction that is actively managed by a government agency or committee of management. This facility caters primarily for tourists (for which a charge may or may not be applied), and meets the eligibility criteria.
Tourist Route	A tourist route incorporates special interest visitor trails developed in conjunction with representative organisations, to link tourist facilities of related interest, attraction or theme.
Town Centre Masterplan	A progressive development of the master plan concepts and strategies for the Victor Harbor Town Centre based on consultation and broad based analysis through to design concepts, action plans and responses to community feedback.
Trailer Signs	A trailer displaying a sign or advertising material, and parked in the one location.
Variable Message Sign (VMS)	Moveable illuminated Signs that can be programmed to display different messages. Used to alert road users of upcoming traffic hazards and/or delays.
Vehicle	Vehicle has the same meaning as in the Road Traffic Act 1961 and the Australian Road Rules 1999.

SIGNAGE CATEGORIES

The Guidelines are divided into two sections. The first section deals with directional and identification signs including tourist routes, visitor information bays and interpretive signs. The second section provides guidelines for temporary and permanent signs on public land.

Five categories of directional and identification signs have been identified:

- 1. Category 1: Themed Place finding directional and identification signs** form part of the branding of the City assisting to promote the character and function of Victor Harbor and its surrounding areas.

Victor Harbor “Place Finding” Signs, including:

-) Gateway Signs – primary and secondary
-) City Centre Entry Statements
-) Pedestrian Guide Signs (including public facilities, car parking, cafes and retail stores)
-) Individual Site Signs.

The Victor Harbor Town Centre Master Plan provides direction for the locations and preferred design style for entry gateways and directional signs.

- 2. Category 2: Road Guide Signs** that inform and advise road users about the route they are following and give directions and distances to destinations on the route or along other roads that intersect the route. They also provide information to identify points of geographical or historical interest and give directions to services, tourist facilities and attractions. The signs have a standard format for each sign function and are individually designed to appropriately address the needs of the locality as well as comply with the specifications of the relevant standard.

This second level of the hierarchy of signs uses guide signs; these signs generally conform to DPTI guidelines (Australian Standards) but also include white on green finger board signs used for general businesses direction and identification. The guide signs include:

-) Arrival Signs
-) Advance Directional Signs
-) Reassurance Signs
-) Tourism Business Entry Signs
-) Fingerboard Signs

- 3. Category 3: Tourist Route Signs** identify special interest visitor trails, developed in conjunction with representative organisations, to link tourist facilities of related interest, attraction or theme. One such trail is the Fleurieu Way which traverses the Fleurieu Peninsula and features in the City of Victor Harbor council area.
- 4. Category 4: Visitor Information Bays** are off road areas established by Council where visitor information displays are provided and maintained by Council.

5. **Category 5: Interpretive and Path Link Signs** provide information, both advisory and points of interest– on public land, including paths, parks, foreshore reserves, historical buildings and/or geographical features.

The second section of the Guidelines is dedicated to community information signs of a temporary or permanent nature. There are nine categories in this section.

1. **Category 6: Tourism and Temporary Community Event Signs that enable** community groups to promote their activities in a designated area.
2. **Category 7: Signs on Council owned or managed land** to ensure that Council owned properties are identified and branded with quality, consistent signs and that tenants have guidelines for other temporary and permanent signs.
3. **Category 8: Safety Advice Signs** that provide advice to the community on issues that may be relevant to their safety and well-being.
4. **Category 9: Real Estate Signs**
5. **Category 10: Garage Sale Signs**
6. **Category 11: Variable Message Signs** used to provide advice to vehicle traffic of potential road hazards and are sometimes use to promote events.
7. **Category 12: Moveable Signs** (A-Frames, Sandwich Board, Feathers and Banners)
8. **Category 13: Advertising Signs** on private and public land.
9. **Category 14: As a Right Signs** that do not require approval from Council and **Prohibited Signs** placed within the road reserve without the proper consent are proposed to be prohibited following a moratorium period. Except where the sign approval forms part of a Development Approval consent.

RATIONALISATION OF SIGNS

Proliferation of signs, particularly at intersections, is not desirable. Too many signs create visual pollution, can be a safety hazard for road users and are often ineffective because of the very limited amount of information that can be absorbed by a motorist at design road speed.

Wherever possible, the rationalising of existing signs should be considered by the applicant and road authority when processing applications for new sign(s).

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 of By-Laws and/or Policies;
-) fail to comply with the Victor Harbor 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;
-) significantly 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 City of Victor Harbor;
-) should be incorporated or replaced with an aggregate sign structure.

The need to rationalise signs will be made in consultation with existing stakeholders, if known or available. There will be no compensation for the removal of signs, as part of the rationalisation process that fall into the categories listed above. This Signage Guidelines and Policies over ride all previous approvals for community service, commercial and tourist facility directional signage.

DIRECTIONAL SIGNS



CATEGORY 1: THEMED PLACE FINDING DIRECTIONAL SIGNS

Purpose

-) To progressively establish a visual image of Victor Harbor through the coordinated physical and visual presentation and feel of the city.
-) To set direction for determining a range of directional signs to be used in the City's public spaces.
-) To reflect and assist in promoting the character and function of Victor Harbor and its surrounding areas.
-) Use a systematic approach to ensure certainty, simplicity and cost efficiency when specifying and implementing directional signs and replacing and repairing existing signs. Use the systematic approach as a framework to deliver consistency in presentation of the public environment but to also incorporate appropriate variation according to "type of place", to create and enhance places of special character within the City and allow flexibility to address special cases when justified.
-) Provide directional signs that is contemporary in style while sympathetic to the character of the area.
-) Specify and implement directional signs that makes links to the Council's image and is consistent with the image in both style and detail.

Criteria

Themed place finding directional signs to be located at major entry points and key tourist locations.

Types

1. Gateway Signs

Clearly identifying arrival points to the City will assist visitors in becoming more familiar with Victor Harbor. To make the city friendlier, gateway signs need to be aesthetically pleasing and strategically placed to convey to visitors a warm sense of welcome and to make visitors quickly feel at home. It is suggested that the gateway signs be broken into two categories, primary and secondary gateways.

The desired character of the gateway sign is:

-) High quality and clear announcement of arrival in the City of Victor Harbor;
-) Reinforcement of the City of Victor Harbor as an important coastal destination and the home of many significant natural, cultural and recreational features.

a. Primary Gateway Signs

The proposed primary gateway signs are more detailed and larger than the secondary signs and located along roads that accommodate the greatest volume of visitor traffic. The primary gateway signs will introduce a coastal and marine theme that will reinforce

the character and attraction of Victor Harbor with the purpose of giving visitors a feeling of arrival and anticipation.

A number of primary gateway sign options have been designed to give Victor Harbor a theme and a visual ambassador that says “Welcome”. These designs are contained within *Appendix 1*.

b. Secondary Gateway Signs

The secondary gateway signs will complement the primary signs, however be smaller and less detailed in design than the primary gateway signs. These signs will be located along roads that carry smaller volumes of visitor traffic. There are currently a number of secondary gateway signs located along roads entering into Victor Harbor. While these signs require resigning with current information and incorporation of the coastal and marine theme, the size and form of the existing gateway signs can be retained.

A number of secondary gateway sign options have been designed to give Victor Harbor a discrete visual ambassador that says “Welcome”. These designs are contained within *Appendix 2*.

2. City Centre Entry Statements

The City of Victor Harbor is an important centre as it provides the main regional shopping, business and community facilities for the South Coast Urban Area and its rural hinterland. The City is also a focal point for holidaymakers from metropolitan Adelaide. Visitors who are unfamiliar to Victor Harbor need to know where they are when moving through the city centre. City Centre approach signs assist in the navigation of visitors’ movement through unfamiliar environments. It is important for visitors to identify that they have arrived at the City Centre, as it gives them a sense of identification that contributes to their enjoyment while in the city.

The desired character of the City Centre entry statements is:

-) Reinforcement of the city centre node
-) A sense of “being where the action is”
-) Contemporary and lively places in which community participation, business and leisure are predominant.

An integral part of the streetscape branding of the town centre is the implementation of an integrated sign system.

By establishing city centre approach signs at appropriate locations, visitors will understand that they have arrived at the City Centre of Victor Harbor. City Centre entry statement signs should be designed to be:

-) Simple and attractive
-) Suitable scale for the landscape
-) Coloured to be clearly legible while in harmony with their landscape setting
-) Sculptured, robust and low in maintenance
-) Appropriate for the range of landscape environments.

A number of City Centre entry statement sign options have been designed to provide Victor Harbor with signs that inform visitors that they are entering the City Centre. This suite of sign options has been identified within the preliminary Directional Signage Strategy and the Town Centre Masterplan. These are contained within *Appendix 3*.

3. Pedestrian Guide Signs

The purpose of the proposed pedestrian guide signs is to provide information to visitors as to how and where they can seek the services and facilities they require when moving through the City Centre of Victor Harbor. It can be time consuming for visitors trying to learn where services and facilities are located. Pedestrian guide signs make the environment much easier to interpret, therefore allowing visitors to make the most of the time they have in Victor Harbor and spend more time enjoying the attractions.

Pedestrian guide signs can be used to provide directional information on the location of public facilities like telephones, toilets, car parks, police stations, libraries and hospital or they can direct people to commercial facilities like banks, supermarkets, and cafés. In a situation like Victor Harbor, pedestrian guide signs can also be used to direct people to attractions in and around the city centre.

A number of pedestrian guide sign options have been designed to give visitors greater enjoyment and understanding of Victor Harbor during their visit. These designs are contained in *Appendix 4*.

4. Individual Site Signs

The City of Victor Harbor offers visitors a variety of scenic attractions and many tourist related and recreational facilities. As tourism is a 'people industry', it is important that visitors to Victor Harbor have the greatest possible ease in finding and understanding the significance of the tourist attractions in Victor Harbor.

There are two kinds of signs that can be applied to tourism facilities and attractions. Namely, directional Signs and identification/interpretive Signs.

A number of individual site sign options have been designed to give visitors greater enjoyment and understanding of Victor Harbor during their visit. These designs are contained within *Appendix 5*.

Proposed Locations for Directional Sign Options

The following maps and images identify the potential locations for proposed signs. The locations have been selected on the information collected during the audit and the proposed sign options, and are indicative only. The Victor Harbor Town Centre Master Plan identifies gateway opportunities exact location of new or improved existing signs will need to be finalised by Council.

Entry gateways are proposed at the following intersections:

- J Grantley Avenue - Hindmarsh Road
- J Seaview Road – Eyre Terrace – Hindmarsh Road – Torrens Street
- J Torrens Road – Crozier Road

J Victoria Street – Torrens Road

To provide an indication of the impact of this approach a preliminary sketch has been prepared for the entry gateway at the intersection of Grantley Avenue and Hindmarsh Road (refer to image below).



After – View of proposed Seaview Road entry statement

Responsibility

Manager Operations and/or Planning Officer should the Development Act 1993 be applicable.

Receipt and assessment of applications for advertising Signs otherwise provided for in these Guidelines in accordance with the Planning and Environment Act 1987.

Application Process

Not applicable as all signs to be designed, installed and maintained by Council.

Actions Required

1. Audit of existing signs.
2. Design and style guide to be established and endorsed by Council.
3. Establish responsible person(s).
4. Implementation program including design, cost estimates and programming.

CATEGORY 2: ROAD GUIDE SIGNS

Most existing directional signs within and surrounding Victor Harbor are DPTI Guide Signs. They that have a standardised format for each sign function. With the assistance of Council, each sign is individually designed to appropriately address the needs of the locality as well as comply with the specifications of the relevant standard.

It is important for the signs to be coordinated, contain correct and current information and easy to interpret for all road users.

Purpose

To provide assessment criteria for applications for tourist and community service facility directional Signs to minimise the unnecessary duplication of signs, while providing sufficient navigational advice to traffic.

This category of signs has been developed with consideration to the SATC and DPTI's Road Sign Guidelines – Guide to Visitor and Service Road Signs in South Australia (2006) to assist tourism businesses and road authorities' determine eligibility and the appropriate use of road signs.

The objectives of these guidelines are:

-) To improve road safety;
-) To improve the visual amenity of urban and rural areas;
-) To improve the recognisability, quality and consistency of services and tourist road signs throughout the City;
-) To improve the visitor experience for tourists;
-) To ensure equity for tourism businesses wishing to promote their offer;
-) To provide a framework to control the proliferation of signs, for the rationalisation of existing signs, and for the removal of unapproved signs.

The following general principles apply to all tourism and service signs:

1. Signs should comply with the DPTI's Road Sign Guidelines: Guide to visitor and service road signs in South Australia.
2. Signs should comply with provisions of the Development Act 1993 and Development Regulations 2008 and relevant Australian Standards and South Australia Technical Codes.
3. Existing signs on public land (e.g. road verges) and on land remote from the business promoted should be rationalised as signs are installed consistent with these guidelines.

Tourism and Service Signs

Road Guide Signs are used to provide directions and identification of four types of facilities or services these are:

1. Tourist Attraction Signs (White on Brown)
2. Service Signs (White on Blue)

3. Community Facility Signs (White on Blue)
4. Business Fingerboard Signs (White on Green)

1. Tourist Attraction Signs

(White lettering on a brown background)

Brown tourist attraction signs indicate features and tourist attractions of significant recreation and cultural interest. Where appropriate, these signs also make use of tourist attraction symbols (see *Appendix 5*). Tourist attraction signs include:

-) Commercial/non-commercial tourist operations;
-) National Parks;
-) Natural features;
-) Conservation parks / botanic gardens;
-) Wineries catering for tourists;
-) Historic sites / buildings / towns;
-) Scenic lookouts; and
-) Tourist drives and trails.

Purpose: Tourist attraction signs signal commercial and non-commercial tourist establishments and features of tourist interest which meet the criteria.

Criteria: In order to qualify for tourist signs, the core business must be tourism based, with a strong commitment to service visitors.



2. Service Signs

(White lettering on a blue background)

Service signs, with white lettering on a blue background, direct road users and pedestrians to facilities and services that may benefit them. Signs to service establishments can take the form of advance, intersection and position signs – whichever is most appropriate.

These signs use Australian Standard symbols (approved service symbols for services signs are in *Appendix 5*).

Service signs include those for:

-) accommodation facilities;
-) caravan and camping parks / areas;
-) visitor information centre;
-) tourist information bays;
-) service stations;
-) public toilets;
-) rest areas; and
-) parking areas.

Purpose: Service signs direct the public to essential and desirable facilities and service businesses (as endorsed by the Council as the road authority, often in consultation with the Manager of Economic and Tourism Development).



3. Community Facilities Signs

(White lettering on a blue background)

Purpose: Community facility signs is for facilities that are essentially community based, even though they may be used by visitors and, in some cases, attract visitors in their own right.

These include:

-) arts centres;
-) churches;
-) recreation centres;
-) golf courses;
-) racecourses;
-) swimming pools; and

4. Business Fingerboard Signs

(White lettering on a green background)

Purpose: Business fingerboard signs are signs that provide direction to a commercial activities or services.

Criteria:

-) No more than five (5) fingerboard signs shall be placed on one (1) 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 services and attractions, then commercial facilities.
-) Only one (1) fingerboard sign is allowed per commercial facility (if approval is granted).
-) Applications for signs shall be addressed in terms of the need, the usefulness and the desirability of the signage. Signs should only be placed on arterial roads or collector roads for those facilities that can be accessed from the side roads, coming off the major road.
-) 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.
-) The maximum length of a single direction finger board sign shall be 1000 mm.
-) Finger board signs shall be 150 mm wide (sign blade) for single line wording with 100 mm high lettering, and 200 mm wide (sign blade) for double line wording with 80 mm high lettering.

Cost:

If a community facility, tourist service, attraction or commercial facility requests an upgrade/alteration/new sign or if the existing sign is damaged or stolen, the applicant will be responsible for all associated costs.

Responsibility:

Manager Operations



Types of Signs

Five major types of signs are used to provide direction and identification. These are:

1. Advance Street Name Signs
2. Advance Direction Signs
3. Reassurance Signs
4. Tourism Business Entry Identification Signs
5. Fingerboard Signs

These signs can be designed to refer to a single or number of businesses, attractions or services.

1. Advance Street Name Signs

Description: Advance Street Name Signs are generally used when multiple facilities are located on the street indicated. They can also be used before an intersection or entrance when the intersection cannot be seen by approaching motorists from a distance appropriate for the speed zone.

Responsibility: **Funding, installation, and maintenance are the responsibility of the Council on Council roads.**

Design Content and Location:

-) Up to four generic symbols of services/facilities (e.g. winery, Caravan Park) can be displayed for one direction (the business name is not to be displayed).
-) If more than three services/facilities are to be displayed, a generic symbol is preferred.
-) Advance signs are not generally permitted in built-up areas except where road safety is a concern, or it is directing to a service/facility within the built up area.
-) They may be located before an intersection or entrance when the intersection cannot be seen by approaching motorists from a distance appropriate for the speed zone.
-) The following facilities may be indicated:
 -) tourism facility (e.g. winery, accommodation, Caravan Park, boat ramp)
 -) larger community facilities (e.g. recreation centre, swimming centre)
 -) shopping centres and associated parking (in built up areas)



2. Advance Direction Signs

Description: Advance Direction Signs are generally used before an intersection or entrance when the intersection/entrance cannot be seen by approaching motorists from a distance appropriate for the speed zone.

Responsibility: The cost of installation and maintenance are the responsibility of the business(es) identified on the sign. If a business requests upgrade/alteration to an existing sign the applicant will be responsible for all associated costs.

Design and Location

-) Up to three attractions can be displayed for one direction.
-) If more than three attractions are to be displayed, a generic symbol is preferred.
-) When an entry point is close to an intersection, additional information may be included on the sign.
-) Advance direction signs are not generally permitted in built-up areas except where road safety is a concern or it is directing to a service/facility within the built up area.
-) The following facilities may be indicated:
 -) tourism facility (e.g. winery, accommodation, caravan park, boat ramp)
 -) larger community facilities (e.g. recreation centre, swimming centre)
 -) shopping centres and associated parking (in built up areas)



3. Reassurance Signs

Description: Reassurance Signs may be placed at intersections to direct motorists upon entering the road to the tourism service/facility. They can be used to indicate a group of tourism facilities or services.

Responsibility: The cost of installation and maintenance are the responsibility of the tourism business(es) or service(s) identified on the sign. If a business requests upgrade/alteration to an existing sign, the applicant will be responsible for all associated costs.

Design and Location

-) Signs may also include a supplementary panel (for example a 'header') which incorporates the precinct or tourism region, name of approved facilities and 'theme'.
-) A fingerboard sign style may be used if services are not all in the same centre.
-) Outside of built-up areas, where a tourist attraction/service is not located on an arterial road, a sign may be erected at the intersection of the access road and nearest arterial road provided the distance to the tourist attraction does not exceed 5 kilometres (driving distance).
-) Within built-up areas, signs may be erected at the intersection and the nearest arterial road provided it is less than 2 kilometres from the intersection.
-) Signs should be located on the most appropriate route to the tourist/service facility.
-) Subject to DPTI approval, reassurance signs may also be placed on a main road prior to an intersection to indicate the direction of tourism facilities or services.

4. Tourism Business Entry Identification Signs

Description: Tourism Business Entry Identification signs may be erected to indicate the main entrances to tourism businesses or services.

Responsibility: The cost of installation and maintenance are the responsibility of the business or service displayed on the sign.

If a business requests upgrade/alteration to an existing sign the applicant will be responsible for all associated costs.

Design, Content and Location

-) Signs must be consistent with the manual of Uniform Traffic Control Devices Part 5: Street Name and Community Facility Name Signs AS1742.5.
-) A maximum of two signs back to back will be allowed, located directly opposite the vehicle entry to the tourism business.
-) White on blue service symbols can be added where the business provides additional services such a café, restaurant or accommodation.
-) If the business is a cellar door, the grape symbol is to be used with the chevron indicating the entrance.
-) The distance to the premises should not be shown – these signs are located at the vehicle entry point to a premise from a public road.
-) Where more than one premise is to be identified, a combined sign (e.g. a Category 5 Reassurance Sign) is preferred to a fingerboard “totem pole” sign.

5. Fingerboard Signs

Description: Fingerboard signs are erected to indicate tourism businesses, not-for-profit community facilities (e.g. recreation centre, church, meeting hall, public swimming pool) and/or for directions to businesses.

No more than five (5) fingerboard signs shall be placed on one post/pole or support arm, including the road/street name. Where possible Advance Street Name or Reassurance Signs are preferred and should be used.

Only one (1) fingerboard sign is allowed per commercial facility (if approval is granted). No additional post/pole or support arm will be placed, if it is not warranted.

Responsibility

The cost to supply, install and maintain the sign, post and brackets is the responsibility of the (applicant) community facility, tourist service and attraction or commercial facility displayed on the sign.

If a community facility, tourist service and attraction or commercial facility requests an upgrade/alteration or if the existing sign is damaged or stolen, the applicant will be responsible for all associated costs.

Design, Content and Location

-) Fingerboard signs are placed at minor road intersections to indicate the turn-off to an attraction or service facility.
-) A fingerboard sign may be permitted to be located adjacent to the entry to the business if it relates to an approved tourism service or facility only (as defined by SATC). The distance to the business/facility may be shown.
-) Where more than four premises or services are identified on one sign or pole, a combined sign (e.g. a Category 5 Reassurance Sign) is preferred to a fingerboard sign “totem pole”. A maximum of five fingerboard signs in total on one (1) pole or support arm shall be permitted. For more than four signs a combined sign (e.g. a Reassurance Sign or a generic symbol fingerboard sign) may be required.
-) Fingerboard signs for community facilities shall only include a “generic” description and not the facility name e.g. community centre, recreation centre, swimming pool.

Approval

-) Signs erected on DPTI roads require prior DPTI approval and, if erected by DPTI, consultation with Council.
-) Signs erected on Council roads require prior Council approval through DPTI.
-) Directional signs are generally exempt from requiring approval under the Development Act; however in some circumstances Development Act and/or Local Government Act approval may be required, and will be determined upon an assessment of the specific circumstances relating to a particular sign.

Application Fees

With the exception of signs to natural and geographic features, which may be provided by Council or the DPTI Tourist Attraction Signs are paid for by the applicant, subject to approval being granted.

Actions Required

1. Audit of existing signs to determine whether existing signs comply with the guidelines or hold the appropriate approvals or exemptions under the Development Act.
2. Unauthorised signs on Council controlled land will be progressively removed in conjunction with implantation of these guidelines.
3. Implementation program including design, cost estimates and programming.



CATEGORY 3: TOURIST/SCENIC DRIVE SIGNS

Purpose

Tourist drives or ways comprise an integrated tourist-signing scheme that link tourist facilities of related interest, attraction for them. Then can be:

-) geographically based;
-) tourist attraction based, (e.g. 'Fleurieu Way');
-) thematically based, (e.g. 'Coastal Trail'); or
-) a combination of geographic and thematic.

These schemes help to present a more unified and integrated approach to tourist signing to rationalise existing signing, and to reinforce the market branding or product positioning of a region. Schemes should be strongly considered when alternative approaches would result in a proliferation of signs and may provide a tourist link between attractions.

Scheme Sign Types

Sign types applying to tourist scenic / drives, ways may include:

-) entry point sign - Often displaying a title/theme, route number or an approved Australian Standards symbol for tourist attractions;
-) route markers-shields or smaller signs erected at intersections to indicate turns and as route reassurance;
-) advance direction signs to indicate a major change of direction, particularly on higher speed and rural roads;
-) intersection/position signs; and
-) end marker/sign-to signify the end of the tourist drive/way.

Note: Themed tourist trails/ways are generally not signed throughout the road network and left to off-road interpretive material to guide motorists.



Criteria

Essential Criteria

-) the route must have significant tourism and/or scenic appeal, including a reasonable frequency of quality tourist attractions to maintain the interest of the visitor;
-) the route must not be based on attractions which are strictly seasonal or are not a permanent feature of the route;
-) the route must allow for the safe passage of private passenger vehicles at all times (avoiding hazardous alignments or grades, or single lane roads);
-) the route must use only suitably maintained roads, preferably sealed, which are also capable of handling the higher volumes of traffic attracted to the route; and
-) meets all Traffic Management Standards set by DPTI and the relevant Councils; and
-) information covering the drive and attractions should be developed and made available through visitor information centres and other outlets.

Desirable Criteria

In addition it is desirable that:

-) there be effective linking of the drive to the major traffic corridor;
-) the attractions should be related to a particular theme, providing some basis for visitors to follow the tourist drive;
-) the route's theme and any complementary interpretative information is in tourist information bays.

Issues to be considered

-) use of the DPTI State-wide Route Numbering Scheme (SRNS) to provide principal navigation on the route and to limit the need for lower level signing;
-) the need to review all existing signing in the local area and, where possible, to rationalise signing;
-) overlap with other themed routes should be avoided or at least well-coordinated;
-) the ability to review and sustain production of support promotional materials;
-) the synergy of the proposed drive/scheme with the State and regional tourism product strengths;

Application Process

-) A community group, organisation or individual may advise City of Victor Harbor of the opportunity to develop a Tourist/Scenic Drive.
-) Requests from the community must be made in writing and addressing the criteria for tourist /scenic drives.
-) Where there are multiple groups, individuals supporting the request for the sign either a letter of support or co-signatory to the initial request is desirable.
-) Application approval is also required from the South Australian Tourism Commission (SATC).

Application Fee

Projects deemed to have merit may be funded by the SATC and the City of Victor Harbor.

Non Compliance

An Authorised Person will remove and impound any incorrectly located signs or signs that do not have approval.

Responsibility

Manager of Economic and Tourism Development.

Manager Infrastructure

Actions Required

Not required.

CATEGORY 4: VISITOR INFORMATION BAYS

Purpose

Information bays are off-road areas established by or with consent of the road authority where visitor information displays are provided and maintained by the local Council, tourist association or community group.

Initially, applications to establish tourist information bays should be made to the Manager of Economic and Tourism Development.

Criteria

When space does not permit the signs of several establishments, or where it would be visually intrusive, road authorities and applicants may consider the establishment of a roadside visitor information bay. Eligibility and equity regarding font type, colours, distances, symbols, phone numbers, star rating etc. must also be considered.

Location

Careful consideration should be given to the siting, layout and design of information bays and should take into account:

-) the size and visibility of the roadside reserve, safe entry to and access from the road;
-) pedestrian safety;
-) co-location with other facilities such as toilets, picnic facilities etc.;
-) vulnerability to vandalism.

The location of information bays plays a major role in their level of use so they should be located at points that naturally encourage visitors to stop. Their co-location with other facilities, such as toilets, telephones, picnic areas, parks and play equipment, is also beneficial. Locating information bays in more remote areas may render them vulnerable to vandalism.

Information bays are generally more effective and efficient when located in the town site rather than on the outskirts. Whilst sufficient area is usually available on the outskirts of towns to provide adequate parking for the information bay, experience had shown that they are often used as a rest area rather than an information point. Furthermore, it seems that in general the information displayed in the bays has been predominantly advertising that has little relevance or interest to the visitor and which is often out of date.



Location

Ideally, the information bay would be best located in the heart of the town in close proximity to the accredited visitor information centre, toilet facilities and/or an adjacent park with adequate parking for vehicles including caravans. A central location would also reduce vandalism and rubbish dumping, thereby assisting in providing a more satisfactory service for visitors.

DPTI will provide all the road signs necessary for Information Bays located alongside DPTI maintained roads.

Only white on blue 'i' symbol is to be used for indicating information bays. The word "BAY" should be added to signs to differentiate information bays from other information sources.

Where a rest area is primarily used for the management of road user fatigue but has tourist information displayed within the Rest Area (S12) symbol shall also be used.

Cost

No application fee is payable.

Funding and on-going maintenance of signs is the responsibility of the Service Clubs.

Responsibility

Manager of Economic and Tourism Development in consultation with the Manager Infrastructure.

Action Required

1. Audit of existing Information bays and displays.
2. Standards established for remaining information bays.

CATEGORY 5: INTERPRETIVE AND TRAIL DIRECTIONAL SIGNS

Purpose

To provide information - both advisory educational and relating to points of interest - on public land, including paths, parks, foreshore reserve, historic buildings, geological features and cultural sites.

Criteria

Signs structures may vary in style, size, shape, materials of construction must:

- J be consistent within each precinct or theme (i.e. Hindmarsh River Walking Trail or Aboriginal Heritage theme);
- J be sympathetic and complementary to the surrounding environment;
- J be constructed of a material that weathers in a desirable and appropriate manner;
- J be constructed of a material that is vandal proof as far as practical;
- J be appropriately placed so as not to become a nuisance or form a safety risk
- J be considerate of the diverse information needs and styles of the community.

The signs may only be erected by the relevant public authority (e.g. City of Victor Harbor and DPTI), and erected to their standards.

The signs may form part of a Council plan (i.e. Victor Harbor Regional Trails Plan) or Council Strategy, or may be instigated by a community group, organisation or individual.

Application Process

A community group, organisation or individual may suggest to City of Victor Harbor that an Interpretive or Path Link Sign be installed at a point or series of points of interest.

The signs should be clear and concise, and if using symbols, should adhere to standard logos in compliance with Australian Standards.

Requests from the community must be made in writing. The application must include:

- J Information of the proposed location of the sign(s);
- J What type of information the sign will provide (where there is to be significant wording on the sign, a sample of the desired text should be provided);
- J Evidence of any historical records (where the sign is referring to a historical point of reference);
- J An explanation of how the proposed structure/sign is compatible with the local area.

Where there are multiple groups, individuals supporting the request for the sign either a letter of support or co-signatory to the initial request is desirable.

Application Fee

No application fee is payable. Funding and on-going maintenance of signs is the responsibility of the City of Victor Harbor.

Responsibility

Manager Environment and Recreation and Manager of Economic and Tourism Development.

-) Development of Plans for Interpretive Trails and Interpretive opportunities at various reserves / sites.
-) Exploring opportunities for partnerships with State Agencies, NRM Board, community groups and others to develop a network of interpretive signs and Trail Directional Signs.
-) Receipt and assessment of requests for Interpretive and Path Link Signs on owned or managed land.
-) Maintenance of Interpretive and Path Link Signs on Council owned or managed land.
-) Design and erection of installed Interpretive and Path Link Signs on Council owned or managed land.

Actions Required

Not applicable



COMMUNITY INFORMATION SIGNS



CATEGORY 6: TOURISM AND TEMPORARY COMMUNITY EVENT SIGNS

Purpose

The City of Victor Harbor supports the promotion of local events, festivals and exhibitions in the council area to the community. Six (6) locations have been identified for community event organisers to book a site for the placement of temporary community event advertising signs and banners.

Criteria

General

The sign must promote an upcoming community event, that is being held within the City of Victor Harbor 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.

Priority will be given to promotion of Council events and community services.

Construction of signs / banners must meet with Council design specifications of but not limited to:

-) Be of commercial quality material and fit for purpose (signs more than 2m² may need development approval)
-) Must be non-reflective and suitable for windy conditions (Banners should contain wind pockets)
-) Signs for the Hindmarsh Road sign board must be 1800mm wide x 900mm high
-) Must be properly secured and maintained during the period that they are erected.
-) Must include the contact details of the party responsible for the sign on the reverse side of the sign.

Signs relating to an event may not be erected earlier or displayed for more than three (3) weeks before an event. However, events that reoccur 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 City of Victor Harbor, however consideration will not be given for the display of a sign for more than four (4) 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 City of Victor Harbor.

The organisation seeking to erect the temporary community event Signs must take out and maintain for the duration of the activity, public liability insurance for an amount of \$20 million with the City of Victor Harbor noted as being an interested party. *Refer to Councils website for approved locations and application forms.*

Other Events

Where an event is supported by City of Victor Harbor as a significant event (e.g. Tour Down Under), although it may be seen as more of a corporate, sporting or promotional event, rather than a 'true tourism/community event'; Council may approve signs in approved locations where it believes there is justifiable reason for a variation to these Guidelines.

Events Outside of the Council Area

Signs advertising events or groups that are outside of the City of Victor Harbor may be considered, but must comply with the following conditions:

-) The event is to be held within close proximity of the Council boundary or there is justifiable evidence that the City of Victor Harbor and it's community will benefit from the event; and
-) All other requirements of these Guidelines and all other relevant legislation are complied with; and
-) Council resolution is obtained giving the event or the organiser approval. Where the event is regularly held outside of the City of Victor Harbor, the approval will be valid for three (3) years providing there has been no substantive change to the format of the event.

APPLICATION PROCESS

Application must be made on the approved Application Form (available on Council's website at www.victor.sa.gov.au) and must be made at least two (2) weeks prior to the date that the signs are to be erected (except where Council resolution is required - in which case two (2) months will be required).

Applications must include evidence of Public Liability Insurance to cover the placement of signs, (minimum \$20,000,000), and include the City of Victor Harbor as an interested party. Any liability the applicant incurs remains with the applicants, not Council.

The allocation to the site is on a "first come, first served" basis.

Priority will be given to promotion of Council events and community services.

There will be two (2) categories of assessment:

1. Temporary community signs that are displayed on a one-off basis;
2. Temporary community signs that are displayed for a community event that regularly occur throughout a 12 month period.

Applications will be assessed against the Council's endorsed Temporary Community Event Signage Administrative Procedure and Signage Policy.

Application Fee

No fees apply for not-for profit group bookings, however a fee applies for school & commercial organisations.

Non-Compliance

An Authorised Person may remove and impound any temporary community sign that is placed on any public place, road and road reserve, or land contrary to the stated requirements.

Responsibility

Organisations are responsible for all costs associated with the design, manufacture, installation, maintenance and removal of its signs / banners. This work is done at the organisations own risk and must not contravene any applicable Law, Code of Practice or Australian Standard.

CATEGORY 7: SIGNS ON COUNCIL OWNED / MANAGED RESERVES

Purpose

-) To ensure that Council owned properties are identified and branded with quality, consistent signs.
-) To provide consistent guidelines for clubs and organisations seeking to raise revenue from the placement of advertising (sponsorship).
-) To ensure that all and statutory processes and procedures for the erection and/or display of signs on Council owned or managed asset are consistent and equitable.

Criteria

These guidelines provide for four (4) categories of signs on City of Victor Harbor owned/managed reserves:

1. Permanent – Reserve or club identification boards.
2. Seasonal - advertising (sponsorship) signs on sports grounds/courts.
3. Temporary - fixed advertising that may remain on the reserve only to advertise specific events on the subject reserve.
4. Removable - Signs that can be erected at the start of an event and removed at the completion of the event.

City of Victor Harbor may at any stage erect signs that indicate certain activities are prohibited, or warn of potential dangers. Where possible, these signs should be consistent with and incorporated with other signs on the reserve.

Types of Signs

1. Permanent Signs - Reserve Name Boards

Only the City of Victor Harbor may erect a reserve identification sign and generally at the primary entry to the reserve. Reserve Name Signs, are generally to be routed timber or recycled plastic product signs.

2. Permanent Sign – Recreation Grounds

For Recreation Grounds signs shall not exceed four (4) square metres, and shall not obscure any corporate signs of the City of Victor Harbor. These signs will include name of the reserve, identify users of the reserve and be branded with a Council logo. It is proposed that a standard design be developed for this range of sign. Tenant clubs may display their name and contact number on the signs. No advertising or sponsorship details will be permitted on this sign.



RESERVE NAME SIGN

3. Permanent Signs - Club Identification Boards

These signs may only be erected on pavilions and scoreboards, and shall not exceed 2.5 square metres. One (1) sign per pavilion is allowable. Not more than 25% of this sign shall be dedicated to a sponsor or commercial product.

Prior to the erection of any club identification boards, written consent must be obtained from the City of Victor Harbor.



4. Permanent Signs – Reserve Information Signs

These signs are to be in keeping with the reserve settings with a standard layout:

1. Standard Information

Generally with a teal background and black writing as below:



2. Hazard / Warning Signs

Generally with a white background and red text as below:



5. Seasonal

Clubs may erect advertising (sponsorship) signs subject to the following:

-) Signs may only be erected on any fence delineating the boundary of the ground/court. They must face inwards towards the playing arena and must not exceed the height of the fence (except for tennis court fencing, whereby the signs must be erected such that it does not exceed a maximum of two metres above ground level).
-) Signs on scoreboards must not exceed 6 square metres.
-) Signs on any other fence other than the fence surrounding the playing arena is not permitted.
-) The total length of signs on an arena reserve is not to exceed 75% of the arena perimeter.

-) Seasonal advertising (sponsorship and club recruitment) signs shall not be fixed to pavilions, toilet blocks, light poles or the external perimeter fencing of the reserve.
-) Signs advertising tobacco products, alcohol, and adult bookshops is not permitted. All signs must be safely and securely erected such that it is not leaning on any fixed structures, or that there are protruding nails.
-) Written consent must be received from City of Victor Harbor and the Committee of Management (where applicable) prior to the erection of the sign.
-) No seasonal advertising is to be placed on foreshore or other passive recreation area.

6. Temporary

Temporary signs promoting approved community events that will be held on the reserve.

Signs may not be erected earlier than four (4) weeks before an event, and must be removed within two (2) working days of the event. Written approval shall be obtained prior to the event from Council. See Council's Reserve Hire Policy.

7. Removable

Advertising or sponsorships signs may be displayed during an event competition game. These may be erected on the morning of the event, and must be removed on completion of the event. This sign must not be erected at training. These signs must be secured safely, but not so that property is damaged in any way.

These signs must not exceed 1.5 square metres.

Prior written agreement must be obtained from City of Victor Harbor with regard to the location, size, number, and method of erection of this type of sign.

8. Alternative Signs

From time to time a club or organisation may seek special permission to erect signs of a slightly different configuration or location if a major sponsorship agreement for a capital improvement package has been secured, or if the perimeter fencing precludes standard reserve signs. Where this type of signs is required, a Planning Permit must be obtained prior to the erection of the sign.

Application Process

Applications for temporary signs must be made in writing at least two (2) weeks prior to the date that the sign(s) are due to be erected. Incomplete applications will be returned to the applicant for completion.

Each application must provide the following information:

-) The location of the proposed sign(s);
-) The dimensions of the proposed sign(s);
-) A sketch design of the proposed sign(s);

-) Applications must include evidence of Public Liability Insurance to cover the placement of signs, (minimum \$20,000,000), and include the City of Victor Harbor as an interested party. Any liability the applicant incurs remains with the applicants, not Council.
-) This coverage must be maintained for the duration the sign(s) are erected.
-) The date of the event to be announced on the sign (for temporary signs only);
-) The dates which the sign is to be erected and removed (for temporary signs only).

In the case of more permanent signs - the prior written consent (either in the form of a Development Application or a letter from City of Victor Harbor of 'no objection' should a development application not be required) must be obtained before the sign is erected.

Application Fee

An application fee as prescribed by City of Victor Harbor is payable at the time of lodgement of application. Such fees may include installation costs as listed in Council's Fees and Charges Register and are reviewed by Council periodically.

Advertising signs on street bins require payment of an annual permit fee.

Where a planning permit is required for sign then the relevant statutory fee is payable.

Non Compliance

Any sign erected by reserve hirers, clubs or organisations that does not comply with these Guidelines is to be removed by the club or organisation within one (1) week of being advised by City of Victor Harbor. After this time an Authorised Person of City of Victor Harbor may remove and impound any signs. In the case of an event or reserve hire, signage not complying with this policy may be removed by Council at any time, where possible following discussion with the event organizer.

Where there has been a breach of the Victor Harbor Development Plan enforcement action may be followed.

Responsibility

Manager Environment and Recreation

-) Receipt and assessment of applications for signs on City of Victor Harbor owned/managed reserves that do not require planning approval.
-) Internal referral authority where planning approval is required.
-) Monitoring auditing of signs on reserves to ensure that appropriate approvals have been granted.
-) Enforcement of non-compliant signs where planning approval is not required.
-) Enforcement of policy during reserve hire approval.

Department of Planning and Regulatory Services

Receipt and assessment of applications for signs on City of Victor Harbor owned/managed reserves that require planning approval.

Actions Required

Guidelines to be sent to sporting groups once ratified by Council.

CATEGORY 8: SAFETY ADVICE SIGNS

Purpose

To provide advice to the community on issues that may be relevant to their safety and well-being.

These guidelines provide for two (2) categories of safety advice signs within the City of Victor Harbor:

1. **Fixed signs** e.g. Country Fire Service signs along roadsides. These signs are to be periodically removed or replaced or renewed to ensure that they are 'fresh and eye catching'.
2. **Removable signs** that may be easily removed e.g. signs on trailers referring to road safety, beach safety, total fire bans etc.

Criteria

Prior to the erection of safety advice signs written consent must be received from the land owner/manager and the relevant road authority prior to erection.

All signs shall be of a commercial quality produced by an approved sign writer (sign manufacturer).

All signs shall be displayed in such a way so as to not impede the safe flow of vehicular and pedestrian traffic, nor impede their lines of sight.

Applications must include evidence of Public Liability Insurance to cover the placement of signs, (minimum \$20,000,000), and include the City of Victor Harbor as an interested party. Any liability the applicant incurs remains with the applicants, not Council.

A copy of the certificate of currency of the insurance policy should be provided to an Authorised Person of City of Victor Harbor on being requested to do so.

Application Process

Prior to erecting or displaying any safety advice signs written consent should be received from the land owner/manager and the relevant road authority.

There are no specific forms to be completed to apply for written consent. It is best if the applicant write a letter to seek the written consent.

Application Fee

No application fee is applicable.

Non Compliance

An Authorised Person may remove or impound any safety advice sign that is perceived to be creating a nuisance, or impeding the safe flow of traffic and/or their line of sight.

Responsibility

Manager Infrastructure - Assessment of any requests received for the erection or display of safety advice signs.

Actions Required

Send Guidelines to appropriate community groups.



CATEGORY 9: REAL ESTATE SIGNS

Purpose

To enable temporary real estate signs to be displayed in a manner that complements other forms of advertising (e.g. newspaper and window displays), while ensuring that the signs do not detract from the visual amenity of the area.

Criteria

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(s) and the Development Act 1993.

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.

Types of Signs

1. Real Estate Agent Flags

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

The flag may be displayed provided that:

-) it does not obstruct the movement or safe operation of pedestrian or vehicular traffic along a road or intersection;
-) it does not impair the vision of pedestrians or drivers of vehicular traffic along a road; and
-) the mounting point of the flag is on or within the boundary of the sale property.

Any flag must be removed immediately upon the completion of the public auction or the public inspection.

2. Moveable Advertising Signs (including Pointer and Open for inspection signs)

Moveable advertising 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).

Part 2 Moveable Signs

Construction and Design

Referenced By-Law No. 2

A Moveable Sign must:

-) 7.1 Be of a kind known as an 'A' frame or sandwich Board sign, an inverted 'T' sign or a flat sign, or, with the permission of the Council, a sign of some other kind;
-) 7.2 Be designed, constructed and maintained in good quality and condition so as not to present a hazard to any member of the public;
-) 7.3 Be of strong construction and sufficiently stable or securely fixed so as to keep its position in any weather condition
-) 7.4 Have no sharp or jagged edges or corners;
-) 7.5 Not be unsightly or offensive in appearance or content;
-) 7.7 Not rotate or contain flashing parts;
-) 7.6 Be constructed of timber, cloth, metal, plastic or plastic coated cardboard, or a mixture of such materials;
-) 7.8 Not have balloons, flags, streamers or other material attached to it;
-) 7.9 Not exceed 900 mm in perpendicular height, or have a base with any side exceeding 600 mm in length;
-) 7.10 Not have a display area exceeding one (1) square metre in total or if the sign is two-sided, one square metre on each side;
-) 7.11 In the case of a 'A' Frame or Sandwich board sign;
 - o 7.11.1 Be hinged or joined at the top; and
 - o 7.11.2 Be of such construction that its sides be securely fixed or locked in position when erected;
-) 7.12 In the case of an inverted 'T' sign, contain no struts or members that run between the display area and the base of the sign.

8 Appearance

Referenced By-Law No. 2

A moveable Sign on a footpath area must, in the opinion of an Authorised Person:

-) 8.1 Be painted or otherwise detailed in a competent and professional manner;
-) 8.2 Be of such design that is aesthetically appealing and legible

9 Placement

Referenced By-Law No. 2

A Moveable Sign must not be

9.1 Placed on any part of a road other than the footpath area

- J Be adjacent to the Business/Property to which it relates or, with the permission of the Council, at another designed location;
- 9.6 Placed closer than 400 mm to the edge of the carriageway of a Road;
- J 9.7 In the case of a flat sign, placed other than in line with and against the property boundary of a Road;
- J placed on a Footpath Area less than 1.8 metres from any structure, fixed object, tree, bush or plant (including another Moveable Sign);
- J 9.2 Tied fixed,, or attached to or placed closure than 1.8 from chained to or leant against any other structure, fixed object, tree, bush or plant (including another Moveable Sign);
- J 9.4 placed on the sealed part of a Footpath, unless the sealed part is wide enough to contain the sign and still leave a clear thoroughfare for pedestrians of a width of at least 1.8 metres;
- J 9.4.1 placed within 1.8 metres of the corner of a Road;
- J 9.8 e placed on a landscaped area;
- J placed on a designated parking area or within 1.8 metres of an entrance to any business or other premises
- J 9.9 Not be placed within 5 metres of an intersection;
- J Not unreasonably restrict the use of the Footpath Area or endanger the safety of members of the public;
- J Not be placed on a Footpath Area that is less than 1.8 metres wide;
- J Not be placed on a Footpath Area with a minimum height clearance, of a structure above it of less than 2 metres;
- J 9.5 placed so as to interfere with the reasonable movement of persons or vehicles using the Footpath Area or road in the vicinity of or where the moveable sign is placed ;
- J In the case of a flat sign, the message of which only contains newspaper headlines and the name of the newspaper, be placed resting against the premises of the business/property to which the moveable sign relates; and
- J 9.15 Be placed in such position or in such circumstances so that
- J 9.15.1 It compromises the safety of any person or places a person at risk of harm or
- J 9.15.2 It obstructs or impedes (or would be likely to obstruct or impede)a vehicle door when opened, provided that the vehicle is parked lawfully on a carriageway.

11 Restriction

Referenced By-Law No. 2

A Moveable Sign must:

11.1 The owner or operator of a business must not cause or allow more than one moveable sign for each business premises to be displayed on the footpath area at any time

11.3 A person must not cause or allow a moveable sign to be placed on a footpath area unless

-) 11.3.1 it only display material which advertises a business being conducted on premises which is immediately adjacent to the Moveable Sign, or the product and/or services available from that business and
-) 11.3.2 Only be displayed when the business to which the Moveable Sign relates is open to the public
-) Be securely in position such that it cannot be blown over or swept away in adverse weather conditions;
-) Not be in such a position or in such circumstances that the safety of any person or user of the road is at risk;
-) Not be displayed during the hours of darkness unless it is in a clearly lit area and clearly visible;
-) Not be displayed on a median strip, traffic island or on the carriageway of a Road; and
-) Not be displayed on any footpath within the Regional Town Centre Zone, outside of the approved areas.

11.4 If in the opinion of the Council a Footpath Area or other area forming the boundary of any Road is unsafe for any Moveable Sign to be displayed or placed the Council may by resolution prohibit or restrict the display or placement of a Moveable Sign or the times at which a Moveable Sign may be displayed or placed in that area.

10 Banners

Referenced By-Law No. 2

A banner displayed on a road must:

-) 10.1 Be securely fixed at both ends to a pole, fence or other structure so that it does not hang loose or flap; at either end.
-) 10.2 Not, without the Council's permission, be attached to any building, structure, fence, vegetation or other item owned by the Council
-) 10.3 not be displayed more than one month before and two days after the event it advertises; and
-) 10.4 Not without Council permission, exceed 3 square metres in size.

Note

A person must not erect or display a banner on a public road for a business purpose without a permit from the Council issued under section 222 of the Local Government Act 1999

Signs on Local Government Land

Referenced By-Law No. 2

11 Restrictions

11.2 A person must not, without the Council's permission, display a Moveable Sign on any Local Government Land or resting on or attached to a vehicle on any Local Government Land except a moveable sign:

-) Attached to a licensed taxi;
-) On or attached to a vehicle belonging to any council and which has been placed on or attached to the vehicle with the consent of the council to which the vehicle belongs.
-) On or attached to a bus greater than 6 metres in length;
-) On or attached to a vehicle which only has a sign or signs painted on or glued to it the main purpose of which is to identify it as belonging to a business;
-) Comprising a sunscreen on a vehicle, where any message or trade name or mark on the sunscreen does not advertise a business being carried on in the vicinity of the place the vehicle is parked, or the products available from that business.

12 Exemptions

Referenced By-Law No. 2

Subclauses 9.14, 11.1 and 11.3 of this By-law do not apply to a moveable sign which:

12.1. I advertises a garage sale taking place from residential premises provided that:

(a) no more than four moveable signs per residential premises are displayed at any one time in relation to a garage sale taking place at that premises;

(b) the moveable sign displays the address of the vendor; and

(c) the moveable sign is displayed on the day the garage sale is taking place; or

12.1.2 Is a directional sign to a short term event (of less than three days) run by a community organisation or charitable body.

12.2. Subclauses 11. I and I I. 3 of this By-law do not apply to a flat sign which only contains a newspaper headline and the name of a newspaper or magazine.

12.3. A requirement of this By-law will not apply where the Council has granted permission for the moveable sign to be displayed contrary to that requirement.

Note This By-law does not apply to moveable signs placed and maintained on a road in accordance with section 226(3) of the Act, which includes any sign:

-) placed there pursuant to an authorisation under another Act;
-) designed to direct people to the open inspection of any land or building that is available for

purchase or lease;

-) related to a State or Commonwealth election and is displayed during the period commencing on the issue of the writ or writs for the election and ending at the close of polls on polling day;
-) related to an election held under this Act or the Local Government (Elections) Act 1999 and is displayed during the period commencing four (4) weeks immediately before the date that has been set (either by or under either Act) for polling day and ending at the close of voting on polling day; or
-) the sign is of a prescribed cl

Advertise

Subparagraphs – Titled under ‘Restrictions’ (reference to all) does not apply to a Moveable Sign which is displayed and used:

-) 12.1.1. (a) (b) (c) To advertise a garage sale taking place from residential premises provided that no more than four (4) Moveable Signs per residential premises may be displayed at any one time in relation to a garage sale taking place at that residential premises; or
-) 12.1.2. As a directional sign to a short term (less than three days) event run by a community/charitable body or an unincorporated association.

12.2 Subparagraphs – Titled under ‘Restrictions’ (referenced below) of By-Law No.2, does not apply to a flat sign the message of which only contains a newspaper or magazine headlines and the name of the newspaper or magazine.

-) Only display material which advertises a business being conducted on premises which is immediately adjacent to the Moveable Sign, or the product and/or services available from that business;
-) Be limited to one Moveable sign per business or, with permission of the Council, another designated number;
-) Only be displayed when the business to which the Moveable Sign relates is open.

A requirement of By-Law No. 2, will not apply where the Council has granted permission for the Moveable Sign to be displayed contrary to the requirement.

By-Law No. 2 does not apply to a Moveable Sign placed and maintained on a road in accordance with sect 226 (3) of the Act which includes and signs

-) Placed on a Road pursuant to an authorisation under the Local Government Act 1999 or another Act; or
-) Designed to direct people to the open inspection of any land or building that is available for purchase or lease; or
-) Related to a State or Commonwealth election and is displayed during the period commencing on the issue of writ or writs for the election and ending at close of polls on polling day; or

- J Related to an election held under the Local Government Act 1999 or the Local Government (Elections) Act 1999 and is displayed during the period commencing four weeks immediately before the date that has been set (either by or under either Act) for polling day and ending at the close of voting on polling day.

3. On-site Signs

In accordance with the Development Regulations 2008 signs advertising the sale of property shall not be illuminated.

Development approval is not required for an advertising sign with an advertisement area not exceeding four (4) square metres, which publicises the sale or letting of the property on which it is displayed.

However, a planning permit may be granted for:

- J The advertisement area to exceed four (4) square metres if the sign concerns more than twenty vacant lots.
- J The sign to be displayed on land excised from the subdivision and transferred to the municipal council.
- J The sign to be displayed longer than seven (7) days after the sale date.

4. Estate Signs – Off Site

In accordance with the Development Regulations 2008 signs promoting the availability of lots within an estate (that is not wholly contained within the subject land) require planning approval. These signs may not be erected until planning approval has been obtained.

Application Fee

Offsite and/or signs greater than four (4) square metres will require development approval where a statutory fee is applicable.

Removal of Non-complying and Complying - Moveable Signs

Reference By-Law No. 2 – Moveable Signs

Responsibility

City of Victor Harbor, Department of Planning and Regulatory Services

Actions Required

1. Send guidelines to relevant businesses once ratified by Council.
2. For further information reference Council By-Law No. 2 - Moveable Signs.

By law 12.1

CATEGORY 10: GARAGE SALE SIGNS

Purpose

To provide clarification of the legislative requirements associated with the erection of signs advertising garage sales.

Criteria

Garage sales should be promoted in the classified section or the garage sale section of the local newspaper.

A single sign may be placed on the frontage of the property where the garage sale is being held. This sign must be wholly located within the property boundaries. Where the property has more than one (1) frontage, a single sign may be placed on each frontage.

A sign may be placed on the front fence of another property, which is in a more prominent position (e.g. a corner property) only where the prior consent of that property owner has been obtained.

These signs shall be of a high standard, with clearly legible text, and the sign shall be maintained in good order and condition. Signs that blow or fall onto public land will be deemed to be contrary to the *Environment Protection Act*, and action may be taken to ensure that the site is left in a clean state.

The sign(s) shall be removed at the conclusion of the garage sale.

Non - Compliance

An Authorised Person may remove and impound any incorrectly located signs, and/or may commence proceedings to ensure compliance with the relevant legislation.

Enforcement of garage sale signs in accordance with these guidelines, other relevant legislation and Council By-Laws.

Responsibility

Department of Planning and Regulatory Services

Actions Required

For further information reference Council By-Law No. 2 - Moveable Signs.

CATEGORY 11: VARIABLE MESSAGE SIGNS

Purpose

To provide clear advice to vehicular traffic of potential road hazards (including road works, closures, traffic delays etc.).

Variable message signs should be displayed in accordance with DPTI and/or City of Victor Harbor requirements (e.g. siting, size, distance to potential hazard etc.).

Where variable message signs are to be used in association with an approved festival or event in the City of Victor Harbor, the sign may not be used to promote the event. Variable message signs may only advise that the event is on at a specific date/time, that traffic delays may be caused by the holding of the festival or event, and that alternate routes may need to be used.

Application Process

There is no formal application form required to be filled in to display a Variable Message Sign on roads controlled by City of Victor Harbor. However, prior to displaying a Variable Message Sign written consent must be received from the relevant road authority.

Where City of Victor Harbor is the relevant road authority it is sufficient to seek approval by submitting a written request of the display of a Variable Message Sign, times of operation, and a site plan showing the proposed location of the sign.

Applications must include evidence of Public Liability Insurance to cover the placement of signs, (minimum \$20,000,000), and include the City of Victor Harbor as an interested party. Any liability the applicant incurs remains with the applicants, not Council.

A copy of the certificate of currency of the insurance policy should be provided to an Authorised Person of City of Victor Harbor on being requested to do so.

Application Fee:

No application fee is payable.

Non Compliance

An Authorised Person within the Department of Planning & Regulatory Services may remove and impound any Variable Message Signs that are being displayed without the prior consent of the road authority.

Responsibility

Variable Message Signs used for road and civil works, Department of Environment and Infrastructure Services, Manager Infrastructure and/or Manager Operations.

Variable Message Signs used outside the requirement for road and civil works will be managed and enforced by the Department of Planning and Regulatory Services.

CATEGORY 12: SANDWICH BOARDS, 'A' FRAME SIGNS AND MOVEABLE SIGNS

Purpose

Sandwich boards, 'A' frames and moveable signs such as banner and 'feathers' are used by business, community, real estate agents/companies and not-for-profit groups as a form of movable advertising/and promotion of their activities and/or events.

Construction and Designs

Referenced By-Law No. 2

Moveable Sign must:

-) 7.1 Be of a kind known as an 'A' frame or sandwich Board sign, an inverted 'T' sign or a flat sign, or, with the permission of the Council, a sign of some other kind;
-) 7.2 Be designed, constructed and maintained in good quality and condition so as not to present a hazard to any member of the public;
-) 7.3 Be of strong construction and sufficiently stable or securely fixed so as to keep its position in any weather conditions
-) 7.4 Have no sharp or jagged edges or corners;
-) 7.5 Not be unsightly or offensive in appearance or content;
-) 7.7 Not rotate or contain flashing parts
-) 7.6 Be constructed of timber, cloth, metal, plastic or plastic coated cardboard, or a mixture of such materials;
-) 7.8 Not have balloons, flags, streamers or other material attached to it;
-) 7.9 Not exceed 900 mm in perpendicular height, or have a base with any side exceeding 600 mm if length;
-) 7.10 Not have a display area exceeding one (1) square metre in total or if the sign is two-sided, one square metre on each side;
-) 7.11 In the case of a 'A' Frame or Sandwich board sign;
 -) 7.11.1.Be hinged or joined at the top; and
 -) 7.11.2 Be of such construction that its sides be securely fixed or locked in position when erected;
-) 7.12 In the case of an inverted 'T' sign, contain no struts or supports that run between the display area and the base of the sign.

Appearance

8 Appearance

Referenced By-Law No. 2

A moveable Sign on a footpath area must, in the opinion of an Authorised Person:

-) 8.1 Be painted or otherwise detailed in a competent and professional manner;
-) 8.2 Be of such design that is aesthetically appealing and legible

9 Placement

Referenced By-Law No. 2

A Moveable Sign must not be

9.1 Placed on any part of a road other than the footpath area

-) Be adjacent to the Business/Property to which it relates or, with the permission of the Council, at another designed location;

9.6 Placed closer than 400 mm to the edge of the carriageway of a Road;

-) 9.7 In the case of a flat sign, placed other than in line with and against the property boundary of a Road;

-) placed on a Footpath Area less than 1.8 metres from any structure, fixed object, tree, bush or plant (including another Moveable Sign);

-) 9.2 Tied fixed, or attached to or placed closure than 1.8 from chained to or leant against any other structure, fixed object, tree, bush or plant (including another Moveable Sign);

-) 9.4 placed on the sealed part of a Footpath, unless the sealed part is wide enough to contain the sign and still leave a clear thoroughfare for pedestrians of a width of at least 1.8 metres;

-) 9.4.1 placed within 1.8 metres of the corner of a Road;

-) 9.8 e placed on a landscaped area;

-) placed on a designated parking area or within 1.8 metres of an entrance to any business or other premises

-) 9.9 Not be placed within 5 metres of an intersection;

-) Not unreasonably restrict the use of the Footpath Area or endanger the safety of members of the public;

-) Not be placed on a Footpath Area that is less than 1.8 metres wide;

-) Not be placed on a Footpath Area with a minimum height clearance, of a structure above it of less than 2 metres;

- 9.5 placed so as to interfere with the reasonable movement of persons or vehicles using the Footpath Area or road in the vicinity of or where the moveable sign is placed ;
- In the case of a flat sign, the message of which only contains newspaper headlines and the name of the newspaper, be placed resting against the premises of the business/property to which the moveable sign relates; and
- 9.15 Be placed in such position or in such circumstances so that
 - 9.15.1 It compromises the safety of any person or places a person at risk of harm or
 - 9.15.2 It obstructs or impedes (or would be likely to obstruct or impede)a vehicle door when opened, provided that the vehicle is parked lawfully on a carriageway.

Referenced By-Law No. 2

A moveable Sign on a Road must, in the opinion of an Authorised Person:

- Be painted or otherwise detailed in a competent and professional manner;
 - Reflect the corporate brand and/or the nature of the business through the products and/or services it provides to a visual standard that is in keeping with being aesthetically appealing and legible.

Placement

Referenced By-Law No. 2

A Moveable Sign must:

- Only be positioned on the Footpath Area of a Road;
 - Be adjacent to the Business/Property to which it relates or, with the permission of the Council, at another designed location;
 - Be placed no closer than 400 mm from the edge of the carriageway of a Road;
 - In the case of a flat sign, must be in line with and against the property boundary of the Road;
 - Not be placed on a Footpath Area less than 1.8 metres from any structure, fixed object, tree, bush or plant (including another Moveable Sign);
 - Not be fixed, tied, chained to or leant against any other structure, fixed object, tree, bush or plant (including another Moveable Sign);
 - Not be placed on the sealed part of any Footpath Area, unless the sealed part is wide enough to contain the sign and still leave a clear thoroughfare for pedestrians of a width of at least 1.8 metres;
 - Not be placed within 1.8 metres of the corner of a Road;
 - Not be placed on a landscaped area;
 - Not be placed on a designated parking area or within 1.8 metres of an entrance to or exit from premises;

-) Not be placed within 1.8 metres of an intersection;
-) Not unreasonably restrict the use of the Footpath Area or endanger the safety of members of the public;
-) Not be placed on a Footpath Area that is less than 1.8 metres wide;
-) Not be placed on a Footpath Area with a minimum height clearance, of a structure above it of less than 2 metres;
-) Not be placed so as to interfere with the reasonable movement of persons using the Footpath Area in the vicinity of or adjacent to where the moveable sign is positioned;
-) In the case of a flat sign, the message of which only contains newspaper headlines and the name of the newspaper, be placed resting against the premises of the business/property to which the moveable sign relates; and
-) Not be placed so as to obstruct or impede a vehicle door when opened, provided that the vehicle is parked lawfully on the carriageway.

Restrictions

Referenced By-Law No. 2

A Moveable Sign must:

-) Only display material which advertises a business being conducted on premises which is immediately adjacent to the Moveable Sign, or the product and/or services available from that business;
-) Be limited to one Moveable sign per business or, with permission of the Council, another designated number;
-) Only be displayed when the business to which the Moveable Sign relates is open;
-) Be securely in position such that it cannot be blown over or swept away in adverse weather conditions;
-) Not be in such a position or in such circumstances that the safety of any person or user of the road is at risk;
-) Not be displayed during the hours of darkness unless it is in a clearly lit area and clearly visible;
-) Not be displayed on a median strip, traffic island or on the carriageway of a Road; and
-) Not be displayed on any footpath within the Regional Town Centre Zone, outside of the approved areas.

If in the opinion of the Council a Footpath Area or other area forming the boundary of any Road is unsafe for any Moveable Sign to be displayed or placed the Council may by resolution prohibit or restrict the display or placement of a Moveable Sign or the times at which a Moveable Sign may be displayed or placed in that area.

Banners

Referenced By-Law No. 2

A banner must:

-) Only be displayed on a Road, Footpath Area or Road Related Area; and
-) Be securely fixed to a pole, fence or other structure so that it does not hang loose or flap; and
-) Not, without the Council's permission, be attached to any building, structure, fence, vegetation or other item owned by the Council on a Road, or other improvement to a Road owned by the Council; and
-) When advertising an event, not be displayed more than one month before and two days after the event it advertises; and
-) Not exceed 3 square metres in size.

Signs on Local Government Land

Referenced By-Law No. 2

A person must not, without the Council's permission, display or cause to be displayed a Moveable Sign on any Local Government Land or resting on or attached to a vehicle on any Local Government Land except a moveable sign:

-) Attached to a licensed taxi;
-) On or attached to a vehicle belonging to any council and which has been placed on or attached to the vehicle with the consent of the council to which the vehicle belongs.
-) On or attached to a bus greater than 6 metres in length;
-) On or attached to a vehicle which only has a sign or signs painted on or glued to it the main purpose of which is to identify it as belonging to a business;
-) Comprising a sunscreen on a vehicle, where any message or trade name or mark on the sunscreen does not advertise a business being carried on in the vicinity of the place the vehicle is parked, or the products available from that business.

Exemptions

Referenced By-Law No. 2

Subparagraphs – Tilted under 'Restrictions' (reference to all) does not apply to a Moveable Sign which is displayed and used:

-) To advertise a garage sale taking place from residential premises provided that no more than four (4) Moveable Signs per residential premises may be displayed at any one time in relation to a garage sale taking place at that residential premises; or
-) As a directional sign to a short term (less than three days) event run by a community/charitable body or an unincorporated association.

Subparagraphs – Titled under ‘Restrictions’ (referenced below) of By-Law No.2, does not apply to a flat sign the message of which only contains a newspaper or magazine headlines and the name of the newspaper or magazine.

-) Only display material which advertises a business being conducted on premises which is immediately adjacent to the Moveable Sign, or the product and/or services available from that business;
-) Be limited to one Moveable sign per business or, with permission of the Council, another designated number;
-) Only be displayed when the business to which the Moveable Sign relates is open.

A requirement of By-Law No. 2, will not apply where the Council has granted permission for the Moveable Sign to be displayed contrary to the requirement.

By-Law No. 2 will not apply to a Moveable Sign which is:

-) Placed on a Road pursuant to an authorisation under the Local Government Act 1999 or another Act; or
-) Designed to direct people to the open inspection of any land or building that is available for purchase or lease; or
-) Related to a State or Commonwealth election and is displayed during the period commencing on the issue of writ or writs for the election and ending at close of polls on polling day; or
-) Related to an election held under the Local Government Act 1999 or the Local Government (Elections) Act 1999 and is displayed during the period commencing four weeks immediately before the date that has been set (either by or under either Act) for polling day and ending at the close of voting on polling day.

Application Fee

Signs greater than four (4) square metres may require development approval under the Development Act and a statutory fee is applicable.

Responsibility

Department of Planning and Regulatory Services

Actions Required

1. Send guidelines to relevant businesses once ratified by Council.
2. For further information reference Council By-Law No. 2 - Moveable Signs.

CATEGORY 13: ADVERTISING SIGNS

Purpose

To allow for the orderly display of effective advertising signs, on private and public land, that are appropriate and sensitive to the zoning and the environment in which they are displayed. These controls are also to ensure that advertising signs do not cause a loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.

Criteria

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.

Application Process

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.

Application Fee

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

Non-Compliance

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 commenced by Council under sections 84 and/or 85 of the Development Act to ensure compliance with the requirements of the Development Act and Regulations.

Responsibility

Department of Planning and Regulatory Services

Enforcement of compliance with the Development Act and Regulations

CATEGORY 14: AS OF RIGHT SIGNS AND PROHIBITED SIGNS

“As of Right” Signs

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 sign on a registered motor vehicle used principally for conveyance of goods or passengers.

Note: Depending on circumstances, statutory requirements may exist that require approval for a sign by a public authority. This needs qualified when considering such applications.

Prohibited Signs

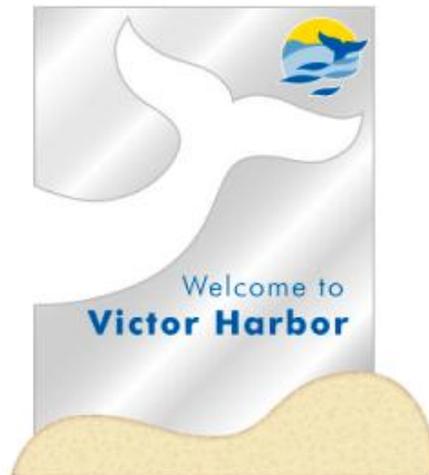
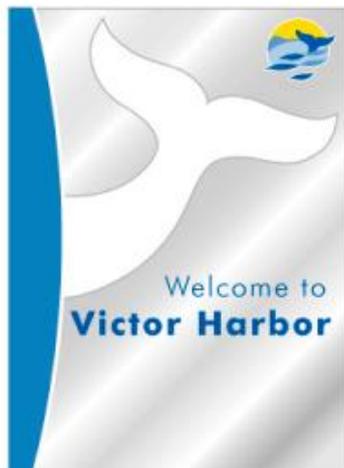
All signs placed within the road reserve without the proper consent is prohibited.

This includes:

-) items attached to trees, power poles, telecommunications poles, existing sign poles etc.;
-) any sign on a vehicle (whether registered or not) which is used principally as an advertisement rather than as a vehicle; and
-) any sign or bill poster placed within the road reserve (e.g. power or telecommunications poles, existing sign post/poles etc.)

Appendix 1

Primary Gateway Sign Options



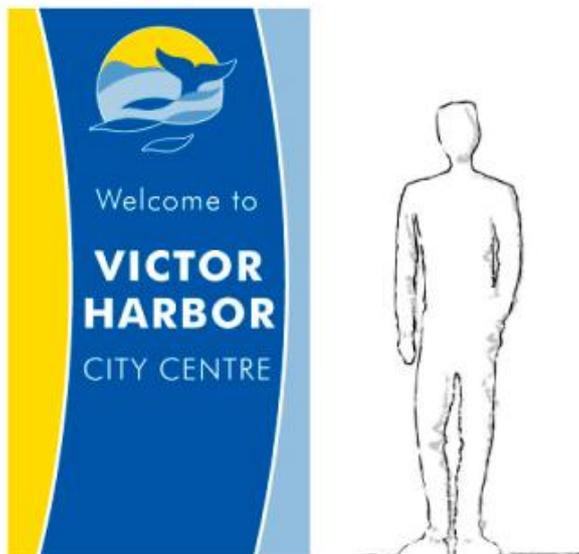
Appendix 2

Secondary Gateway Sign Options



Appendix 3

City Centre Entry Statement Sign Options



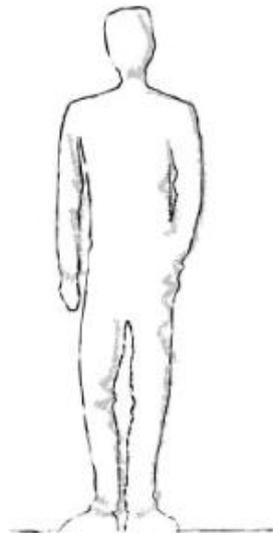
Appendix 4

Pedestrian Guide Sign Options

The "eye" cube



Example, side A – Victor Harbor logo



Concept

The "eye" cube is a four sided information sign placed at a prominent town centre location, providing a directional guide for pedestrians to all local attractions.

The "eye" cube has four sides, two displaying the Victor Harbor Council logo and two displaying the "information eye"

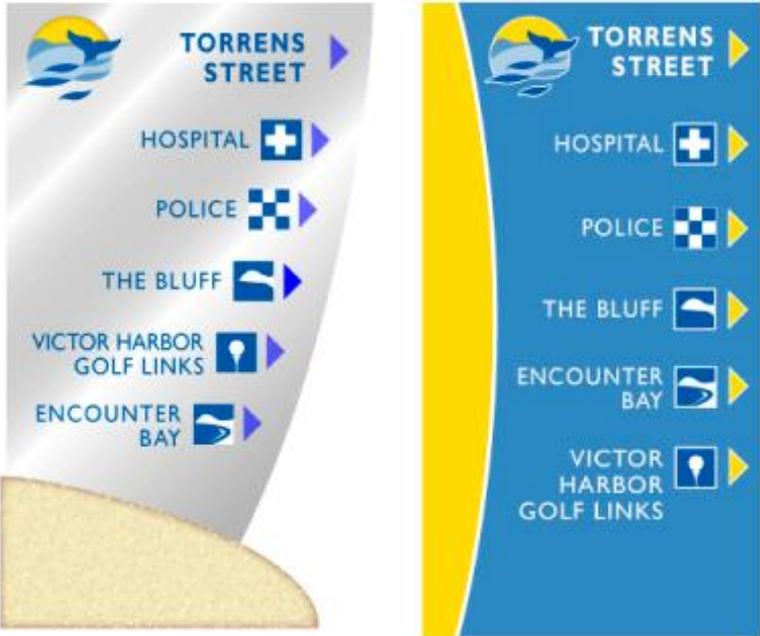
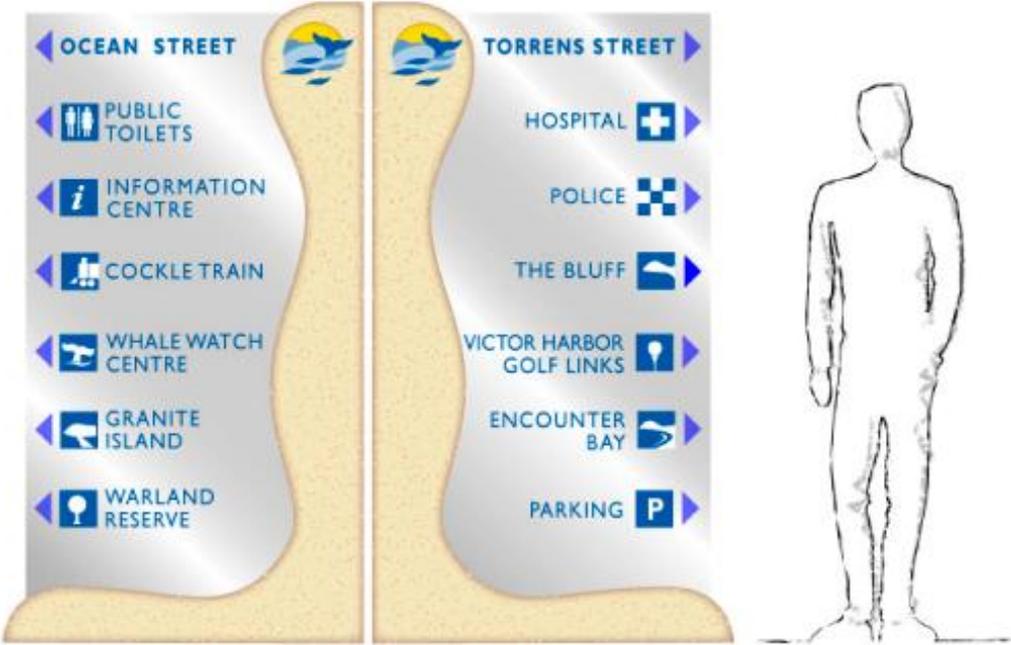
Designed to be an eye-catching quick reference guide to facilities and attractions in and around Victor Harbor.



Example, side B – Information Eye



Pedestrian Guide Sign Options



Appendix 5

9. Service And Tourist Symbols

No	Symbol	No	Symbol	No	Symbol	No	Symbol
S1	Medical Services with 	S2	Public Phone 	S3	Fuel 	S4	Local Visitor 
S5	Restaurant 	S6	Accommodation 	S7	Refreshments 	S8	Camping Area 
S9	Caravan Park 	S11	Airport 	S12	Rest Area 	S13	Truck Parking Area 
S14	Parking Area 	S15	Fuel Repairs Not used in South Australia	S16	Toilets 	S18	Fireplace 
S19	Litter Bin Not used in South Australia	S20	Drinking Water 	S21	Boat Ramp 	S22	Facility for Disabled 
S23	Unsuitable for Trucks 	S24	Police 	S25	Help Phone 	S109	Named Airport 
S112	S6 with name 	S113	S18 with type 	S114	Accredited Information Centre 	S124	Information Bay 
S126	24hr Fuel 	TS1	Aboriginal Heritage Not used in South Australia	TS2	Lookout 	TS3	Walking Trail 
TS4	Winery / Cellar Door 	TS105	Native Vegetation 	TS106	Monument / Cairn 		

