



Signage Policy (Road Reserves)

Classification:	Council Policy
Version Number:	2
Review Frequency:	Once in the Term of Council
Adopted:	November 2021
Review Due:	November 2025
Responsible Officer:	Manager Assets and Infrastructure Chief Executive Officer
Applicable Legislation:	Local Government Act 1999 Road Traffic Act 1961 Planning, Development and Infrastructure Act 2016
Related Policies/Procedures:	By-Law No 2 – Moveable Signs By-Law No 3 – Local Government Land By-Law No 4 – Roads Australian Standard - AS1742 DIT 'Road Sign Guidelines' Kingston Branding Guidelines Request for Service and Complaint Handling Policy

1. PURPOSE:

- 1.1 The Kingston District Council recognises that effective signage contributes to the economic, social and visual amenity of the township and district. Council is committed to a consistent and strategic approach to signage in its area, and has demonstrated its commitment to continuous improvement through significant branding and signage upgrade projects.

- 1.2 This policy aims to provide guidance to the community and Council when assessing signage requirements and new signage requests, in an effort to ensure consistent signage across the Kingston District Council area.

2. LEGISLATIVE CONTEXT:

- 2.1 Council is responsible for the installation and maintenance of signage on road reserves, and other local government land, within the Council area.
- 2.2 Council has legislative requirements under the Local Government Act 1999 and the Planning, Development & Infrastructure Act 2016, however, signage may be required or approved by other statutory authorities such as the Department for Infrastructure & Transport.
- 2.3 Council has adopted By-Laws to manage and regulate signage on Local Government Land (By-Law 3), Roads (By-Law 4) and Moveable Signs (By-Law 2).

3. SCOPE:

- 3.1 This policy applies to new and existing signage on Council managed road reserves within the Kingston District Council area.
- 3.2 This policy does not include regulatory signs, warning signs, guide signs, election signage, signage installed on buildings/private land or any other signage covered by legislation (including Council's By-Laws).

4. DEFINITIONS:

<i>Community/Public Facilities</i>	A facility providing a service for the benefit of the general public such as education facilities, library, post office, medical centre, Council office, hall, churches, recreational facilities, shopping precincts.
<i>Distance Signage</i>	Outside of township boundaries (ie rural circumstances), a fingerboard sign to indicate the name and distance to a significant location (such as the next main town).
<i>Emergency Services</i>	Services providing emergency services such as Police, CFS, Ambulance, SES, Marine Rescue, emergency Medical Services or hospital.
<i>Fingerboard Signs</i>	A fingerboard sign portrays the name or type of service provided by a facility. It is small and rectangular in shape with the long axis horizontal, secured to a post and is co-located with a street name sign. Its purpose is to advise road users of the direction to facilities located on streets where facilities are not otherwise identified.
<i>Kingston Town Centre</i>	Agnes Street (East Terrace intersection to Holland Street roundabout) Holland Street (roundabout to Cooke Street intersection) and Hanson Street.
<i>Moveable Signs</i>	A temporary sign (such as an 'A' frame or sandwich board sign) which can be used to promote a business, tourist attractions, short term event or other advertising.
<i>Recognised</i>	An individual attraction (place or feature) of interest to visitors.

<i>Tourist Attraction</i>	Either built or naturally occurring, but must be able to provide a tangible visitor experience and reasonable level of visitor amenity, such as Museum, Lighthouse, Jetty, Wine Regions, Conservation Parks.
<i>Regulatory Signs, Warning Signs, Guide Signs</i>	Traffic control devices or other signage as defined in the Road Traffic Act, the Australian Road Rules, Australian Standards and Code of Practice for the Installation of Traffic Control Devices in South Australia.
<i>Visitor Services</i>	Services likely to be sought by a large percentage of visitors and reasonably expected from a tourist such as information centre, RV parks or designated camping areas, boat ramp, public toilets.

5. GUIDANCE PRINCIPLES:

5.1 The following guidance principles will be considered when assessing any existing or new signage:

- Provide consistency in the installation of new signage and consolidation of existing signage;
- Provide consistency in assessment of applications received for new signage;
- Provide clear and informative signage to residents and visitors to the district;
- Incorporate Kingston Brand Guidelines in new signage where appropriate;
- Encourage visitors to frequent the town centre by effective and efficient signage to promote the business precinct (as a whole);
- Ensure efficient and effective placement of signs to enhance a street, road reserve, or area by improving the overall amenity; and
- Ensure compliance and regulated installation in accordance with relative authorities and standards.

6. MOVEABLE SIGNS:

6.1 Moveable signs will be considered under Kingston District Council By-Law No 2 of 2016 *Moveable Signs By-Law*.

7. BRANDING:

7.1 Where an existing sign is identified to be replaced, or application for new signage is received, Council shall consider incorporating the town branding in accordance with the '*Kingston Brand Guidelines*' (available on council's website: <https://www.kingstondc.sa.gov.au/our-community/community-information/kingston-brand-guidelines>).

8. EVENT SIGNAGE:

- 8.1 Event signage will be limited to designated event signage areas which have been installed at the three (3) main entrance points to the Kingston township and are managed by the Council. Event signage will be displayed on a rotational basis to ensure sufficient advertising prior to the event.
- 8.2 Any event signage requested at locations not within the designated event signage areas, will be assessed in accordance with Clause 12 of this Policy.

9. INFORMATION OR INTERPRETIVE SIGNAGE:

- 9.1 Signage will likely vary in style, size, shape and intent, however must be consistent with the guidance principles of this policy, must complement the surrounding environment and be in accordance with the '*Kingston Brand Guidelines*' (available on council's website: <https://www.kingstondc.sa.gov.au/our-community/community-information/kingston-brand-guidelines>).

10. FINGERBOARD SIGNS:

- 10.1 Fingerboard signs will be installed with the following hierarchy outside of the Kingston Town Centre:

Priority (highest to lowest)	Sign Type	Detail (writing / background)
One (top)	Street or road name	Black on white
Two (next)	No Through Road One Way Distance signage	Black on white
Three	Emergency Services	White on Blue
Four	Key Visitor Services	White on Blue
Five	Recognised tourist attractions	White on Brown
Six	Key community / public facilities	White on Blue

- 10.2 Fingerboard signs will be limited to three (3) signs per sign post outside of the Kingston Town Centre.
- 10.3 To ensure consistency with the guidance principle to promote the town centre (as a whole), the installation of fingerboard signage directing to local businesses shall not be permitted within the township boundaries.
- 10.4 In rural or remote locations outside of the township boundaries, rural activities such as stud farms, plant nurseries or other directional signage will be considered as a 'priority six' (key community / public facilities).

11. EXISTING SIGNAGE:

- 11.1 Council maintains the right to replace or remove any signs on roads under its control. Signs may be removed in the following circumstances (but not limited to);
- The existing sign does not comply with Council policy;
 - The sign is in a poor state of repair;
 - The facility has ceased to operate;
 - There is a demonstrated need for consolidation of signage within the location;
 - The sign is considered to be ineffective or inappropriate;
 - The sign is considered a hazard or poses a safety risk to users of the road or members of the public;
 - The sign is inconsistent with Department for Infrastructure & Transport requirements or Australian Standards; or
 - The sign unreasonably endangers members of the public.
- 11.2 Where signage has been removed, any vacant sign frame will be removed to encourage consolidation of signage and to minimise distractions / hazards to vehicle traffic.
- 11.3 Where signage is identified as deteriorated or to be replaced, Council will assess against the guidance principles (Clause 5) of this policy, as well as in accordance with considerations in Clause 12 of this policy.
- 11.4 Where signage is identified to be replaced, Council will consider opportunity to incorporate the branding (as per Clause 7 of this policy).
- 11.5 Where existing fingerboard signs directing to local businesses are currently installed within the township boundaries, the sign will be removed and returned to the business.

12. NEW SIGNAGE:

- 12.1 Applications for new signage must be made to Council in writing.
- 12.2 Applications will be assessed against this policy (with particular reference to the guidance principles) and will consider the need, usefulness, desirability and benefit of the proposed signage.
- 12.3 When assessing applications for new signage, consideration will be given to the nature of service or facility, social utility and wider benefit, as well as accessibility (being how often facility is available to the public, or proportion of public that would be seeking to access the service or facility).
- 12.4 If approved, the applicant will be responsible for all costs associated with the design, manufacture and installation of the signage (if applicable, e.g. event signage).
- 12.5 Where required, a development application must be lodged and approved prior to installation.
- 12.6 Applications will be assessed and approved by Council staff under delegation, unless a budget variation is required, or is inconsistent with the guidance principles of this policy.
- 12.7 Where new signage is being assessed, Council will consider the opportunity to incorporate the branding guidelines (as per Clause 7 of this policy).

13. ENGAGEMENT:

- 13.1 All signage will be assessed against relevant legislative requirements, including but not limited to:
 - Australian Standards AS1742;
 - Department for Infrastructure & Transport (DIT) 'Road Sign Guidelines – Guide to Visitor and Services Road Signs in South Australia';
 - DIT 'Manual of Legal Responsibilities and Technical Requirements'.
- 13.2 Where this policy conflicts with the standard or guide, the standard or guide will prevail to the extent of the inconsistency.
- 13.3 Council will consult and liaise with DIT on any significant new tourist or event signage or any significant alteration to existing signage (excluding fingerboard signage).
- 13.4 Council is not required to liaise or consult with its community in the adoption of this policy or in assessing requests for new or replacement signage. Council may choose to engage with its community at its absolute discretion.
- 13.5 Only Council, and/or its approved contractors, are permitted to install, maintain, replace or remove signs on roads under Council's control.

14. COMPLAINT HANDLING:

In the event that a complaint is received in regards to new or replacement signage, the complaint will be managed in accordance with Council's Request for Service and Complaint Handling Policy, taking into account the provisions of this Policy and legislative requirements.

15. AVAILABILITY OF THE POLICY:

This Policy will be available for inspection at the Council's principle office, 29 Holland Street Kingston SE, during ordinary business hours and on Council's website: www.kingstondc.sa.gov.au. Copies will also be provided to interested members of the community upon request, and upon such payment of the fee set by Council.