



Policy Name: Signage Policy

Introduction

The purpose of this policy is to assist applicants in lodging requests for approval for signage on public road reserves, private roads, public places, undedicated, and dedicated crown land and private land. This policy does not include street name signs or signs on buildings

Siting of Signs

Signs are to be sited in accordance with the development plan notwithstanding that where the signs are proposed on dedicated road reserve and land dedicated to the care and control of the council or a public place, they must be sited and sized and the nomenclature must be to the satisfaction of the council.

Definitions

Road Reserves Including public roads is land which has been dedicated by the crown for use as road for the purposes of vehicle pedestrian and cyclist movement and the placement of cables, pipes under easement right ,

Crown Land means all land that is managed by the South Australian Government Under the Crown Lands Act (2009) for community benefit or dedicated as Native Title Land.

DPTI means the department of Planning Transport and Infrastructure.

Private Road means road owned by easement or as a title over land held in fee simple by a person or persons.

Public Place includes a street road square reserve lane footway court and thoroughfare which can be used by the public whether on private property or not and a public watercourse (Ref SA development Act)

Advertising Signage Advertising signs are important to identify and communicate and market businesses institutions and buildings across the District .They have a significant impact on the public realm and the quality of the streetscape. Well integrated signage in appropriate locations can add colour vibrancy and interest to an area. A proliferation of signs poorly designed and located can significantly detract from the attractiveness of the districts and amenity of the rural gateways including reducing the effectiveness of the gateways.

Temporary Signage includes bunting signage and flag signage.

Home Occupation Signage is signage that relates to accommodation, B&B Hostel and Motels

Internally Illuminated signs include signs that are internally lit

Promotion signs promotes goods, services and any other matter whether or not provided undertaken or sold or for hire on the land or remote from the land.

Community Information Signs are signs which can be collectives of several business or community groups who may pay for a sign identifying the business or **Community** group.

Objectives

The objectives of the policy are to:

- Allow for reasonable identification and marketing of the business at close proximity to the business(200m)
- To require the signage to respond and enhance the character scale architectural quality of the landscape or building.
- Support signs that contribute to the interest vitality and improve the quality of commercial and industrial areas.
- Ensure signs in residential zones and high amenity built up and natural areas do not detract from the appearance and character of the zone.
- Maximise effectiveness by avoiding clutter.

Conditions of Compliance

Signage is permitted subject to the following;

- Compliance with the Coober Pedy Councils Development Plan (refer to Appendix A)
- Compliance with the Building Rules
- Compliance with the Sex and Race Discrimination Acts and is not offensive or abusive.
- Compliance with councils By Law No 2 of 2012 (refer to Appendix B)
- Where a sign is proposed on a public road DPTI controlled road be subject to the provisions of the Road traffic Act.
- A sign is installed as a community information sign for use by the businesses or community organisations or the council for the provision of direction to a group of a facilities either as a temporary or permanent sign
- Where a privately owned sign is to be situated on a road reserve and is compliant with the provisions of the Local Government Act.
- Where the sign is to be situated on a parkland compliance with the Community Land Management Plan for the area.
- Compliance with the provisions of the Crown Lands Act where the land is either dedicated or undedicated crown land
- Compliance with the Native Title Act 1993
- Lighting details to be details acceptable to council for safety near roadsides
- Be located within site of the business
- Does not detract from the appearance of the amenity
- Home occupation signs subject to them facing the road with the highest traffic and professionally designed and printed and not consist of bunting or flagging
- Internally lit signs must avoid flashing and animation, light spill, be relevant to the hours of operation,