

REGIONAL COUNCIL OF GOYDER

 GOYDER South Australia's Heartland	<i>Moveable Signs Policy</i>	Department	I&T
		Version No:	1.0
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		Responsibility:	DOITS

1. INTRODUCTION

The Regional Council of Goyder recognises the needs of local businesses, community events and business operators to adequately promote suitable promotion through the placement of moveable signs on its road reserves, footpaths, public spaces and buildings on Council land.

To assist businesses and maintain a controlled aesthetic within townships, Council is adopting a policy for the management of moveable signs within the Council and this policy is to provide guidance for staff in processing requests.

An unregulated proliferation of signs, banners, notices and advertising can create an untidy appearance and reduce the overall effectiveness of signage. This policy ensures that the installation and display of all moveable signs is:

- undertaken in a regulated and uniform manner
- approved by Council, where required
- consistent with Council's public safety obligations
- consistent with the requirements of the Planning Development and Infrastructure Act 2016
- consistent with the requirements of all relevant State and Federal authorities

2. PURPOSE

The objective of this policy is to:

- Assist business operators in promoting their businesses/events by way of moveable signs and understand their responsibilities in relation to such displays
- Ensure the public's safety through the management of moveable signs
- Facilitate consistent, responsible and informed decision making in relation to applications for an approval to authorise the display of a moveable sign
- To provide an environment in which placement of a moveable sign enhances a street, road reserve or precinct by increasing the overall impact and effectiveness of individual signs.
- To provide guidance as to where moveable signage approval is or is not required

3. POLICY

3.1 Placement of moveable signs

A moveable sign must not be placed within 1.5 metres of a kerb;

A moveable sign must not be placed within 10 metres of an intersection of two or more roads; and Council to allow for an approval to be sought by a business for variation to these clauses following assessment of community safety and amenity of an area by staff.

3.2 Banners or Flags

The erection of a banner or flag on a building or structure on the road and in addition to those requirements, a banner must also comprise air holes / flaps of approximately 5 percent of the area of the banner to reduce wind effect.

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4. APPLICATION FOR APPROVAL TO DISPLAY A MOVEABLE SIGN

Approvals must be sought including the placement of a secondary sign or banner. The following policy considerations are intended to provide guidance in assessing and determining applications to display a moveable sign;

- 4.1 Council supports economic growth of the region.
- 4.2 Public safety is of paramount importance. An approval will not be granted to authorise the display of a moveable sign in a manner that would compromise the safety of a pedestrian, road user or any other person.
- 4.3 Council desires, so far as practicable, to preserve and enhance the amenity of existing areas. Consistent with this objective, moveable signs must be designed to a professional standard, be legible and of such design and colours that are compatible with the townscape and overall amenity of the locality in which the sign is situated.
- 4.4 The proposed sign and location.
- 4.5 Any impact, that the moveable sign may have on the amenity in which it is proposed to be displayed.
- 4.6 Whether the display of the moveable sign is contrary to the requirements or would give rise to a risk to the safety of pedestrians or road users and the nature and extent of any such risk.
- 4.7 The number of moveable signs displayed in the area in which the sign is proposed to be displayed.
- 4.8 The number of moveable signs displayed within the Council's area by the applicant; and
- 4.9 Where an approval is granted, the approval-holder is to be notified of the operation of section 226(4) of the Act. This provides that:

No action lies against the Council or an officer or employee of the Council for injury, damage or loss resulting from the placement of a moveable sign on a road unless the Council itself or some person acting on its behalf placed the sign on the road.

5. RESTRICTIONS

The signs shall:

- Only display material which advertises the business or the products available from the business to which the sign related being conducted on commercial premises.
- Not be displayed during the hours of darkness unless it is clearly visible.
- Not be displayed on a median strip, traffic island or on a carriage way of a street or road.
- Only be displayed when the business is open; and
- Not be placed at any point that is considered, in the opinion of a Council, to be a hazard.

Please note that it is the responsibility of the owner of the sign to ensure that the placement of signage is in accordance with this Policy and conditions are approved within the application.

If a person wishes to display a moveable sign contrary to a requirement (or requirements) then unless the Council has resolved to give permission for the moveable sign to be displayed, it is necessary for that person to make an application to the Council for an approval to display the moveable sign.

6. ENFORCEMENT

If a moveable sign is placed on a road:

- 6.1 Without permission from the Council; or
- 6.2 In a manner that unreasonably restricts the use of the road or endangers the safety of the public- then an authorised person may order the owner of the moveable sign (if known) to remove it from the road. If the owner cannot be found or fails to comply immediately with the order, Council may remove and dispose of the sign.

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A person who displays a moveable sign that is contrary to the Policy and any conditions without the Council's permission commits an offence and may, depending on the circumstances of the offending, be issued with an expiation notice for the offence.

7. DEFINITIONS

The following definitions for the purposes of this Policy

- **Act** means the Local Government Act 1993;
- **Approval** means an approval by Council required as a Local Government Authority.
- **Amenity** means pleasantness and not offensive or detrimental to the locality;
- **Banner, or flag** means a strip of cloth, plastic or other material hung up, or carried on a pole, fence or other structure
- **business operator** means a person operating a business or coordinator/s of a community event;
- **community event** means a local event of a religious, educational, cultural, social or recreational character that may be held within the Council's area from time to time;
- **Council** means the Regional Council of Goyder;
- **footpath area means:**
that part of a road between the property boundary of the road and the edge of the carriageway on the same side as that boundary; and/or
a footway, lane or other place made or constructed for the use of pedestrians and not for the use of vehicles;
- **moveable sign** has the same meaning as in the Act – a moveable advertisement or sign
- **Road** has the same meaning as in the Act - being a public or private street, road or thoroughfare to which public access is available on a continuous or substantially continuous basis to vehicles or pedestrians or both and includes:
a bridge, viaduct or subway; or
an alley, laneway or walkway

8. EXISTING SIGNAGE

Council maintains the right to assess and remove any existing moveable signage if it does not comply with guidelines and Council policy. Existing signage may also be removed if it is considered to be in breach of the Planning Design and Infrastructure Act 2016, Local Government Act 1999 or any other relevant legislation.

9. AVAILABILITY

Copies of this policy may be purchased for the fees outlined within Council's current Schedule of Fees & Charges. This policy is available for inspection at the Council offices during ordinary business hours or on Council's website (www.goyder.sa.gov.au) at no cost.

10. RECORDS

All records should be treated in accordance with Local Government GDS40

11. REVIEW

This document shall be reviewed by the Council at minimum within two (2) years (or on significant change to legislation or aspects included in this policy that could affect the health and safety of workers).

12. REVIEW HISTORY

Document History	Version	Issue date	Description of change
	1.0	15/12/20	Adopted refer minute 244/20.