

Light Regional Council

Signposting Strategy and Guidelines



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1. Introduction

Road signs play an important role in providing a safe and enjoyable stay for the many visitors driving throughout South Australia. Used in conjunction with visitor guide maps, signs help to navigate visitors to towns, attractions, accommodation, facilities and services. (DPTI 2006)

The Light Regional Council Signposting Strategy and Guidelines document is a guide for staff in conjunction with stakeholders in the delivery of signposting across the area.

The document contains design guidelines, approval processes and an outline of responsibilities. The guidelines covers road signs, community, tourism, business, advertising and precinct signs.

This guide has been developed to align with current By Laws, Development Act and Department for Planning, Transport & Infrastructure's Road Sign Guidelines – Guide to Visitor and Service Road Signs in South Australia and will assist businesses and road authorities to determine eligibility and the appropriate use of road signs.

2. Purpose

The purpose of the guide is to:

- Improve road safety
- Improve the aesthetics of signposting across the region
- Improve the visual recognisability, quality and consistency
- Provide visitors with a guide to attractions
- Ensure equity
- Provide a framework for the control and rationalisation of signs

The following principles will be adhered to when determining signposting across the area:

- Compliance with related strategies, By Laws, policies, legislation and standards
- Signs erected on DPTI roads require prior DPTI approval and Council approval
- Signs erected on Council roads require prior Council approval
- Business and advertising signs comply with all relevant regulations
- Responsibility for erection and maintenance of signs on public land will be the responsibility of the Authority installing the signs (DPTI or Council)
- There may be a cost associated to businesses for installing, maintaining or updating sign that refer to the business
- Road safety is paramount in all applications considered

- Tourism businesses will be considered where they are registered with the Australian Tourism Data Warehouse (<http://www.atdw.com.au>)

3. Related Strategies, Policy and Legislation

All signposting throughout the Light Regional Council area shall comply with the relevant legislation in place at the time of applications.

- Light Regional Council Development Plan
- Development Act 1993
- Development Regulations 1993
- Local Government Act 1999
- Light Regional Council By-Law No.2 – Moveable Signs
- Light Regional Council By-Law No.4 – Local Government Land
- Light Regional Council Corporate Standards
- Department for Planning, Transport and Infrastructure, Road Sign Guidelines: Guide to Visitor and Service Road Signs in South Australia
- Australian Standards AS 1742 (various parts)
- Event Management Policy

4. Sign Definitions

4.1. : Council Signs

4.1.1. : Entrance Signs

Council Entrance Signs signify to road users they are entering or leaving our Council area. The signs are typically located adjacent major thoroughfares and represent the corporate image of the Council incorporating the logo and corporate colours so as not to conflict with standard road signs. Where used, roads with less traffic entering into the Council area may have signs of a smaller scale.

These 'Entrance Signs' are additional to any 'town name' signs approved by DPTI and are used for Council purposes only.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management.

Specifications

- Council is responsible for the selection of design and colour in conjunction with Council's Corporate Style Manual. Colours should not conflict with colours used typically in standard road signs (red, green, blue, brown, yellow, and white).
- The standard sign is shown in the image below.

Limitations

- Signs are positioned as near as practicable to the Council defined region
- Where practical signs shall be placed on all sealed roads and Class 2 category roads and higher that lead into the Council area.



Example 1: Welcome to Light Regional Council sign:

4.1.2. : Arrival Signs

Arrival signs provide road users with information about key local tourism themes, major tourist attractions, Visitor Information Centres and tourist drives. They are also used to indicate precincts, townships and suburbs.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management.

Specifications

- Council is responsible for the selection of design and colour in conjunction with Council's Corporate Style Manual. Colours should not conflict with colours used typically in standard road signs (red, green, blue, brown, yellow, and white).
- Variations between townships may occur to reflect the particular theme of an area i.e. Kapunda, Seppeltsfield or Hewett.
- General colour scheme of Tourism Arrival Signs is white on brown, however a point of difference in design may be approved for pictorial presentation such as gateways.

Limitations

- Signs should be logically positioned to connect the sign with area.
- The design can include up to five 'white on blue' service symbols on one sign.
- These signs can refer to single tourist attraction/scheme or to a maximum of five attractions/schemes, approved by both DPTI (on DPTI roads,) and Council. It should be noted that the business name of the attraction is not normally included.



Example 2: Welcome to Barossa Regional sign

4.1.3. : Facility / Reserve Signs

These signs road provide the community with information about a localised area or a facility that is owned or managed by Council. It supports the broader branding and highlights Council assets.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management.

Specifications

- Signs identifying parks, reserves and walkways can form part of the branding of an area (i.e. Swann Path or Davidson Reserve) and should include the Council logo and incorporate where possible the Council's corporate colours.
- General colour scheme of signs is to reflect Council's corporate colours.

Limitations

Not Applicable.



Example 3: Freeling Institute Facility sign

4.2. : Traffic Signs

4.2.1. : Advance Direction Signs

Advance Direction signs are used to indicate to motorists that a side road that leads to a destination/town is approaching.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management where it has responsibility for the road.
- In many cases the roads that these signs are used on are managed by DPTI and as such it has the responsibility.

Specifications

- In accordance with Australian Standard AS1742.
- Signs may also include the road name where appropriate and include standard service or tourist symbols.

Limitations

- Signs will only be used to indicate key focal towns along side roads.



Example 4: Advance Direction Sign with Service Facility Panels

4.2.2. : Advance Street Name Signs

Advance Street Name Signs are used in a similar manner to the Advance Direction Signs except where there is no focal town along the side road.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management where it has responsibility for the road.
- In many cases the roads that these signs are used on are managed by DPTI and as such it has the responsibility.

Specifications

- In accordance with Australian Standard AS1742.
- Signs may also include standard service or tourist symbols.

Limitations

- Signs will only be used to indicate significant intersecting roads that road users are generally looking for. Such roads could include Seppeltsfield Road, Stonewell Road etc.



Example 5: Advance Street Name with Tourist & Service Symbols

4.2.3. : Intersection Direction Signs

Intersection Direction Signs can be used to supplement Advance Direction Signs and are placed at the actual turning locations. Generally they are only used in high speed environments where the turning location needs to be reinforced however can be very effective in urban environments where sufficient room exists. If used in urban environments the signs can be used without an Advance Direction Sign.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management where it has responsibility for the road.
- In many cases the roads that these signs are used on are managed by DPTI and as such it has the responsibility.

Specifications

- In accordance with Australian Standard AS1742.
- Signs may also include standard service or tourist symbols.
- Signs should have the same information as the Advance Direction Signs.

Limitations

- These signs are difficult to locate within a township and alternative signs should be considered.



Example 6: Intersection Direction Sign

4.2.4. : Reassurance Signs

Reassurance signs are used to indicate the next key towns along a route or accessed via a route and will include the distance to that destination. They are placed just after intersections.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management where it has responsibility for the road.
- In many cases the roads that these signs are used on are managed by DPTI and as such it has the responsibility.

Specifications

- In accordance with Australian Standard AS1742.
- Signs should have the same destinations as the Advance Direction Signs and Intersection Direction Signs for that travel direction.
- Signs may also include the road name.

Limitations

- Signs will only be used to indicate key focal towns accessed along the road being travelled or the next regionally significant destination.



Example 7: Reassurance Direction Sign with Road Name Panel

4.2.5. : Street Name Signs

Street Name Signs are used to indicate the name of a street or road.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management.

Specifications

- In accordance with Australian Standard AS1742.
- Where the road is a no through road or does not have all weather access it should be supplemented with the 'NO THROUGH ROAD' sign.

Limitations

- Where practical signs shall be placed on all sealed roads and Class 3 category roads and higher.
- Where Intersection Direction Signs are provided that include a street name panel a separate Street Name Sign may not be necessary.



Example 8: Street Name Sign

4.2.6. : Fingerboard Direction Signs

Fingerboard Direction Signs are used to provide guidance to lower level townships or localities.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management.

Specifications

- In accordance with Australian Standard AS1742.
- The signs may be supplemented with a distance where considered appropriate.

Limitations

- Signs will only be used to provide guidance to townships or localities.
- No more than three fingerboards in each direction of travel should be provided. This shall include the Street Name Signs.

4.3. : Tourist/Service/Community Signs

4.3.1. : Advance Direction Tourist/Service Signs

Advance Direction Tourist/Service Signs can be used for any tourist/service facility where there is a need to provide advance warning of the turning point for the facility. Ideally they are suited for higher speed roads outside of townships however consideration will be given to using them within townships where appropriate.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management.
- Where the sign relates to an individual facility or a group of facilities (that will be combined on the one sign), Council will charge a fee that will cover the cost of supply, installation and future maintenance of the sign/s and posts.
- The signs will remain the property of Council and may be altered, removed or combined to suit current needs.
- Should the signs be damaged through vandalism, vehicle accident or other incidents Council will endeavor to re-erect the sign as part of the standard maintenance. However where the sign and/or post are in need of replacing a further fee will be required as if it were a new application to replace the damaged sign. In general the signs have a life of 10 years and will require replacement at that time on similar terms as the initial installation.

Note: Where DPTI has the responsibility for the road that the signs is to be
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installed on it will have responsibility for the signs. This may include fees and charges that differ from Council's.

Specifications

- In accordance with Australian Standard AS1742.
- A maximum of three generic descriptions of services/facilities can be displayed. Where appropriate the business name may also be included.
- Symbols are displayed to describe the service/facility i.e. caravan park, accommodation, winery etc.
- Location of these signs occur before an intersection or entrance when the intersection is not obvious to approaching motorists from a distance appropriate to the speed zone.

The following facilities may be indicated:

- Tourism or service facilities
- Larger community facilities
- Shopping centres and associated parking (in built up areas)

Limitations

- Priority will be given to those attractions/services that the majority of road users are most likely to be requiring reassurance in getting to.
- Consideration will also be given to the total amount of roads signs being installed or potentially to be installed in the future.

Note: all tourist or service signs requests in the Seppeltsfield Road Business Alliance (SRBA) area will first be referred to it to ensure that it meets the character of the area and general development of the landscape.



Example 9: Advance Direction Service Sign

4.3.2. : Advance Street Name Supplementary Signs

Similar to Advance Direction Tourist/Service Signs however these tourist signs are simply used in conjunction with Advance Street Name Signs.

Management

As per 4.3.1

Specifications

As per 4.3.1

Limitations

As per 4.3.1



Example 10: Advance Street Name Sign with Advance Direction Tourist sign below

4.3.3. : Intersection Direction Tourist/Service Signs

Intersection Direction Tourist/Service Signs can be used for any tourist/service facility where there is a need to provide guidance to the turning point for the facility. Ideally they are suited for higher speed roads outside of townships however consideration will be given to using them within townships where appropriate.

Management

As per 4.3.1

Specifications

As per 4.3.1

Limitations

As per 4.3.1



Example 11: Tourist Intersection Direction Sign

4.3.4. : Reassurance Signs

These signs may be installed as part of a theme of signs and will display the distance to the next group of attractions/services.

Management

As per 4.3.1

Specifications

As per 4.3.1

Limitations

As per 4.3.1



Example 12: Tourist Reassurance Sign

4.3.5. : Tourist Route Markers

These signs may be installed as part of a theme of signs or an individual route that and will display the distance to the next group of attractions/services.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management.

Specifications

- In accordance with Australian Standard AS1742.

Limitations

- Where practical signs shall supplement other promotional or tourist documentation that supports the tourist drive.



Example 13: Example Route Markers

4.3.6. : Community Facility Signs

Community Facility signs can be erected to indicate not for profit community facilities and/or businesses. These may include sporting grounds, recreation areas, churches etc.

Management

- Council is responsible for the cost of installing (or removing), maintaining and overall management.
- Community facilities of a commercial nature identified on the sign will be charged a fee that will cover the cost of supply, installation and future maintenance of the sign/s and posts.
- Community facility signs for not for profit organisations will not be charged a fee for the supply, installation and future maintenance of the sign/s and posts.
- The signs will remain the property of Council and may be altered, removed or combined to suit current needs.
- Should the signs be damaged through vandalism, vehicle accident or other incidents Council will endeavor to re-erect the sign as part of the standard maintenance. However where the sign and/or post are in need of replacing a further fee will be required as if it were a new application to replace the damaged sign. In general the signs have a life of 10 years and will require replacement at that time on similar terms as the initial installation.

Specifications

As per 4.3.1

Limitations

- Priority will be given to those attractions/services that the majority of road users are most likely to be requiring reassurance in getting to.
- Consideration will also be given to the total amount of roads signs being installed or potentially to be installed in the future.
- Signs for community facilities shall only include a “generic” description and not the facility name (i.e. Church, Scout Hall, Recreation Centre, Community Centre, School etc).



Example 14: Community Facility Fingerboard Sign

4.4. : Business and Advertising Signs

4.4.1 : Business Precinct Signs

Business Precinct signs are used to identify clusters of businesses that may not be directly seen from a major roadway. They provide a mechanism for individual businesses, community organisations or sporting groups to advertise and promote their business. The signs also enable road users to have more accessibility to businesses via these visual navigational towers.

Management

- Council is responsible for the cost of manufacturing, installing and maintaining the main structure.
- Council is also responsible for the management of the business signs (additions, removal and invoicing)
- Businesses are responsible for the ongoing cost of advertising on an annual basis
- The advertising fee will be determined in accordance with Council's 'Fees and Charges' and the applicant entering into an advertising agreement (minimum 5 years)
- Changes to signs will incur a cost

Specifications

- Council will develop a standard structure and style for these type of signs in line with its corporate style and colours (timeframe and design yet to be determined)

New sign structures will be considered on an individual basis and will be installed where the following can be achieved:

- 80% of the available space is filled
- All road safety requirements are met
- All other relevant planning regulations and approval are met

Limitations

- Businesses will be allocated space on a first applied basis and will remain on a waiting list until space becomes available. No fee is required until space becomes available and the business will be given the option to proceed or decline.
- Council reserves the right to either refuse or remove a business if it is deemed to be operating inappropriately.
- Individual corporate colours or logos are not permitted
- Where businesses are included on a sign or where a sign is available other signs are not permitted.



Example 15: Example Business Precinct Sign

4.4.2 : Moveable ('A' Frame) Signs

Moveable signs are described as 'A' Frame or Sandwich Board, an inverted 'T' sign, or a flat sign and are used by businesses, community and not-for-profit organisations as a form of removable advertising.

Management

Movable Signs are controlled through the provisions of Council's Moveable Signs By-law 2015.

Specifications

Not Applicable

Limitations

Not Applicable.



Example 16: Typical A Frame Sign

4.4.3 : Business/Development Advertising Signs

All advertising signs are controlled through the provisions of the Development Act 1993 and administered by the Light Regional Council. This guideline does not provide any guidance on the use of advertising signs.

Management

Not Applicable.

Specifications

Not Applicable.

Limitations

Not Applicable.

4.4.4 : Mobile Promotional Signs

Mobile promotional signs come in a variety of forms such as trailer mounted signs parked at a fixed location or variable message signs. The purpose of the signs would be to advertise a business that is remote from the location where the advertising is.

Management

These signs need be managed through the provisions of Council's:

- Roads By-law 2015 or
- Local Government Land By-law 2015.

Specifications

Not Applicable

Limitations

Not Applicable.



Example 17: Typical Mobile Advertising Sign

4.5. : Event Signs

Council holds various community and cultural events and supports and encourages community groups through its Event Management Policy to

hold events that will attract and engage the local and neighbouring community in a culturally diverse way.

These events usually require signs of a temporary nature and are used to provide road users with information about events occurring in the area.

There are a variety of sign types that can be used to support these events.

4.5.1 : Community Event Signs

These signs are generally made up of corflute or vinyl signs attached to 'star pickets' on the roadside.

Management

- The organisation identified in the Event Management Policy application is responsible for the supply and cost of installation of the signs.
- Applicants must provide evidence of Public Liability Cover to cover the placement of signs, banners, flags, kites, and promotional bunting (minimum \$10,000,000) that are displayed within public spaces or on Council property.

Specifications

- Event organisers to determine sign style and design.
- Signs shall be clearly legible and of a size not to restrict the safe operation of the road or inhibit pedestrian movement.

Limitation

- Signs may be installed on a temporary basis up to four weeks prior to the event and must be removed within one week of the event concluding.
- Where provided signs shall be erected on existing infrastructure specifically installed for the purpose of promoting and advertising events. The example below is in Kapunda.
- Event signs are not permitted on utility poles, bridges, across roads, roundabouts, traffic islands, medians or other roadside furniture.
- No signs shall be placed within 20m of intersections or junctions.
- Event signs are not permitted on any Council property without prior permission.
- Where a specific event clashes with another event every effort will be made to provide sufficient space to promote both events.



Example 18: Welcome to Kapunda sign with Event Panel

4.5.2 : Banner Event Signs (Minor Signs)

These signs are installed on purpose built structures and of materials that are compatible with the design of the structure.

Management

- Council is responsible for the cost of manufacturing, installing and maintaining the main structure.
- Council is also responsible for the management of the event signs (installation, removal and invoicing).
- Event organisers are responsible for the cost of access to the sign structure and for the banners. Access fee will include use of the structure and installation charges.
- The access fee will be determined in accordance with Council's 'Fees and Charges'. Banner costs will be charged at cost plus a 10% handling fee.

Specifications

- Council will develop a standard banner style for event information to be added to.

Limitations

- Events will be allocated space on a first applied basis and will remain on a waiting list until space becomes available. Every effort will be made to accommodate all events.
- Individual corporate colours or logos are encouraged for the events.
- Where businesses are included on a sign or where a sign is available other signs are not permitted.
- Signs may be installed for a similar timeframe as other event signs.



Example 19: Typical Banner on Lightpole

5. Compliances

As part of a rationalisation program to improve signposting across the area, all signs will be continuously audited against this guideline to ensure consistency and appropriateness of the signs into the future. Organisations and businesses affected by any changes will be consulted prior to any removal or replacement of signs.

Unauthorised signs on land controlled by Council will be removed to comply with the relevant regulations set out in these guidelines. Where this is the most appropriate action to take Council will endeavor to assist businesses improve their signposting or develop Business Precinct Signs.

Existing signs will be audited as applications are received for a particular location to determine whether existing signs comply with the guidelines if on Council controlled land, or hold the appropriate approvals or exemptions under the development Act if on private property.

Unauthorised signs on private property will be required to be removed, or approval sought and obtained under the Development Act. Council has the authority to enforce the removal and recover the costs of removal of unauthorised signs.

6. Definitions and Acronym Summary

DPTI	Department for Planning, Transport, and Infrastructure
AS	Australian Standards
SATC	South Australian Tourism Commission
Arrival Signs	Council major entrance signs
Township Arrival Signs	Council minor entrance signs
Suburb Signs	Council small signs identifying suburbs, parks etc
Advanced Street Name Signs	Notification of non-visible intersection
Advanced Intersection Signs	Notification of attraction for non-arterial road
Business Precinct Signs	Council towers indicating clusters of businesses
Fingerboard Signs	Indicating tourist or community facility on minor roads
Community Facility Signs	Located on street signs to indicate a community facility
Reassurance Signs	Indicating a larger amount of community facilities
Major and Community Event Signs	Banners and temporary promotion signs
Moveable Signs	Predominately 'A' Frame or Garage Sale signs
Business Signs	Identifying a business premises
Mobile Promotional Signs	Trailer and mobile illuminating or static signs

7. References

Light Regional Council would like to acknowledge and thank the following bodies for their contribution to the Signposting Strategy and Guidelines.

- City of Playford
- Department for Planning, Transport and Infrastructure

Attachment 1: Application for Tourism, Service and Community Signs

Currently under development