

THE BAROSSA COUNCIL SIGNAGE POLICY



1 Purpose

- 1.1. The purpose of this Policy is to provide principles and guidelines for the display of signs on Council land.
- 1.2. The objectives of the Policy are:
 - 1.2.1. To promote appropriate signage types on Council land;
 - 1.2.2. To identify inappropriate signage types on Council land;
 - 1.2.3. To address previous signage matters erected on Council land;
 - 1.2.4. To prevent proliferation of signage on Council land that may detract from the character and amenity of the Barossa brand.
 - 1.2.5. To provide a consistent approach to signage on Council land;
 - 1.2.6. To provide clear criteria for the approval of signage on Council land under this Policy;
 - 1.2.7. To incorporate road signage policy contained within the "Legacy Policy Statements".

2. Scope

- 2.1. This policy only applies to signage on Council land and excludes signage on private land.
- 2.2. This policy applies to signage as follows:
 - 2.2.1. Is "Development" pursuant to the *Planning, Development and Infrastructure Act 2016*;
 - 2.2.2. Is a "moveable sign", pursuant to the *Local Government Act 1999*;
 - 2.2.3. Finger board signs;
 - 2.2.4. Real estate signs;
 - 2.2.5. Variable messaging displays;
 - 2.2.6. The parking of a vehicle, trailer or the like parked on the road for the purpose of display of advertising.
- 2.3. This policy does not apply to the following signage:
 - 2.3.1. That is a traffic control device displayed and erected under the *Road Traffic Act 1961*;
 - 2.3.2. That is displayed by reason of a statutory obligation on the Crown, a Minister of the Crown, an agency or instrumentality of the Crown or a person requiring such display;
 - 2.3.3. A mural or artwork applied to a wall, fence or other surface provided the mural or artwork has been approved by The Barossa Council or an authorised Delegate of Council and does not depict messaging, graphics or communications that are in nature of advertising;

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- 2.3.4. Is related to a referendum and is displayed during the course of and for the purpose of the referendum;
- 2.3.5. A moveable sign that directs people to a current open inspection of any land or building that is available for purchase or lease;
- 2.3.6. A moveable sign that directs people to a current garage sale that is being held on residential premises provided the sign does not restrict the use of the road or endanger the safety of members of the public;
- 2.3.7. A flat sign containing only the banner or headlines of a newspaper or magazine provided:
 - 2.3.7.1. The sign does not restrict the use of the road or endanger members of the public; and
 - 2.3.7.2. Only three such signs are displayed in relation to a business premises.
- 2.3.8. Signs erected around the perimeter of a football or cricket oval, football pitch or any other similar sporting field, containing advertising.
- 2.3.9. A plaque or memorial approved by The Barossa Council or an authorised Delegate of Council.

3. Policy Statement

- 3.1. The Barossa Council is committed to protecting the unique character of the townships and rural landscape of the Barossa while also promoting appropriate signage types that are respectful of and complementary to the unique character that benefit the community and direct visitors to attractions and services.

Council Consent Required

- 3.2. No sign shall be erected on the road or on Council Land without the consent of Council, except where the sign is exempt from this Policy or is erected in accordance with a By-Law.
- 3.3. A change in the contents of a sign display or the replacement of a sign (whether or not of the same dimensions) is subject to consent of Council.
- 3.4. Council reserves the right to approve or refuse signage on its land.
- 3.5. A sign authorised pursuant to the *Planning, Development and Infrastructure Act 2016*, is not subject to consent under this Policy, pursuant to Section 231 (4) of the *Planning, Development and Infrastructure Act 2016*.

Approval

- 3.6. A sign authorised under this Policy, whether temporary or permanent, is subject to such conditions as the Council thinks fit.
- 3.7. Signage defined as "Development" pursuant to the *Planning, Development and Infrastructure Act 2016* shall be approved pursuant to that Act.
- 3.8. The Barossa Council may adopt "Location Guidelines" that regulate the location and type of community information signs or temporary event signs, pursuant to this Policy. The "Location Guidelines" may be amended from time to time, under Delegated Authority of staff pursuant to Section 5 of this Policy.
- 3.9. A sign authorised under a by-Law is subject to the conditions of that By-Law.

General Principles for Signage

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- 3.10. Signage must not interfere with the safety of road users or endanger the safety of members of the public.
- 3.11. Signage must not restrict the safe and efficient use of the road or footpath, giving due consideration to disability access.
- 3.12. Signage shall not contain offensive or inappropriate wording or imaging and shall not include prophesying, preaching, touting or the like.
- 3.13. To the extent relevant, signage shall comply with Australian Standard 1742.
- 3.14. Only Council (or an authorised contractor of Council) may install, maintain, replace or alter signs on roads under Council control or other Council Land, except where otherwise approved under this Policy or permitted under a By-Law.
- 3.15. Costs for the design, supply, installation and maintenance of a sign provided by Council on behalf of an applicant shall be borne by the applicant, pursuant to Council's fees and charges register or where otherwise not stated in the register, in accordance with a quote that accounts for Council's reasonable costs in the design, supply, installation and maintenance of the sign or signs.
- 3.16. Signage shall comply with a By-Law where applicable.

Appropriate and Inappropriate Signage Types

- 3.17. Appropriate signage types that may be erected on Council land, pursuant to this Policy include:
 - 3.17.1. Township entry signs;
 - 3.17.2. Council boundary entry and exit signs;
 - 3.17.3. Street name signs and fingerboard signs;
 - 3.17.4. Emergency services, public safety and hazard warning signs;
 - 3.17.5. Visitor information bays;
 - 3.17.6. Tourist attraction signs erected in accordance with the Road Sign Guidelines, prepared by Department for Infrastructure and Transport (DIT), as amended from time to time;
 - 3.17.7. Council building, dog parks and reserve identification signs;
 - 3.17.8. Interpretive and trail signs;
 - 3.17.9. Community information signs and notice boards;
 - 3.17.10. Town banners promoting community and temporary events;
 - 3.17.11. Rural addressing signs;
 - 3.17.12. Temporary event signs;
 - 3.17.13. Business sign fixed to a verandah overhanging the road verge;
 - 3.17.14. Temporary barriers for approved outdoor dining.
 - 3.17.15. Variable Messaging Displays for Community Information or a Temporary Event.
- 3.18. Inappropriate signage types include:
 - 3.18.1. Commercial advertising signs, other than approved fingerboard signs.
 - 3.18.2. Hoardings and billboards;

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- 3.18.3. Real estate signs on Council land other than a moveable sign that directs people to a current open inspection of any land or building that is available for purchase or lease;
- 3.18.4. Moveable signs where not erected in accordance with the Moveable Signs By-Law 2021;
- 3.18.5. Variable messaging displays except where authorised by the Council or an authorised delegate for community information purposes or a temporary event;
- 3.18.6. The parking of a vehicle, trailer or the like parked on the road for the purpose of display of advertising.

Township Entry Signs

- 3.19. Township entry signs may be located at the entrance gateways or other key locations within townships.
- 3.20. Entry signs may include information that relates to the historic German name or Aboriginal name for the town or place.

Council Boundary Entry and Exit Signs

- 3.21. Council boundary entry and exit signs may be located at the entry and exit gateways or other key routes in and out of The Barossa Council.

Street Name Signs and Finger board signs

- 3.22. Street name signs refer to street signs comprising a pole and finger board sign.
- 3.23. Street name signs and finger board signs shall be installed in accordance with Australian Standard 1742.5.
- 3.24. Street name signs must be clearly visible and are the primary means of directing road users.
- 3.25. Street name signs shall identify the approved name of a street or road. If the road is not connected at both ends to other roads, an appropriate "No Through Road" sign may be installed immediately under the street name sign.
- 3.26. Council will ensure that all streets and roads under its authority are clearly identified with a street name sign. The standard street signs are 200mm wide with 150mm lettering.
- 3.27. Fingerboard signs shall not exceed 1,000mm long, 200mm wide with 150mm lettering.
- 3.28. Street poles should not contain more than four fingerboard signs on the post/pole or support arm, including the street name.
- 3.29. Priority for placing signs shall be in order of the street name, street information (ie. no-through road), community facilities, tourist attractions, then commercial facilities.
- 3.30. The following facilities may be identified on a fingerboard sign:
 - 3.30.1. Tourism facility (ie. winery, accommodation, caravan park);
 - 3.30.2. Community facilities (ie. recreation centre, swimming pool);
 - 3.30.3. Shopping centres, car parks (in townships);
 - 3.30.4. Business names.

Emergency Services, Public Safety and Hazard Warning Signs

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- 3.31. Signs may be located in the general locality of an emergency service to assist persons to find the location of a particular type of emergency service.
- 3.32. Signs should generally be of a "finger board" style, not exceeding 1,000mm long, 200mm wide with 150mm lettering.
- 3.33. Freestanding signs containing information dedicated to public safety including CFS, SES, dog and cat management, SAPOL, or any other emergency service where appropriate, in the opinion of The Barossa Council.

Visitor Information Bays

- 3.34. Visitor information bays assist visitors in becoming more familiar with services available within a township or locality.
- 3.35. Visitor information bays may be co-located with other facilities such as public car parks, toilets, telephones, picnic areas, parks and play equipment.
- 3.36. Visitor information bays may incorporate a town and/or region map, community information, local tourist attractions or any other content deemed appropriate in the opinion of The Barossa Council.

Tourist Attraction Signs

- 3.37. DIT and the South Australian Tourism Commission have prepared the "Road Sign Guidelines" to help tourism businesses and road authorities determine eligibility for road signs and demonstrate their most appropriate use.
- 3.38. The key objective of the Road Sign Guidelines is to provide a clear and consistent approach to the signing of tourist attractions and road user services from the arterial road network in South Australia.
- 3.39. DIT regulates road signage on primary and secondary arterial roads. Under the authority of DIT, The Barossa Council supervises road signage on council roads within its area of operation.
- 3.40. Tourist attraction signs are subject to approval and installation in accordance with the DIT Road Sign Guidelines.
- 3.41. From time to time, The Barossa Council may publish a schedule to this policy which establishes the indicative fees associated with the approval and erection of a sign or signs under the Road Sign Guidelines.

Council Building, Dog Parks and Reserve Identification Signs

- 3.42. Building and/or reserve name signs may identify the official name of a building and/or the name of a reserve on land in ownership of The Barossa Council.
- 3.43. Building and/or reserve name signs may include the identification of community groups or clubs that occupy the facility or a part of the facility.
- 3.44. Where a reserve or building is occupied by multiple tenants or groups, shared aggregation of messaging is necessary.
- 3.45. Community information signs erected by The Barossa Council may be displayed at any Council owned site, including dog parks and the Council Chambers.

Interpretive and Trail Signage

- 3.46. Interpretive signs include information and directional signs in relation to historic trails, recreation trails, cycling trails as well as historic buildings, geological features or cultural sites with the area of The Barossa Council.

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- 3.47. Interpretive or trail signage may be established along the route of a designated or gazetted trail such as The Barossa Trail, Town Heritage Walk and the Heysen Trail, to navigate trailer users.

Community Information Signs and Notice Boards

- 3.48. Community information signs may include shared community message boards that promote aggregate community messaging, promote communications and media of the Council, notice boards or community signage.
- 3.49. Community information signs shall comply with "Location Guidelines" of The Barossa Council, where adopted pursuant to Paragraph 3.8 of this Policy.

Town Banners promoting community information and temporary events

- 3.50. Town banners can be an effective tool to activate town centres, support economic activity and bring visibility to community and major events.
- 3.51. Council may establish one or more town banners fixed to public infrastructure within townships for purpose of displayed community and event messaging or to promote a local theme relevant to a particular township.
- 3.52. Banners fixed to public infrastructure shall be authorised by the owner of the infrastructure.
- 3.53. Council may establish service standards for the temporary use of a banner or group of banners including to govern the duration of the display of banners, authorise and regulate the content of banners, establish a regime and costs associated with the installation and ongoing maintenance of banners or establish any other relevant requirements as determined by The Barossa Council. The "service standards" may be amended from time to time, under Delegated Authority of staff pursuant to Section 5 of this Policy.

Rural Addressing Signs

- 3.54. Rural property addressing is a numbered property address system that provides all occupied rural properties, homes and businesses with a numbered property address consistent with the national standards for Australia.
- 3.55. The roadside number must be clearly visible and be recognised from a vehicle travelling along the road in both directions.
- 3.56. The rural addressing sign shall be approved by The Barossa Council.
- 3.57. The landowner will be responsible for the ordering and purchase of all new, replacement and general maintenance of the rural property plate.
- 3.58. The rural property addressing plate shall be built in accordance with the DIT 'Plate B' specification as follows:
- 3.58.1. Sign area = 0.06m²;
 - 3.58.2. Sign to be double sided and installed to face road traffic;
 - 3.58.3. Bolts to suit 8mm diameter hole with spring washers;
 - 3.58.4. Mounted to the top of a standard black star dropper steel post;
 - 3.58.5. To be installed adjacent to the property access to a height of 1m to the top of post;
 - 3.58.6. To be installed no closer than 1.5m to the edge of the shoulder, guide post alignment or grader wind row, whichever is further from the road.

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Temporary event signs

- 3.59. Temporary events may be advertised on approved town banners pursuant to Paragraphs 3.50-3.53, community information signs pursuant to paragraphs 3.48 and 3.49 or a variable messaging display pursuant to Paragraph 3.65.
- 3.60. Temporary Event signs shall comply with "Location Guidelines" of The Barossa Council, where adopted pursuant to Paragraph 3.8 of this Policy.

Business Sign fixed to a verandah overhanging the road verge

- 3.61. A sign located above a verandah on the face (fascia) of a building used primarily for retail, commercial, office, business or community purpose.
- 3.62. Business signs shall be consistent with the document "Guidelines for Signs", prepared by The Barossa Council, 2021, endorsed by Council, dated 20 June 2023.

Barriers for approved outdoor dining

- 3.63. Temporary barriers containing advertising in association with approved outdoor dining associated with a shop, restaurant or the like are appropriate.
- 3.64. Temporary barriers shall be located in accordance with any outdoor dining permit and/or By-law.

Variable Messaging Displays for Community Information or a Temporary Event

- 3.65. Variable messaging displays for community information purposes or a temporary event may be approved by Council or an authorised delegate within townships, subject to the variable messaging display being for a temporary period only.

Previous signage matters erected on Council land

- 3.66. Signs erected more than 3 years prior to the adoption of this Policy, whether compliant or non-compliant with this Policy, may remain at Council's discretion, however, Council maintains the right to replace or remove any sign installed on Council land (including any road under its control) where:
- 3.66.1. The sign is a hazard to road users;
 - 3.66.2. The sign is in a dilapidated state of repair;
 - 3.66.3. The facility to which the sign relates ceases to operate;
 - 3.66.4. There is a demonstrated need for aggregating signs in a particular location;
 - 3.66.5. The road authority needs to resume use of the land.
- 3.67. Where an existing sign is proposed to be removed under Clause 3.66, appropriate consultation shall take place with the owner of the sign or signs, prior to its removal.
- 3.68. A sign or signs that is subject to a development authorisation that is conditional upon removal of the sign or signs after a prescribed period of time is not captured by paragraph 3.66.
- 3.69. The replacement of a sign (including a change in the contents of the sign display) referred to in paragraph 3.66 is subject to Council approval and the existence of a sign referred in paragraph 3.66 does not infer automatic approval of a replacement sign or the change in the contents of the sign display.

4. Enforcement

- 4.1. If:

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- 4.1.1. A sign has been erected or placed on Council land without the consent of Council; or
- 4.1.2. The design or positioning of the sign does not comply with an approval of the Council; or
- 4.1.3. The sign unreasonably:
 - 4.1.3.1. Restricts the use of the footpath area or road; or
 - 4.1.3.2. Endangers the safety of members of the public; or
 - 4.1.3.3. The sign is in a dilapidated state of repair or is obsolete,
 An authorised person may:
 - a) Remove the sign immediately; or
 - b) Order the owner of the sign to remove the sign from the road.
- 4.2. A person must comply with an order of an authorised person made pursuant to subparagraph 4.1.
- 4.3. If the authorised person cannot find the owner, or the owner fails to comply immediately with the order of an authorised person, the authorised person may remove the sign.
- 4.4. The owner or other person entitled to recover a sign removed pursuant to paragraph 4.1.4(a) or 4.3 must pay to the Council any reasonable costs incurred by the Council in removing, storing and attempting to dispose of the sign before being entitled to recover the sign.
- 4.5. Paragraphs 4.1.4(a), 4.3 and 4.4 do not apply to vehicle, trailer or the like parked on the road for the purpose of display of advertising.

5. Delegation

- 5.1. That Council delegate the authority to approve requests and applications for all categories of signs where consistent with this Policy to:
 - 5.1.1. Chief Executive Officer
 - 5.1.2. Director – Development and Community Services
 - 5.1.3. Director – Infrastructure and Environmental Services
 - 5.1.4. Manager – Development Services
 - 5.1.5. Manager – Engineering Services
 - 5.1.6. Manager – Health Services and Community Safety
 - 5.1.7. Authorised Officer under the *Local Government Act 1999*

6. Supporting Processes and Documents

- 6.1. *Guidelines for Signs, The Barossa Council*
- 6.2. *Planning and Design Code*

7. Related Policies

- 7.1. *Enforcement Policy*
- 7.2. *Lease and Licence Policy*
- 7.3. *Legacy Policy Statements*
- 7.4. *Local Government Land By-Law 2021*

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- 7.5. *Moveable Signs By-Law 2021*
- 7.6. *Roads By-Law 2021*
- 7.7. *Selection of Road and Public Place Names Process*

8. Legislation and References

- 8.1. *Local Government Act 1999*
- 8.2. *Local Government (General) Regulations 2013*
- 8.3. *Local Government (Elections) Act 1999*
- 8.4. *Planning, Development and Infrastructure Act 2016*
- 8.5. *Planning, Development and Infrastructure (General) Regulations 2017*
- 8.6. *Road Traffic Act 1961*
- 8.7. *Australian Standard 1742.6 Manual of uniform traffic control devices – Tourist and Services signs*
- 8.8. *Road Sign Guidelines – Guide to visitor and service road signs in South Australia*

9. Review

- 9.1. This Policy will be reviewed by [the Document Control Officer] in consultation with the relevant stakeholders, within three (3) years or more frequently if legislation or Council's need changes.

10. Further Information

- 10.1. This Policy is available on Council's website at www.barossa.sa.gov.au. It can also be viewed electronically at Council's principal office at 43-51 Tanunda Road, Nuriootpa and all Council branches, during ordinary business hours. A copy of this Policy can be obtained at those venues upon payment of a fixed fee.
- 10.2. Complaints regarding this Policy or its application can be made to the Customer Service team on 8563 8444 or barossa@barossa.sa.gov.au at first instance, who will refer you to the most appropriate officer according to Council's Customer Service Policy.

11. Document Control

Corporate Plan Link:		1.11	Provide transparent, efficient and effective development assessment processes and regulatory activities.			
		6.2	Ensure that Council's policy and process frameworks are based on principles of sound governance and meet legislative requirements.			
Document Owner:		Director, Development and Community Services				
Document Control Officer:		Manager, Development Services				
Audience:	External		Approval Date:	20/06/2023	Review Due:	20/06/2026
Version history						
Version No.	Date		Description of Change			
1.0	20/06/2023		New Policy			
1.1	15/07/2025		Statutory Amendments to s226 of the Local Government Act 1999. 3 Clauses now inconsistent with the display of election signage removed.			

12. Definitions

AS1742	Means Australian Standard: Manual of Uniform Traffic Control Devices.
Authorised Person	Authorised person has the same meaning as in the <i>Local Government Act 1999</i>
Business Day	A day when Council is normally open for business – Monday to Friday, excluding Public Holidays and when Council's Principal Office may be closed (e.g. over the Christmas holiday period).
Banner	Means a moveable sign constituted of a strip of cloth, plastic or other material designed to hang from or be attached to another structure
Council	Means The Barossa Council, including an Authorised Delegate of the Council pursuant to Section 5 of this Policy, except where otherwise stated.
Council land	Means land owned by the Council or under the Council's care, control and management as well as any road or road reserve.
Community Information Sign	Means signage containing information related to a not for profit organisation operating within the area of The Barossa Council and that represents or provides service to the Barossa community.
Community Message Board	Means a freestanding sign that contains information or material relating to a community group, the communications and media of Council or a community or temporary event.
Directional Sign	Means a sign of a non-promotional nature that serves to provide information relating to the direction towards a feature.
Employee	All full-time, part-time and casual employees of The Barossa Council including trainees, apprentices, and on-hire employees.
Electronic Document and Records Management System ("EDRMS")	An automated system used to manage the creation, use, management, storage and disposal of physical and electronic Documents and Records, for the purposes of supporting the creation, revision and management of digital Documents; improving Council's work-flow, and providing evidence of business activities.
Location Guidelines	Means "Location Guidelines" referred to in Paragraph 3.8 of this Policy.
Moveable Sign	Means a moveable advertisement or sign as defined in Section 4(1) of the <i>Local Government Act 1999</i> .
Road	Road has the same meaning as in the <i>Local Government Act 1999</i> .
Sign	Means an advertisement and any structure built specifically to support it displaying any word, letter, image, device or representation or combination thereof, whether moveable or immovable, used for the purpose of advertising, announcement or display. Includes a painted sign, signboard, visual display screen, projection device, flag, bunting or streamer, or vehicle depicting a sign.
Supervisor	Any direct line supervisor, including Chief Executive Officer, Director, Team Manager, Line Manager, Coordinator, Supervisor or Leading Worker who are responsible for Worker(s) reporting to them.
Temporary Event	Means a local event of an educational, cultural, social, recreational or religious character where the majority of the event proceeds are returned directly to the community of The Barossa Council.

Variable Messaging Displays	Means a moveable illuminated sign (including where mounted to a vehicle or trailer) promoted to display different messages.
Worker	A person is a worker if the person carries out work in any capacity for Council, including work as: (a) an employee; or (b) a contractor or subcontractor; or (c) an employee of a contractor or subcontractor; or (d) an employee of a labour hire company who has been assigned to work in the person's business or undertaking; or (e) an outworker; or (f) an apprentice or trainee; or (g) a student gaining work experience; or (h) a volunteer; or (i) a person of a prescribed class.