



District and Town Entrance Signboards Policy

Strategic Reference	Provide leadership, good governance, and efficient, effective and responsive Council services
File Reference / Record No	DCY-EC-POL-00X
Responsibility	Economy and Community
Version Number	2.0
Effective Date	September 2016
Last Revised Date	November 2024
Minute Book Reference	C24249
Next Review Date	November 2029
Applicable Legislation	Road Traffic Act 1961 Planning, Development and Infrastructure Act 2016 By-Law No.1 of 2023 – Permits and Penalties By-Law 2023
Related Policies	
Related Procedures / Documents	

1. Objective

- 1.1. District Council of Yankalilla has installed District Gateway and Town Arrival Statement Signboards throughout the District. These signs include an opportunity to add temporary signage for the individual township and district signs to advertise appropriate events and occasions throughout the district.

2. Scope

- 2.1. This policy applies to the District Gateway and Town Arrival Statement Signage with the Made By Nature Fleurieu Coast Branding.
- 2.2. It does not apply to older town entrance signs which have been gradually replaced, should any remain.

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- 2.3. It does not apply to Locality Signs which do not have any allowance for additional event advertising.

3. Definition

- 3.1. For the purpose of this policy:

“Local” means related to the individual township that the event or activity is being held in.

“Regional” means related to the District as a whole, or a wider locality encompassing any number of townships/hamlets.

4. Policy Statement

- 4.1. This policy is to provide for the conditions of approval that apply to addition of temporary additional signage to the Town and/or District Entrance Signboards for example advertising of a local or district wide / regional event.

5. Policy

5.1. Usage

- 5.1.1. Town Arrival signboards shall be utilised to advertise local events such as market days, sporting finals, community events etc.
- 5.1.2. District Gateway signboards may be utilised to advertise district wide / regional events such as Festival Fleurieu, Yankalilla Show etc.

5.2. Design Conditions

- 5.2.1. Information on the signboard must not mimic other traffic signs/controls e.g. nothing that looks like Traffic Lights, or other information or safety signage.
- 5.2.2. Legibility must be considered to ensure appropriate font sizes and colour contrasts are used for visibility at the maximum speed zone in which the sign is sited.
- 5.2.3. Signboard design should ensure that the signboard is not overly distracting. Sign design should be reasonably simple, effective and easily understood by glance to minimise distraction.
- 5.2.4. There shall be no controversial, salacious or illegal content, no commercial or company logos. The signboards shall not be illuminated.

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5.3. Installation Conditions

- 5.3.1. An application to install signage must be approved and a permit granted prior to the installation occurring.
- 5.3.2. The signboard should have nothing contained on it that might fly off and through a windscreen should it be hit by a vehicle.
- 5.3.3. Consideration should be given as to how the signboard will be repaired and or/replaced should it become damaged.
- 5.3.4. Signage shall only be placed for local or regional events e.g. market days, festivals, sporting finals, history month etc. and shall be removed as soon as practicable following the event and no more than 48 hours after the end of the event.

5.4. Approval

- 5.4.1. Signboard designs shall be approved by the Group Manager Economy & Community or their delegate and a permit shall be issued to the applicant.
- 5.4.2. Applications are to include details of proposed sign design and dates of display in relation to the event to be advertised as well as details of the person responsible for the placement and removal of the signage.

6. Further Information

This policy will be available for inspection at the Council office listed below during ordinary business hours and provided to interested parties as per Council's Fees and Charges Register. Copies are available to be downloaded, free of charge, from Council's website: www.yankalilla.sa.gov.au/policies

District Council of Yankalilla
1 Charles Street
Yankalilla 5203

Phone: (08) 8558 0200

Fax: (08) 8558 2022

Email: council@yankalilla.sa.gov.au

Office hours: Monday to Friday, 9.00am to 5.00pm (except public holidays)

7. Grievances

Any grievances in relation to this policy or its application should be forwarded in writing addressed to the Chief Executive Officer of Council.

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8. Review Cycle

This document is subject to review in five (5) years from the date of adoption or more frequently if legislation or Council requires.

9. Document History

Date	Version	Council Resolution No.	Description of changes
20/09/2016	1.0	C16125	Adoption of Policy
19/11/2024	2.0	C24249	Review of Policy Reformatting and updated template. Content realigned to fit within current headings for consistency in policy suite. Added 'community events' as an example of a local event.

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