

Specific Approval is required from DPTI or Council as applicable where a sign is to be placed on or adjacent to a primary or secondary arterial road, or major local roads, these are specified in Council's By-law No. 2 (Moveable Signs).

No more than 3 moveable signs can be placed within 100 metres of a road intersection.

#### Restrictions:

A moveable sign displayed on a public street shall:

- Display material which advertises a business being conducted on commercial premises adjacent to the sign, or the products available from that business
- Be limited to two per business premises
- Only be displayed during the hours of operation of the business or activity to which it relates (other than outside of a township area)
- Be securely fixed in position such that it cannot be blown over or swept away, but may not be tied, chained or fixed to any other structure, object or tree
- Not be displayed during the hours of darkness unless it is clearly visible
- Restrictions do not apply to the use of signs warning of "Livestock on Road"

#### Moveable Signs that:

- Direct people to an open inspection of any land or building that is available for sale or lease
- Direct people to a garage sale that is being held on residential premises
- Direct people to a charitable function
- Are a flat sign containing only the banner or headlines of a newspaper or magazine, or
- Specific Political advertising

Are not subject to the requirements above and do not need any form of Council approval.

#### Street, Directional and Tourist Signs:

Street, directional and tourist signs (eg sign posts on street corners displaying the street name and often, names of churches, schools, or other community facilities) need the approval of and will be erected by Councils Infrastructure Section. Requests should be made in writing, outlining the location of the proposed sign, the information to be displayed and a contact person for further information. Fees are payable for this service.

#### Freestanding Signs

A freestanding sign is a sign that is not attached to a building or other structure but is typically erected on pole/s in the ground or some other support. Generally all signs of this nature require Development Approval from Council unless they are a permitted form of Road Traffic direction, advisory, tourist information or local attractions sign.

Applications are assessed to determine the appropriateness of the sign against the policies in the Council's Development Plan.

Freestanding signs in some locations or zones may be *non-complying* in some circumstances—refer to KI Development Plan, or contact Council's Development & Environmental Services Department for details

**address** 43 Dauncey Street, Kingscote  
**postal** PO Box 121, Kingscote SA 5223  
**phone** 08 8553 4500 | **fax** 08 8553 2885  
**email** [kicouncil@kicouncil.sa.gov.au](mailto:kicouncil@kicouncil.sa.gov.au)  
**website** [www.kangarooisland.sa.gov.au](http://www.kangarooisland.sa.gov.au)  
**abn** 93 741 277 391

# Advertising Signs

## Types of Signs:

Advertising signs are part of today's society. There are many different types of advertising signs. Some of the most common types are:

- Special Event Signs (eg. temporary banners, inflatable balloons etc)
- Real Estate Signs related to properties which are for sale or lease
- Movable signs including 'Open for Inspection' real estate signs and portable 'A frame' sign
- Street Signs, Directional Signs and Tourist Information Signs for residential properties
- Signs painted on or attached to buildings
- Freestanding signs, including billboards

Some signs require approval from the Council, while others do not.

## Special Event Signs

Special event signs are signs that are not of a permanent nature, such as banners and posters that typically advertise a function or event of short term or once-off nature.

In all cases, permission from the owner of the land where a special event sign is to be displayed must be obtained. If a sign is to be displayed on Council owned land, Property or road reserve area, then a request must be made, in writing, to the Council. Special conditions apply to displaying a sign on Council owned land, including the requirement to obtain public liability insurance.

Additionally, Development Approval from the Council may be required in some cases, regardless of whether the sign is to be displayed on public or private land. Development Approval from the Council is not required when a special event sign announces

a local event of a religious, educational, cultural, social or recreational character or that relates to an event of a political character provided that: Development Approval from the Council is not required when a special event sign announces a local event of a religious, educational, cultural, social or recreational character or that relates to an event of a political character provided that:

- The advertisement is displayed for a period exceeding one month prior to the event and one week after the conclusion of the event
- The sign is not internally illuminated and does not move, flash, or reflect light so as to be an undue distraction to motorists
- The sign is not located on the same site as a State Heritage Place

Signs that do not meet the criteria above need Development Approval from the Council and a Development Application must be lodged with and approved by the Council before the sign is displayed.

## Movable Signs

### Construction and design:

A moveable sign displayed on a public street or road should:

- Be of a kind known as an "A" frame or sandwich board sign, an "inverted T" sign, or a flat sign
- Be well constructed and maintained in good condition so as not to present a hazard to any member of the public using the footpath upon which the moveable sign has been placed.
- Be of strong construction so as to be stable when in position and to be able to keep its position in adverse weather conditions
- Not contain sharp or jagged edges or corners
- Not be unsightly or offensive in appearance or content
- Not contain flashing or moving parts
- Be constructed of timber, metal, plastic or plastic coated cardboard, or a mixture of such materials

- Within Townships: shall not exceed 900mm in perpendicular height, or have a base with any side exceeding 600mm in length
- Outside of Townships: shall not exceed 1800mm in perpendicular height, or have a base with any side exceeding 900mm in length
- In the case of an "A" frame or sandwich board sign - be hinged or joined at the top - be of such construction that its sides shall be securely fixed or locked in position when erected
- In the case of an inverted "T" sign, contain no struts or supports that run between the display area and the base of the sign

### Placement:

A moveable sign shall only be positioned on a public street or road on the footpath or road reserve area (not on the carriageway) subject to the following conditions. The moveable sign:

- Must be placed 1.5 metres from the edge of the carriageway where there is a kerb, or
- In any other case 3.5 metres from the edge of the carriageway (or against the boundary or vegetation line if it lies less than 3.5 metres from the carriageway)
- Must maintain at least 1.2 metres thoroughfare on a pedestrian footpath area
- Must be placed at least 2 metres from any driveway, access point, clear-way or no-standing zone
- Can not be placed less than 1 metre from the entrance of a building, or within a designated car parking or landscaped area, median strip, traffic island or other traffic control device
- Must not be situated less than 6 metres from the intersection of two roads
- Or in any other way that could affect the safety of a person using a footpath or vehicle using the road in the vicinity of the sign.
- Flat signs must be placed against and in-line with the boundary of the property.