



Major Land Release and Housing Development Signage Policy on Council land

1. Policy Statement

The purpose of this policy is to ensure orderly delivery of appropriate signage and guide the signage needs of major property developments, while upholding the basic principles of traffic management and road safety. The policy is to ensure that land and housing directional signage on Council's road reserves supports the promotion of the City of Playford's developing suburbs and contributes to achieving a high standard of roadside visual amenity as well as scenic amenity in the City of Playford.

2. Scope

This policy applies to Council land. The policy and Major Land Release and Housing Development Signage Guidelines are designed to complement the road hierarchy and concept plans of the City of Playford's developing areas.

3. Definitions

- *Major Land Release Development*: significant business activities involving large parcels of land that are developed into building lots with services and roadway infrastructure.
- *Major Housing Development*: the construction of a substantial number of dwellings in a property development project.
- *Intersection*: where two or more roads intersect, including roundabouts, T- Junctions and the like.
- *Signalised Intersection*: includes intersections where traffic signals and/or pedestrian actuated displays are installed.
- *Directional Signs*: signs that provide information and directions needed to guide motorists and pedestrians safely and efficiently to a specific location.

4. Legislation and References:

All signage throughout the City of Playford will comply with the relevant legislation in place at the time of application, including:

- Development Act 1993, Section 33 and 74 (5)
- Development Regulations 2008, Schedule 3
- Local Government Act 1999, Section 221 and 222
- Australian Standard AS 1743
- City of Playford Development Plan.

	1
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5. Policy

The City of Playford's Major Land Release and Housing Development Signage policy enables developers to effectively promote their land and housing developments on Council land by using directional signage that safeguards visual amenity to the district and meets the safety needs of the general public.

This policy requires that the display of advertisements does not adversely impact on the amenity of the surrounding area by avoiding a proliferation of signs on Council land. It supports the rationalisation of advertising signs to improve the streetscape of major roads.

This policy is to facilitate appropriate development consent and appropriately manage expectations of the community.

This signage must complement the road hierarchy. Large signs are to be placed on the primary arterial roads that lead to the suburban developments. The signs are to reduce in size as the road network changes in hierarchy from larger arterial roads to smaller distributor roads, collector roads and finally local roads at the development site.

It is desirable the signs be shared by relevant developers to enable an appropriate number of signs in any given location. This can be achieved through various configurations of signage.

The number of, and distance between these signs will be controlled to maintain visual amenity.

Future concept (structure) plans may alter or introduce new road hierarchies. In this situation, owners of the signage on Council land will be encouraged to complement the changed road hierarchy.

The signs are to be used solely by the applicant. Leasing, selling or gifting of a sign is not permitted.

The signs are to be constructed and maintained to a high standard, acceptable to the Council.

6. Responsibilities

The Planning and Building Team is responsible for implementing this policy.

7. Relevance to Council Plan

City of Playford Council Plan

- Goal 2: Economic Prosperity
Objective 2.1 Quality roads, footpaths and public spaces.
Objective 2.3 A better place to do business.
- Goal 2: Environmental Care
Objective 3.2 A City with attractive buildings and landscape.

8. Supporting Documentation

The policy must be read in conjunction with the City of Playford Major Land Release and Housing Development Signage Guidelines.

9. Approval and Change History

Policy ID	Version	Approval Date	Approval by	Change
	1	16/12/13	Shaun Kennedy	16/12/16