

Works and Assets

Roadside Advertising Signage

Objective

To control roadside advertising signage within Shire of Koorda (“**Shire**”) managed road reserves.

While the Shire is mindful that effective signage is important for businesses, it aims to ensure that such advertising does not pose a safety hazard to road users and does not adversely impact on the visual amenity of the roadside environment and surrounding areas.

Policy

This policy does not cover electoral campaign signage.

Definitions

TERM	DEFINITION
Chief Executive Officer (CEO)	The Chief Executive Officer for the Shire of Koorda.
Freestanding sign	A sign not permanently attached to a structure or fixed to the ground and includes “A-frame” or “Sandwich Boards” signs consisting of 2 sign boards attached to each other by hinges or other means up to 1m ² (per side)
Roadside Advertising Sign	A sign or a banner within a road reserve which is authorised by the Shire, installed and maintained to Shire standards by the applicant.
Roadside Advertising Signs Permit and Shire Permit	A Permit issued by the Shire to authorise the permit holder to install and maintain Roadside Advertising Signage on Shire maintained land.
Shire	The Shire of Koorda.
Street Name sign	As per Shire of Koorda Style Guide . (white background with maroon lettering (Pantone 7640C), shows name and the Shire logo).
Temporary Community Signs	Promotional signs or banners may be erected for a short period leading up to and during community and not-for-profit events and activities.

Roadside Advertising

Roadside advertising shall not be permitted within Shire road reserves except in accordance with this Policy.

Moving or rotating billboard sign components are not permitted.

No vehicle with a sign upon or inside, adapted and exhibited primarily to facilitate advertising is to park for any lengthy period of time (as determined by the CEO) on any road reserve, with the exception of being parked at the owner’s residence or with the consent of the CEO.

An application fee shall be determined by Council on an annual basis within the fees and charges schedule.

Freestanding Signs

There shall be no more than one freestanding sign that relates to a specific activity or business placed on any road reserve.

Freestanding signs should:

- a) Not exceed 1m in height;
- b) Not exceed an area of 1m² on any side;
- c) No more than two (2) total signs per business placed on roadsides directing to location;
- d) Signs either existing or new that have not been approved by the Shire will be removed;
- e) Sign owners responsible to ensure signs are kept in good condition and are stable in windy conditions. Damaged or collapsed signs will be removed by the Shire;
- f) Any sheet metal components shall be protected by a frame, with all components free of sharp edges and protrusions; and
- g) Freestanding Signs shall be subject to regular inspection to ensure they have not become dislodged.

Existing Signage

The owners of Roadside Advertising Signs and Freestanding Signs existing at the time of adoption of this policy are required to make application within thirty (30) days to the Shire for the sign to remain. Such applications will be treated as new applications and should be processed within ten (10) working days.

New Signs

Applications for the installation of new or replacement Roadside Advertising Signs and Freestanding Signs shall be made to the Shire. The proposal will be assessed in accordance with this Policy.

Prohibited Signs

In accordance with the *Road Traffic Code 2000*, Regulation 297(5) a person shall not erect, establish, place, maintain or display, on a road, anything that:

- a) Is a false representation of, or a colourable imitation of, a traffic sign or traffic-control signal.
- b) Interferes with the effectiveness of, or of any part of, a traffic sign or traffic-control signal.
- c) Prevents an approaching driver from clearly distinguishing the whole, or part, of a traffic sign or traffic-control signal.
- d) Distracts a driver's attention from a traffic sign or traffic-control signal.
- e) Not being a traffic sign, displays a word or direction ordinarily associated with a traffic sign.

Temporary Community Signs

Temporary Community Signs, promotional signs or banners may be erected for a period leading up to and during events and activities at locations approved by the Chief Executive Officer.

Events and activities eligible to erect Temporary Community Signs may include:

- a) Community activities including community fete, fair or festival,
- b) Charitable functions,
- c) Sporting events,
- d) Public institution open day,
- e) Public exhibitions or public interest events,
- f) Community or religious celebrations or events,
- g) Community and visitor messages, greetings and service club information.

Approval is not required for a temporary community sign which neither exceeds 500mm in height nor 0.5m² in area.

Events and activities eligible to erect Temporary Community Signs are determined at the Chief Executive Officer's absolute discretion.

Trailer-mounted variable message boards (VMBs) are excluded for use as Temporary Community Signs. A Shire Permit is required for the use of VMBs.

Applications for Signs

Applications for the erection and maintenance of Roadside Advertising Signs and Freestanding Signs will be considered following submission to Shire administration.

Applications will be considered by Shire administration and maybe accepted, accepted with conditions, amended or refused. Following determination applicants will be advised accordingly.

Signs are not to detract from the visual amenity of scenic vistas and landscapes. A formal visual impact assessment report may be requested from the applicant as part of the assessment process.

Business or service or facility advertising and promotional signs may be erected in Information Bays developed and maintained for that purpose subject to the approval of the Shire or its agent responsible for managing the Information Bay.

The content of any sign shall not, in the opinion of the Chief Executive Officer, be objectionable, misleading or offensive or in breach of the Trade Practices Act or other legislation.

General Safety and Efficiency

The general approval criteria for the display of advertising devices within the boundaries of, or visible from roads are intended to ensure that:

- a) A high level of safety for road users is maintained,
- b) Traffic efficiency is assured.

An advertising sign may be considered a traffic hazard if it interferes with road safety or traffic efficiency; or if it:

- a) Interferes with the effectiveness of traffic control devices (e.g. traffic signals, stop or give way signs), or
- b) Distracts a driver at a critical time (high demand, decision making areas), or
- c) Obscures a driver's view of a road hazard (e.g. curves, traffic Stopping Sight Distance), or
- d) Gives instructions to traffic to "stop", "halt" or other (give way, merge, turn), or
- e) Imitates a traffic control device, or
- f) Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users, or
- g) Is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous, distracting or demanding

To maintain safety and efficiency for road users, the following two main areas should be controlled for proposed advertising devices:

- a) The lateral placement of the advertising device to ensure the device does not become a hazard for errant vehicles, and to ensure the effectiveness of official traffic signs.
- b) The longitudinal placement of the advertising device to minimise the driver distraction, and control the demand placed on a driver.

Design, Construction and Maintenance

Non-portable, free-standing business signs shall not exceed an overall height of 6.0 m above the ground.

The minimum allowable clearance beneath a non-portable sign is 2.6 m where the structure overhangs a footway, and 2.2 m elsewhere.

Vegetation shall not be removed or trimmed to locate a business sign or to improve visibility to any business sign.

Removal of graffiti and rectification of any sign damage, on any part of the sign structure, shall be completed promptly by the applicant.

Damage to Shire Infrastructure

If in the Shire's opinion, the construction of a Roadside Advertising Sign and Freestanding Signs resulted in damage to any of the Shire's assets such as the roadway surface or pavement, kerb, footpath, verges, signage, vegetation or the like, the Shire may order the applicant to effect repairs. If the applicant fails to repair the damage within the time stipulated by the notice. The Shire may do so and all costs, including administrative costs and administrative on costs will be payable by the applicant.

Insurance Requirements

As a part of the approval process the applicant shall ensure that the following indemnity and insurance requirements are arranged and that copies of the relevant insurance documents are made available, either at the time of application or in accordance with any subsequent conditions of approval:

The owner of a Roadside Advertising Sign and Freestanding Signs located within a Shire road reserve shall, in respect to that sign, effect and maintain a \$20M public liability insurance policy which covers claims in respect of:

- a) Loss of, or damage to, or loss of use of, any real or personal property;
- b) The personal injury, disease or illness to, or death of any person; and
- c) Arising out of the erection, or existence or operation of the Roadside Advertising Signs and Freestanding Signs.

Costs and Maintenance

Unless otherwise directed, all signs are to be erected and maintained by the applicant at the expense of the applicant.

The Shire reserves the right to remove without notice signs that are badly damaged, dangerous, offensive or any sign considered by the Chief Executive Officer to be inappropriate. In this instance the Shire will endeavour to contact the original applicant to advise that the sign has been removed.

Related Documents (Legislation/Local Law/Policy/Procedure/Delegation)

Local Government Act 1995

[Shire of Koorda Style Guide](#)

Review History

Date	Council Resolution	Description of review/amendment
20/05/2026	RES: 060526	Adoption of Policy