



Alexandrina Council to review A Frame Signs policy

In recent months there has been unrest between local business owners and the Alexandrina Council over its policy relating to moveable signs such as A Frame signs on roads and local government land throughout the Council area.

The Council's Moveable Signs By-law aims to limit and restrict the use of moveable signs used by businesses to attract customers and advertise.

The member for Hammond Adrian Pederick following approaches from some of the business proprietors directly affected by Council's policy is concerned that this has caused considerable, and in his opinion, unnecessary angst amongst local business owners, who are already facing an uphill battle given the

current downturn in the local and regional economy, prompting the following letter to Mr. Michael Pengilly MP, Ms Isobel Redmond MP, Mr. Kym McHugh Mayor and all Alexandrina Council Councillors:- *I write to you today on behalf of local business owners in the Goolwa region regarding their continued concerns with the Alexandrina Council's signage policy.*

I urge you to re-think your signage policy immediately. Many businesses that aren't located in a known shopping area are struggling to survive and rely on these signs to attract customers.

Recently I have received feedback that the Dawson Street bakery in Goolwa, in particular is one example of businesses suffering from this signage policy. I have also been advised that a new business in Finnis want to establish themselves, however they won't be able to attract any customers without

signs on the main road.

We are in tough economic times and councils need to work with local businesses, not against them. I again urge you to re-think your signage policy for the benefit of the community.

I have enclosed a copy of a letter I received from a very concerned constituent.

Your consideration on this is greatly appreciated.

Yours sincerely,

*Adrian Pederick MP JP
Member for Hammond.*

Whilst recognising what the Council was intending to achieve, it did not take into account the potential the policy had to impact adversely on the trade for a number of small businesses.

In early May, I met with over a dozen small business owners from throughout the Council area at the invite of Mr Scott Andrew, owner of Goolwa Garden Supplies, on site to discuss the impacts the Council policy will have and have since received a large amount of correspondence from concerned business owners calling for change.

The meeting, whilst with an air of negativity, was productive and I would like to thank Mayor Kym McHugh and council representative, Neville Styan for attending and explaining the Council consultation process and policy.

Following open and transparent communication between the Council

and myself, it was pleasing to receive correspondence from the Council explaining it will discuss the potential introduction of a moratorium on the enforcement of the moveable signs by-law and look at alternate strategies at the upcoming August 19 meeting.

This comes as positive news for local business owners and the community and whilst the Council is yet to decide on accepting a moratorium, I sincerely hope the Council carefully considers the current environment facing small business in the local government area, and in South Australia as

a whole.

Council's response to Mr. Pederick follows:-

Dear Adrian,

Council is in receipt of your letter of 15th July in relation to council's signage policy and your concern for local businesses. In response to your letter I can advise the following:-

Elected Members and the council's administration have received a number of representations from business operators who are concerned about the potential detrimental

impact on their business resulting from the enforcement of the Councils Moveable Signs By-law, particularly as it relates to A Frame signs.

The object of the by-law is to set standards for moveable signs on roads and local government land.

The by-law is intended:

to protect the comfort and safety of road users and members of the public;

to enhance the amenity of roads and surrounding parts of the Council area;

to prevent nuisances occurring on roads;

to prevent unreasonable interference with the use of a road; and

for the good rule and government of the Council area.

While the by-law is clear and is intended to set standards for moveable signs on roads and local government land throughout the Council area, the enforcement of the provisions of the by-law at the present time that relate to moveable A Frame signs has the potential to impact adversely on the custom and trade for some businesses, particularly given the current downturn in the local and regional economy.

In consideration of the feedback Council has received the following recommendation was approved at the Council meeting of 22nd of July 2013:-

"That Council receive a report at the August 19th meeting, outlining the potential impacts associated with introducing a moratorium on the enforcement of the moveable signs by-law and alternative strategies that will also meet the objectives of the moveable signs by-law as it relates to moveable A-frame signs".

Council will advise you of the outcome of the presentation to Council following the August 19th meeting.

Thank you for taking an interest in our community.

*Yours sincerely,
Peter Dinning
Chief Executive*