



ATTACHMENT A

City Administrative Centre
 Bridge Road (PO Box 42), Nowra NSW Australia 2541 - DX 5323 Nowra
 Phone: (02) 4429 3111 - Fax: (02) 4422 1816

Southern District Office
 Deering Street, Ulladulla - Phone: (02) 4429 8999 - Fax: (02) 4429 8939

Email: council@shoalhaven.nsw.gov.au

Website: www.shoalhaven.nsw.gov.au

For more information contact the Strategic Planning Group

Illuminated Advertising Signs on Council Managed Road Reserves

Policy Number: POL07/23 • Adopted: [Click here to enter date] • Minute Number: [Click here to enter Minute number] • File: 3670 • Produced By: Strategic Planning Group • Review Date: 01/02/2012

1. PURPOSE

The purpose of this policy is to manage the number, siting, and advertising on Illuminated Advertising Signs installed on Council managed road reserves.

2. STATEMENT

Council, from time to time, has agreements with company(s) for the erection and maintenance of Illuminated Advertising Signs within Council managed road reserves, throughout the city area. Due to the signs location on public land, these signs are to be managed such that their benefit to the community is maximised. This is to be through regulation of items such as directional signing of community infrastructure (civic centres, boat ramps etc.), directional advertising of adjacent businesses, and provision of community messages in advertising panels when appropriate.

This policy statement supersedes Council's previous Illuminated Advertising Signs policy, previously adopted by Council on 25 September 2001 (Minute number 01.1216).

3. PROVISIONS

The following provisions apply to provision of Illuminated Advertising Signs on Council managed road reserves.

a) Sign Design

- Is consistent with any design approved by resolution of Council from time to time.
- Complies with relevant Australian Standards.
- Complies with the deemed to satisfy provisions of the BCA.

Possible alternate sign designs are to:

- Be consistent with any design approved by resolution of Council from time to time.
- Will not be considered if the nominated site would be an appropriate location of installation of an illuminated advertising sign of the "Identilite" type.
- Must be used collectively to enhance, support and contribute to the common theme of a recognised precinct, arcade, industrial area, etc.
- Must satisfy all other requirements of this Policy.

b) Sign Location

- Must be erected on a road under the control of Council.

- Must be located at an intersection.
 - Must be located on the opposite side of the road to any existing sign at an intersection.
 - Must not be located in a rural zone.
 - Must only be located on arterial roads.
 - Must not be located at random and in isolated locations around the City.
 - No signs will be permitted within Sussex Inlet.
- c) Heritage
- Signs are not permitted to be located in Berry, Milton or Kangaroo Valley.
 - Must not detract from the heritage significance of any adjoining or adjacent building or place.
- d) Number
- A maximum of one (1) sign at T-Intersections.
 - A maximum of two (2) signs at four-way intersections.
- e) Amenity
- Relates well to and integrates with existing built and vegetated forms.
 - Does not dominate the streetscape.
 - Does not adversely affect the amenity of any nearby residence.
- f) Forward Advertising
- The business premises being advertised on the sign panel must be:
 - within 5km of the sign.
 - on the same road as the sign, or be substantially visible from the same road as the sign.
 - in the Shoalhaven City Council area.
 - The business name can be recognised at the premises.
 - The distance to the premises or direction is displayed on the advertising sign.
 - The advertising panel shall not contain street names or other directions that conflict with street name finger boards elsewhere on the sign.
- g) Traffic
- Does not adversely affect traffic safety, for example through:
 - Sign pole placement within road carriageway “clear zone”.
 - Obstruction of sight distances.
 - Use of symbols or colours on the advertising panel that could be confused with traffic regulatory signage.
- h) Community Messages
- Community message are to be of public benefit at the nominated location.
- i) Statutory Approvals
- RTA Concurrence has been issued under Section 138(2) of the *Roads Act, 1993*, if required.

4. IMPLEMENTATION

This policy will be implemented by Council’s Strategic Planning Group.

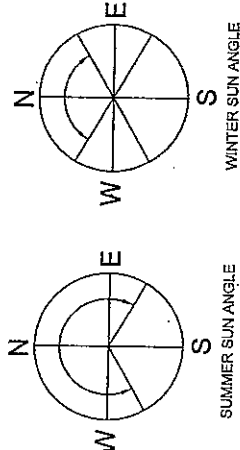
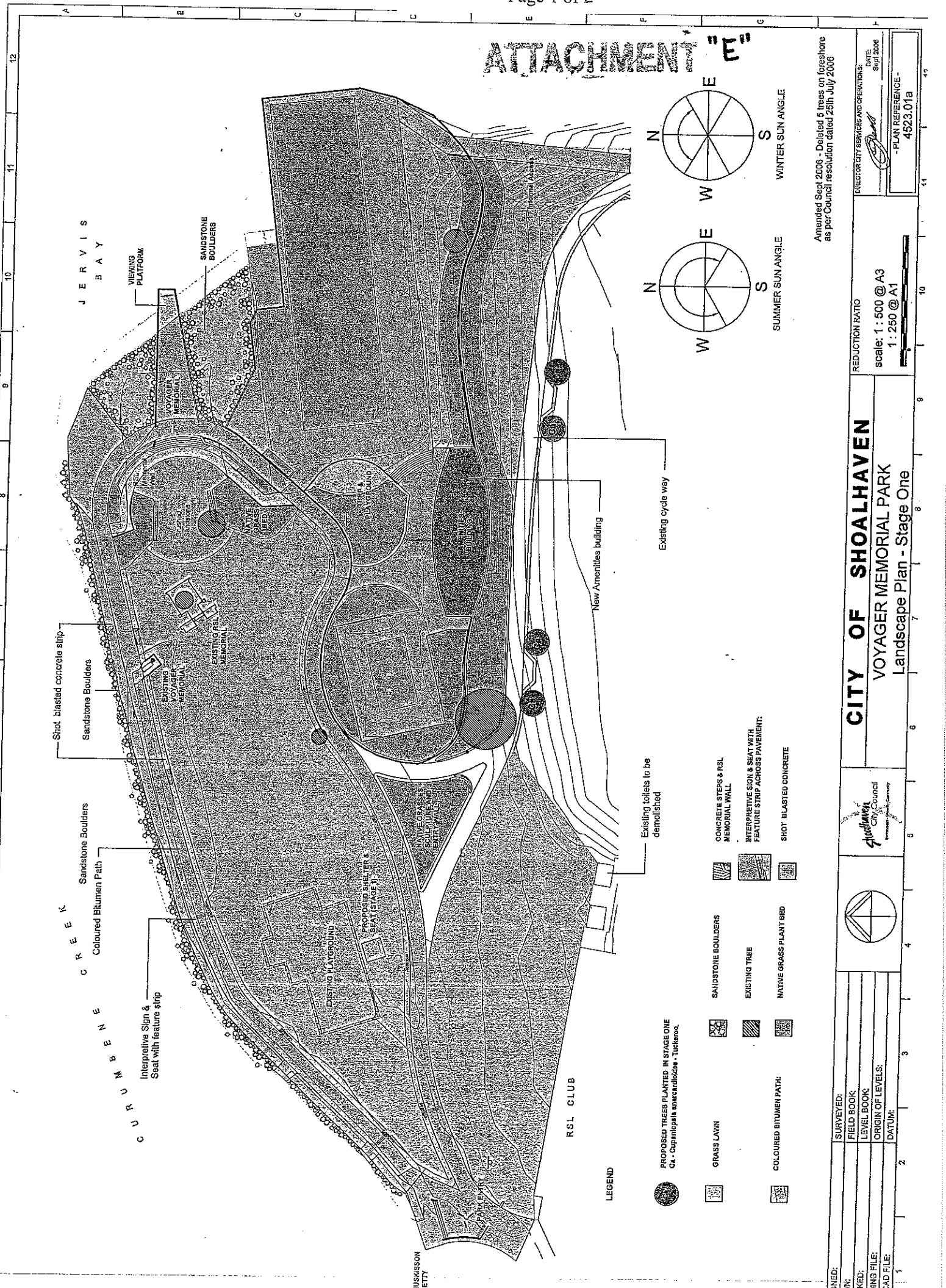
5. REVIEW

This policy is to be reviewed to coincide with the re-negotiation of Council's agreement with company(s) providing illuminated advertising signage on Council land, (approximately five yearly intervals).

6. APPLICATION OF ESD PRINCIPLES

-----This policy ensures that Illuminated Advertising Signage installed on Council managed road reserves is-----
with appropriate amenity considerations, advertising has a positive community purpose and that
community related signage/messages are included wherever possible.

ATTACHMENT "E"



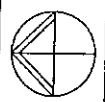
Amended Sept 2006 - Deleted 6 trees on foreshore as per Council resolution dated 25th July 2006

DIRECTOR CITY SERVICES AND OPERATIONS:	DATE: Sept 2006
- PLAN REFERENCE - 4523.01a	

REDUCTION RATIO

scale: 1 : 500 @ A3
1 : 250 @ A1

CITY OF SHOALHAVEN
VOYAGER MEMORIAL PARK
Landscape Plan - Stage One

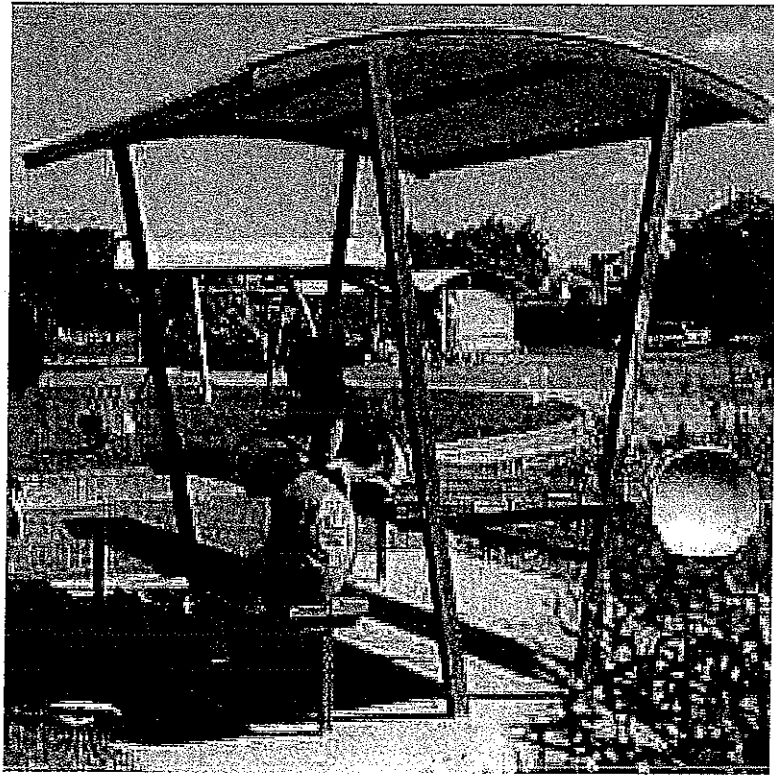


LEGEND

- PROPOSED TREES PLANTED IN STAGE ONE
Ca. *Cupressus nivalis*, *Juniperus communis*, *Taxus*
- GRASS LAWN
- COLOURED BITUMEN PATH
- SANDSTONE BOULDERS
- EXISTING TREE
- NATIVE GRASS PLANT BED
- CONCRETE STEPS & RSL MEMORIAL WALL
- INTERPRETIVE SIGN & SEAT WITH FEATURE STRIP ACROSS PAVEMENT
- SHOT-BLASTED CONCRETE
- Existing toilets to be demolished

IGNED:	SURVEYED:
WRI:	FIELD BOOK:
CRK:	LEVEL BOOK:
WING FILE:	ORIGIN OF LEVELS:
.CAD FILE:	DATUM:

ATTACHMENT "D"



shelters