

# Public Information Signs Policy

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## 1. Purpose

This policy document has been prepared for the purpose of drawing together all existing policies relating to community requests for signage on Council road reserves.

## 2. Statement

### 2.1. Background

Parts 1 and 2 of Development Control Plan (DCP) No. 82 – “*A Signage Strategy for the City of Shoalhaven*” were adopted by Council in August 2001. The DCP has been reviewed and is now known as the Shoalhaven Development Control Plan 2014 (SDCP 2014) and was adopted by Council in August 2014. Chapter G22 – Advertising Signs and Structures addresses signs on road reserves, such as ‘A’ board signs, signs overhanging the road reserves and signs requiring development consent.

### 2.2. Scope

The policies relating to public information signs apply to the whole of the City of Shoalhaven.

### 2.3. Relationship to Other Documents

This policy statement should be read in conjunction with the relevant provisions of Chapter G22: Advertising Signs and Structures of the SDCP 2014..

### 2.4. Disclaimer

In certain circumstances, Council reserves the right to make modifications to this document after its adoption without further consultation. Such circumstances are limited to modifications that will not alter the substance or intent or requirements of the adopted policy and may include correction of typographic errors, changes to internal procedures relating to the policy, changes to document formatting, alterations to appendices that do not form part of the actual policy, amendments resulting from changed or new legislation and so on.

The design examples shown in this document are indicative and may be subject to change without further consultation provided that any revised design remains within the design principle parameters expressed in Chapter G22 of the SDCP 2014.

## 3. Provisions

### 3.1. Directional Signage – “Fingerboard Signs”

The following principles apply to fingerboard signage located within road reserves or other public land:

- Directional signage to businesses shall only be allowed for tourist related businesses and medical centres. For the purpose of this Policy, short term holiday rental properties are not considered tourist related businesses.
- Directional signage to Council facilities shall only be for recreational centres, libraries, community centres, public halls, sportsgrounds, high use reserves and walking tracks, boating facilities, toilets;
- Directional signage to tourist related businesses and medical centres shall be at cost of applicant;
- The cost shall be as included in the annual Fees and Charges and shall include maintenance and/or replacement for a five-year period;
- A maximum of five signs only per intersection shall be allowed;
- A maximum of two signs per business / facility shall be allowed;

- Tourism and Council Community facility fingerboards to be in accordance with AS 1742.5:2017 and AS1742.6:2017;
- Any requests for fingerboard signs on the Princes Highway or Moss Vale Road are subject to the approval of Roads and Maritime Services.

### 3.2. Directional Signage – “Multipanel” Signs

- Panel signs catering for motorists at road intersections may be considered at intersections along main or arterial roads and local “feeder” roads. (Other locations may be considered on merit but signs will not be permitted on residential side roads)
- Commercial panels will not be permitted in relation to any business which has frontage to a main or arterial road or that has opportunities for permissible on-site signage that is visible from a main or arterial road.
- Panel Signs catering for pedestrians may be considered in strategic locations within commercial centres where a demand for such signage can be demonstrated.
- Panel signs will not be permitted in locations where motorist or pedestrian safety will be compromised.
- Industrial Estate Panel Signs will only be permitted at intersections adjacent to or within close proximity to the estate.
- A single panel sign directing motorists to an industrial estate will be permitted on main/arterial/local feeder roads that are not adjacent or in close proximity to the estate e.g. **FLINDERS INDUSTRIAL ESTATE**➔ on the Princes Hwy. Details of individual occupants may not be included on the estate directional sign.
- Dual multi-panel sign structures will only be permitted if an adjacent “pull off” bay is provided in association with the signs.
- Only one panel sign structure may be erected per intersection.
- Only one panel on a multi-panel sign will be permitted per business within the city.
- An existing blue and white “fingerboard” directional sign may be allowed to remain in addition to the panel sign for the term of its approval. New or replacement “fingerboards” will not be permitted in addition to a panel approved or applied for under this policy.
- Signs that include civic directional panels or five or more commercial panels will include the Shoalhaven City Council top panel.
- Where the panel sign caters for motorists, the top panel will include the road name (see example – Figure A) unless the structure contains only commercial panels (maximum 4 signs without road name – Figure B).
- Where the panel sign caters for pedestrians, the top panel may include a road name or a location name (eg “Broughton Court”)

- No more than 12 individual standard width panels including the road name top panel will be permitted per multiple panel structure. (The maximum number of panels allowed will be reduced by one for every double width panel included on the structure)
- Structures that display only commercial panels (up to four) may also include a shaped top board panel, however the additional cost will be borne by the proponent (see “Charges” below). Top board panels must contain the adopted standard Council logo.
- Panel signs will not include the road name on the top board panel if located on intersection corners where an “Identilite” sign already exists (or is proposed to be approved under Council’s Identilite Sign Policy)
- Panel signs will have a standard dark grey face with white lettering.
- Standard (single width) panels shall not exceed a width of 150 millimetres and a length of 1200 millimetres.
- Lettering on standard panels shall be a maximum to comply with AS 1742 and AS 1743 and be in white “title case” in a standard font style. Full upper case font may only be used for significant public facilities where compliance with the Australian Standard is required e.g. **HOSPITAL**➔
- Double width panels may only be used for significant public facilities or significant tourism destinations, e.g. **AIRPORT**➔ or **TALLOWA DAM PICNIC AREA**➔
- Panels must indicate the approximate distance from the sign location to the premises or facility (in kilometres or metres as appropriate) and may include recognised standard tourism symbols if the relevant premises is a tourist facility.
- Priority for installation of Multiple Panel Signs will be given where they will assist to reduce the incidence of existing discouraged or unauthorised signage. Installation will also be given priority where limitations on fingerboard signs have been reached or have been exceeded.

Priority for inclusion or positioning of individual panels will be given in the following order of category:

1. Street Name
  2. Council Facility
  3. Non-Government Community Facility
  4. Private Facility (Tourism) on a “first in, best dressed” basis
  5. Private Facility (other) on a “first in, best dressed” basis
- In relation to categories 4 and 5, the order of panel position will be determined by the distance from the sign to the establishment (nearest at the top below category 1, 2 and 3 signs)
  - For a structure that includes no civic directional panels (including road/street name) and up to four commercial panels, all costs associated with erecting the panel will be borne by the proponent(s).

- The proponents will negotiate cost sharing arrangements for multiple panels amongst themselves.
- A quote to manufacture and install the sign will be offered to the proponent(s) and once accepted in writing, a formal written request to undertake the work will be required together with payment of the quoted cost.
- Council may accept later requests for panels on the sign (once erected), the cost is as included in the annual fees and charges. The original proponents will not be entitled to proportional refunds if panels are added after erection of the sign.
- Where the sign contains civic directional signage or five or more commercial panels, a charge as included in Council's annual Fees and Charges per panel will apply. (The same fee will apply whether the panels include sign writing on one or both sides)

Terms of acceptance will be applied to any quote/formal request/approval etc that:

- The frame and any panel on the sign will remain the property of Council and will be administered and maintained by the Council for a period of five years.
- Any repairs, maintenance or replacement within five years of installation will be at Council's expense.
- Any repairs, maintenance or replacement after five years will be at the expense of the business.
- Where a "fingerboard sign" already exists for a business, no refund or discount will apply if a panel sign is proposed to replace the fingerboard (existing fingerboards may remain despite the panel sign approval).



**FIGURE A**



**FIGURE B**

### 3.3. Directional Signage – Illuminated Signs

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 sign at T-Intersections.
- A maximum of two 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
  - Roads and Maritime Services concurrence has been issued under Section 138(2) of the *Roads Act, 1993*, for any signs on the Princes Highway or Moss Vale Road.

### **3.4. Other Signage on Public Land**

#### **3.4.1. Banner Signs – Community Events Etc**

Council has endorsed the granting of approvals for the erection, on public land, of banners for the promotion of community messages and community events including local theatre groups.

Provided such signs meet the following “exemption criteria” (as detailed in Part 2 of the Signage Strategy), formal development consent is not required if the sign is a temporary sign for religious, cultural, political, social or recreational events.

The requirements are that the sign:

- does not include commercial advertising apart from name of event sponsor(s)
- is not displayed earlier than 28 days before an event and is removed within 7 days of the event
- does not exceed 6.0m<sup>2</sup>
- is not suspended across public roads
- must not be erected on public land (without the written approval of Council) or affixed to trees, lighting standards (other than on lighting standard specifically designed and approved for the purpose), guide posts or power poles in road reserves
- is erected by a religious or community group, sporting club or other community-based organisation recognised by Council

However, Council’s written approval is required if the sign is to be erected or placed on public land.

#### **3.4.2. Service Club Information Boards**

The installation of Service Club information Boards are permitted on the main access road into a village or town.

Applications for the erection of new Information Boards will be processed under the requirements of Section 138 of the Roads Act 1993. For Classified Roads approval will also be required from the Roads and Maritime Services in the form of a Road Occupation Licence.

It is a requirement that the Information Boards do not include commercial advertising apart from the location of meetings. Service Clubs recognised are Lions, Rotary, Apex, VIEW, Zonta International, Lantern Clubs, Probus and CWA.

#### 3.4.3. Use of Public Infrastructure (Bus Shelters, Street Furniture, Refuse Receptacles etc)

Council permits the use of bus shelters and street furniture for display of signage subject to the relevant contractual arrangements that apply from time to time.

#### 3.4.4. Other Commercial Signage

The use of public land for commercial advertising is addressed in SDCP 2014, Chapter 22: Advertising Signs and Structures. In general, opportunities are limited to approved and licensed "A" Board signs and certain real estate signs that comply with the relevant performance criteria of the strategy.

## 4. Implementation

### 4.1. Directional Signage – "Fingerboard Signs"

The Roads Assets Team of the City Services Directorate administer tourism and Council community facility "Fingerboard" signs and process applications and payment of fees by private business.

### 4.2. Directional Signage – "Multipanel" Signs

The Roads Assets Team of the City Services Directorate administer "Multipanel" Signs and process applications and payment of fees by private businesses.

### 4.3. Directional Signage – "Identilite" Signs

The Roads Assets Team of the City Services Directorate administer "Identilite" signs. However, advertiser enquiries should be referred to the current contract holder:

Claude Outdoor  
60 Pacific Hwy  
St Leonards NSW 2065

### 4.4. Other Signage on Public Land

#### 4.4.1. Banner Signs – Community Events

The Roads Assets Team of the City Services Directorate administer banner signs within road reserves and signs on the Jane Street, Nowra overpass. The Asset Custodian administer signs on their respective parks and reserves.

#### 4.4.2. Use of Public Infrastructure (Bus Shelters, Street Furniture, Refuse Receptacles etc)

The Roads Assets Team of the City Services Directorate administer signage on public infrastructure through contractual arrangements.

#### 4.4.3. Service Club Information Boards

The Roads Assets Team of the City Services Directorate administer requests and regulation of the Information Boards. Service Clubs will be responsible for installation and maintenance costs.

## **5. Review**

In accordance with S 165 (4) of the Local Government Act 1993, this policy will be reviewed within one year of the election of every new Council.