

<b>Policy name</b>	Town Signs
<b>Responsible manager(s)</b>	Divisional Manager, Strategic Services
<b>Contact officer(s)</b>	Land Use Planning Coordinator
<b>Directorate</b>	Planning and Sustainability Services
<b>Approval date</b>	12 May 2015
<b>Strategic focus area</b>	Sustainable
<b>Delivery program link</b>	S7.2 Maintain, update and communicate planning information and issues
<b>Operational plan link</b>	S7.2.3 Monitor, report and communicate and implement changes relating to land use planning

### Purpose

The purpose of this policy is to provide opportunity for communities to promote the location and character of their town or village in a simple and attractive form of signage that is sensitive to its environment in its location, size and design.

The policy aims to:

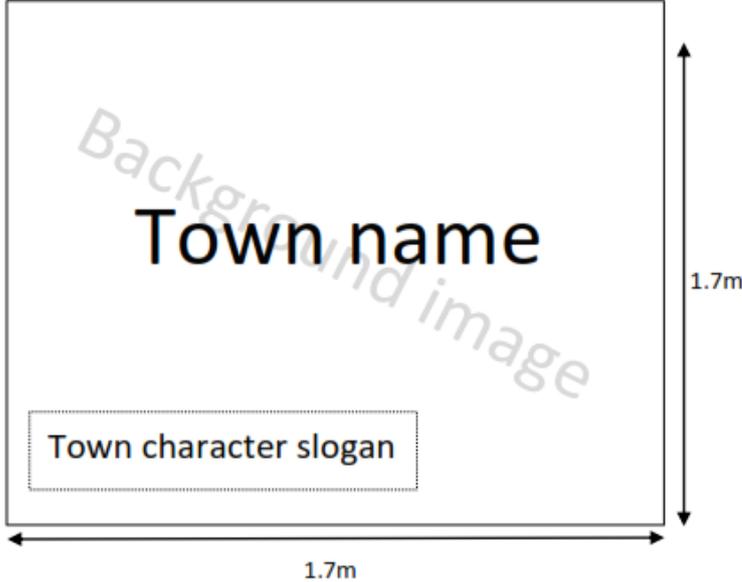
- Ensure consistency in the manner in which Council deals with approval of town signs;
- Ensure compliance with legislative requirements under the *Environmental Planning and Assessment Act 1979*, *Local Government Act 1993*, *Roads Act 1993* and *State Environmental Planning Policy No 64 Advertising and Signage*;
- Take such steps as are appropriate to ensure the erection of town signs does not detract from the use or amenity of the location;
- Make Council's policies and requirements for town signs readily accessible and understandable to the public.

### Policy statement

<b>1</b>	<b>Application</b> This policy applies to the erection of town signs on public or private land in the Eurobodalla Shire local government area.
<b>2</b>	<b>Legislation</b> Council will comply with the; <ul style="list-style-type: none"> <li>- <i>Environmental Planning and Assessment Act 1979</i>;</li> <li>- <i>Local Government Act 1993</i>;</li> <li>- <i>Roads Act 1993</i>; and</li> <li>- <i>State Environmental Planning Policy No. 64 Advertising and Signage (SEPP 64)</i></li> </ul> In addition, all signs referred to in this policy must comply with Australian Standard AS1743: <i>Road Signs Specifications</i> .
<b>3</b>	<b>Policy objectives</b> To provide direction & guidance in relation the erection of a town sign on public or private land.
<b>4</b>	<b>Eligible towns or villages</b> To be eligible for a town sign the town or village must provide a range of services for visitors.

	As a minimum, eligible towns or villages are expected to provide a range of facilities and services that visitors can access, including accommodation, food and fuel.
<b>5</b>	<p><b>Princes Highway – NSW Roads and Maritime Services</b></p> <p>NSW Roads and Maritime Services (RMS) is responsible for, and has installed, road signs and directional signage on the Princes Highway to towns, villages and suburbs accessed by the highway.</p> <p>These signs (and all signs referred to in this policy) must comply with Australian Standard AS1743: <i>Road Signs Specifications</i>.</p>
<b>6</b>	<p><b>Location</b></p> <p>As a general principle, town signs will be permitted on land fronting primary access roads leading to towns or villages to promote that town or village within the following guidelines:</p> <ol style="list-style-type: none"> <li>1. The sign is a permissible type or land use, or exempt land use on the land on which it is proposed;</li> <li>2. The sign does not inhibit sightlines necessary for the safe passage of vehicles or pedestrians; and</li> <li>3. The sign does not inhibit significant views.</li> </ol> <p>Where an eligible town or village is located on a terminating road, the town sign may be located near the intersection between the nearest through road and the primary access road.</p>
<b>6a</b>	<p><b>Design – Main town signs</b></p> <p>The design of Main Town signs will align with Council’s tourism marketing through:</p> <ol style="list-style-type: none"> <li>1. the use of the positioning statement;</li> <li>2. ‘eurobodalla south coast NSW’; and</li> <li>3. inclusion of the design element of a linear mountain shape.</li> </ol> <p>Other design elements shall include:</p> <ol style="list-style-type: none"> <li>1. The Main town sign shall have a surface area no greater than 3.5m<sup>2</sup>.</li> <li>2. The Main town sign must be composed of no more than: <ol style="list-style-type: none"> <li>a. “Welcome to [insert the name of the town]”; and</li> <li>b. the town slogan (optional).</li> </ol> </li> </ol> <p>Any design will also comply with guidelines 6c <a href="#">Design - Other town signs</a> (4-7), below.</p>
<b>6b</b>	<p><b>Design – Heritage town signs</b></p> <p>Council may consider an alternate design where a town other than a Main Town has a significant and unique heritage character that:</p> <ol style="list-style-type: none"> <li>1. defines the town’s identity; and</li> <li>2. is considered of tourism significance.</li> </ol> <p>See Section 10 below for design options. Any design will also comply with guidelines 6c <a href="#">Design - Other town signs</a> (1-7) below.</p>

<b>6c</b>	<p><b>Design – Other town signs</b></p> <p>The design of other town signs shall be as follows:</p> <ol style="list-style-type: none"> <li>1. Size:             <ol style="list-style-type: none"> <li>a. have a surface area no greater than 2.8m<sup>2</sup>; with</li> <li>b. lettering from 150mm to 300mm in height.</li> </ol> </li> <li>2. The sign must have the appearance of a single panel with a consistent visual theme, style and colour scheme.</li> <li>3. Sign design is encouraged to align with Council’s tourism marketing through the use of all or some of:             <ol style="list-style-type: none"> <li>a. the positioning statement;</li> <li>b. ‘eurobodalla south coast NSW’; and</li> <li>c. inclusion of the design element of a linear mountain shape.</li> </ol> </li> <li>4. Where a town sign is visible to a person leaving the town, the rear of the sign carries a message thanking people for visiting.</li> <li>5. Signs, which because of colour, animation, siting or aspect detract from the value of traffic signals or road line marking are not permitted.</li> <li>6. The design includes provision for the addition of temporary event additions (<a href="#">section 9</a> below) such that, when installed, the additional signs appear as part of the town sign.</li> <li>7. Design specifications and content material of the signs shall, in the final event, be approved by the Council.</li> </ol> <p>Notwithstanding point 1 above, larger signs for other towns will be considered by Council on merit having regard to the aims of this Policy, <i>Schedule 1 Assessment criteria</i> of SEPP 64 and the specific characteristics of the proposed sign and its location.</p>
<b>7</b>	<p><b>Sign ownership and responsibility</b></p> <p>NSW Roads and Maritime Services is responsible for signs on the Princes Highway, however Council will take responsibility for the installation and maintenance of Main town signs. Council is also responsible for signs on local roads.</p> <p>Where a Heritage town sign or Other town sign is approved by Council, the cost of construction, installation and maintenance remains the responsibility of the applicant(s).</p>
<b>8</b>	<p><b>Maintenance and removal of town signs</b></p> <ol style="list-style-type: none"> <li>1. Signs must be kept intact and in good repair at all times; and</li> <li>2. Council reserves the right to remove signs which no longer comply with the original approval or have fallen into disrepair.</li> </ol>
<b>9</b>	<p><b>Temporary event additions</b></p> <p>Temporary signs for religious, cultural, social or recreational events signs will be permitted to be attached to the town sign if they:</p> <ol style="list-style-type: none"> <li>1. have a visual theme, style and colour scheme consistent with the town sign; and</li> </ol>

	<p>2. comply with the requirements of the <i>Eurobodalla Local Environmental Plan 2012: Schedule 2 – Exempt Development</i>.</p>
<p>10</p>	<p><b>Layout for town signs approved for Heritage or Other towns</b></p> <p>Examples of layouts for town signs are shown here at their maximum allowable areas (not to scale).</p> <p>a)</p>  <p>b)</p>  <p>c)</p> 

**Implementation**

Requirements		Responsibility
<b>1</b>	<b>Development Consent</b> A development application must be submitted pertaining to the town sign unless it is exempt development under the <i>State Environmental Planning Proposal (Exempt and Complying Development Codes) 2008</i> .	Development Assessment Officer
<b>1a</b>	<b>Development on classified roads</b> Where development is proposed on or on land fronting a road classified under the <i>Roads Act 1993</i> , written approval from NSW Roads and Maritime Services must accompany any development application lodged with Council.	Roads and Maritime Services
<b>2</b>	<b>Staff</b> Under supervision, applicable Council staff will be responsible for ensuring that policies are implemented appropriately within their work area, after they have received relevant training to do so.	Environmental Compliance Officer
<b>3</b>	<b>Concerns</b> Concerns received regarding this policy will be recorded on Council's Customer Service Request (CSR) or records system and handled in accordance with council's Customer Service Request Policy. They will be used to analyse the history of concerns and requests and to help determine follow up actions.	Council Officers
<b>4</b>	<b>Complaints</b> Complaints received regarding this policy will be lodged with the Public Officer and handled in accordance with council's Complaints Policy.	Public Officer
<b>5</b>	<b>Consultation</b> Consultation with key stakeholders will occur in relation to this policy, as needed. Any substantial changes to the policy will be placed on public exhibition and public submissions invited, in accordance with the Local Government Act 1993.	Development Services, Community Planning Coordinator, Land Use Planning Coordinator

**Review**

The policy will be automatically revoked at the expiration of twelve months after the declaration of the poll for the next general NSW local government election, unless Council revokes it sooner. **Note:** *Automatic revocation of the policy is provided for by section 165(4) of the Local Government Act 1993. The next general local government election is expected to be held in September 2016.*

This policy may also be reviewed and updated as necessary when legislation requires it; or Council's functions, structure or activities change; or when technological advances or new systems change the way that Council manages town signs.

Reviews of the effectiveness of this policy could include the following:

Performance indicator	Data source(s)
Concerns or Complaints registered	Council records
Customer Feedback Survey Responses	Surveys
Internal or external review	Audit

### Governance

This policy should be read in conjunction with any related legislation, codes of practice, relevant internal policies, and guidelines.

#### Related legislation and policies

Name	Link
Council's Signage Code	<a href="http://www.esc.nsw.gov.au/inside-council/council/council-policies/codes/Signage-Code.pdf">www.esc.nsw.gov.au/inside-council/council/council-policies/codes/Signage-Code.pdf</a>
Local Government Act 1993	<a href="http://www.austlii.edu.au/au/legis/nsw/consol_act/lga1993182/">www.austlii.edu.au/au/legis/nsw/consol_act/lga1993182/</a>
Crown Lands Act 1989	<a href="http://www.legislation.nsw.gov.au/maintop/view/inforce/act+6+1989+cd+0+N">www.legislation.nsw.gov.au/maintop/view/inforce/act+6+1989+cd+0+N</a>
Roads Act 1993	<a href="http://www.legislation.nsw.gov.au/maintop/view/inforce/act+33+1993+cd+0+N">www.legislation.nsw.gov.au/maintop/view/inforce/act+33+1993+cd+0+N</a>
State Environmental Planning Policy (SEPP) No. 64 - Advertising and Signage	<a href="http://www.legislation.nsw.gov.au/maintop/view/inforce/epi+199+2001+cd+0+N">www.legislation.nsw.gov.au/maintop/view/inforce/epi+199+2001+cd+0+N</a>
Eurobodalla Local Environmental Plan 2012	<a href="http://www.legislation.nsw.gov.au/maintop/view/inforce/epi+333+2012+cd+0+N">www.legislation.nsw.gov.au/maintop/view/inforce/epi+333+2012+cd+0+N</a>

#### Related external references

Name	Link
Office of Local Government	<a href="http://www.olg.nsw.gov.au">www.olg.nsw.gov.au</a>
Standards Australia	<a href="#">Australian Standard AS1743 – Road Signs Specification</a>

#### Definitions

Word/Term	Definition
Public reserve, Public land	Council owned land as classified under the <i>Local Government Act 1993</i> and Crown land where Council is the trust manager. Includes road reserves, natural areas, areas of cultural significance, community land (general), parks and sportsgrounds
Town sign	A sign erected at an entrance point/way into a town or village that informs the travelling public of the imminent arrival to the town or village and the main character or important feature of the town or village.
Main town	For the purposes of this policy, the Main towns in the Eurobodalla Shire are Narooma, Moruya and Batemans Bay.
Heritage town	A town or village other than a Main town which has a significant and unique heritage character that defines the town or village's identity and is considered of tourism significance.
Other town	Town or village not defined elsewhere in this policy.

*Change history*

Version	Approval date	Approved by	Min No	File No	Change
1	12 May 2015	Council	15/26	E06.0376	New policy commenced

*Internal use*

Responsible officer		General Manager	Approved by	Council	
Min no	15/26	Report no	PSR15/015	Effective date	12 May 2015
File No	E06.0376	Review date	Sep 2016	Pages	7