



28th July 2014

General Manager
Ballina Shire Council
PO Box 450
Ballina NSW 2478

Attn: Caroline Klose

Dear Caroline

RECORDS SCANNED
31 JUL 2014
Date No.....
Batch No.....

Re: New policy – Local Directional Signage within Road Reserves

We note Ballina Shire Councils recent decision to promote a policy position with regard to local directional signage within road reserves. Moreover, the club commends Council on this initiative and, if adopted, should provide a balanced outcome that not only meets the needs of Ballina residents and regional and interstate visitors but is structurally in keeping within acceptable community standards.

Of particular interest to our organisation, in respect of this policy review, is the Ballina RSL Bowling Club in Canal Rd Ballina. This facility has been an important community asset since its inception in September 1986 and it has become a vital social and recreational facility for a large number of club members and visitors.

Given the number of changes that have occurred over the years in respect to local traffic flows and access points, we regularly receive feedback from visitors and even Ballina residents concerning the lack of directional signage points to the Canal Rd Bowling Club facility.

It is noted in the draft policy document under "Acceptable Directional Signage" that there is provision for such directional signage to be approved under the category of "Other facilities where demonstrable community or visitor interest can be shown".

It is submitted that the Canal Rd Bowling Club would fall into this category due to the fact that it provides both entertainment and recreational facilities (including dining, functions and lawn bowls) for the local and broader community as well as tourists to the area.

We therefore respectfully request that consideration be given to approving the Ballina RSL Bowling Club to erect directional signage in an approved form to be located on the corner of Tweed and River Street Ballina.

It is our view that the installation of this directional signage will greatly assist visitors to the area who are not familiar with the Canal Road Bowling Club facility.

We look forward to a favourable reply at your earliest convenience.

Yours faithfully

WG Coulter

Chief Executive Officer

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winner, gold medal 2007 clubsnsw chef's table awards • winner, gold medal 2006 clubsnsw chef's table awards • winner, gold medal 2005 clubsnsw chef's table awards • winner, best service club 2007 ballina shire business excellence awards • winner, best service club 2006 ballina shire business excellence awards • winner, food & beverage 5+ employees 2005 ballina shire business excellence awards • winner, tourism 5+ employees 2005 ballina shire business excellence awards

ABN 62 001 040 839

POLICY NAME: (DRAFT NEW)
LOCAL DIRECTIONAL SIGNAGE WITHIN
ROAD RESERVES

POLICY REF: TBA

MEETING ADOPTED:
Resolution No.

POLICY HISTORY:



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OBJECTIVE

To encourage consistent and equitable guide decision-making in respect to requests for local directional signage within Council owned or controlled road reserves.

BACKGROUND

Council's Promotional and Interpretative Signage Taskforce (via Council) receive requests from organisations for directional signage in road reserves. The Signage Taskforce has been responding to these enquires on a case by case basis over the years. Given the significant amount of time spent responding to requests, it is now considered appropriate to formalise Council's position on local directional signage.

Directional signage erected by Council, or another public authority, does not require development consent. Council will not authorise the erection of commercial advertising signage in road reserves. Therefore this policy does not address advertising signage.

Directional signage for tourist facilities on Regional and State Roads is required to comply with the Tourist Signposting Manual prepared by Destination New South Wales and the NSW Roads & Maritime Services (RMS), and be approved by the Tourist Attraction Signposting Assessment Committee (TASAC). On local roads, Council may consider applications for tourist facilities, such as attractions that may sit outside the TASAC criteria.

DEFINITIONS

Directional sign	A sign erected by the Council for the purpose of directing vehicular or pedestrian traffic, or advising the public (including advising the public about any restrictions), and which does not include any information of a commercial nature.
Public road	Any road that is opened, dedicated or declared to be a public road under the <i>Roads Act 1993</i> .
Local road	Any road that has not been declared as a 'classified road' under the provisions of the <i>Roads Act 1993</i> . Council controlled roads provide local circulation and access. They are the responsibility of Council to fund and determine works.
Regional road	A road that has been declared as a 'classified road' under the <i>Roads Act 1993</i> . They provide the main connections to and between smaller towns and perform a sub arterial function in major urban areas. They are the responsibility of Council to fund and determine works. This policy does not apply to regional roads.
State road	A road that has been declared as a 'classified road' under the <i>Roads Act 1993</i> . State Roads are the major arterial links throughout NSW and within major urban areas. They are the responsibility of the State Government to fund and carry out works. This policy does not apply to state roads.

SCOPE OF POLICY

This policy applies to:

- Community organisations
- Community members
- Government organisations

RELATED DOCUMENTATION

Related documents, policies and legislation:

- Australian Standard 1742 – Manual of Uniform Traffic Control Devices
- *Local Government Act 1993*
- *Roads Act 1993*
- *Road Regulations 2000*

POLICY

Acceptable Directional Signage

The following criteria will be used by Council to determine whether or not to erect a directional sign:

1. Facility or Organisation Type

Facilities or organisations for which directional signage may be approved include:

- Civic facilities such as Post Offices, other Government offices, Council administration and services such as community centres, libraries, waste management, public swimming pools, sports grounds;
- Public hospitals
- Public transport facilities such as airports, bus/coach interchanges, railway stations
- Public education institutions
- Churches and religious institutions
- Other facilities where demonstrable community or visitor interest can be shown (i.e. community gallery or museum) and where the applicant is a not for profit incorporated association
- Holiday parks where the majority of the sites are available for visitors (i.e. greater than 50%)

2. Shape, Size and Permitted Information

The shape, size and content of the sign will be in accordance with Australian Standard 1742.

3. Visual Amenity

It is the intent of this policy to maintain safe and attractive streetscapes which are not dominated by excessive signage that can constitute visual 'clutter'. Such 'clutter' can be distracting to motorists and become a safety hazard. Council will therefore limit the number of directional signs in any one location in accordance with the Australian Standard.

9.2 Policy (Review)- Local Directional Signage within Road Reserves.DOC

Proponents will be encouraged to pursue other more effective ways of assisting people to reach their destination, such as providing a clear address, a street directory reference or a map on their stationery or publicity material.

To maintain the effectiveness of signage, the following guidelines shall be applied:

- (a) Where the applicant's facility abuts a major road, signage other than on the property shall not be provided
- (b) Where the applicant's facility abuts a street which runs directly off a major road, no signage should be provided to it unless there may be uncertainty about the direction to take, as may be the case where the street name is the same on both sides of the major road.

4. Costs of signage

Costs associated with erecting, affixing, maintenance, placing or displaying signs, and removal of redundant signs, are to be the responsibility of the organisation requesting the sign.

5. Removal of directional signage

Council will remove privately erected directional signage which does not have Council's prior approval. Council will also remove approved directional signage which has become redundant due to the closure or relocation of the facility or exhibits unsightly or unsafe characteristics. Costs for this work shall be charged to the facility.

6. State Roads (Highways)

This policy does not apply to requests for signage on the Pacific and / or Bruxner Highways or any roads under the control of Roads and Maritime Services (RMS).

7. Application Process and Assessment

Requests for directional signage must be in writing, outlining reasons for the request, preferred location and the proposed wording of the sign. Requests should be directed to the General Manager.

The number of facilities which can be effectively signposted at any one point is limited. The use of community facility name signs will be restricted to facilities which are likely to be those sought by a significant number of visitors not familiar with the locality. As specific facilities are likely to be sought by name, the shortest name by which the facility is commonly known shall be shown on the signs. A denominational name may be included on signs to churches.

Directional signage will only be erected in relation to an activity lawfully carried out. Council will not erect signage to facilities which are prohibited or operating without development consent, if such is required.

REVIEW

The Policy is to be reviewed at least every four years.