

POLICY NAME: LOCAL DIRECTIONAL SIGNAGE WITHIN ROAD RESERVES

POLICY REF: L04

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Resolution No. 271022/28

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OBJECTIVES

The objectives of this policy are to:

- Guide equitable decision making for local directional signs located on roads where Ballina Shire Council is the roads authority
- Ensure installation, maintenance, repair and renewal of directional signs is manageable within available resources
- Create and maintain attractive streetscapes and landscapes that are easily negotiable by motorists.

POLICY

Scope

This policy applies to signs on roads and road related areas where council is the roads authority or manages the road corridor, such as local and regional roads.

This policy does not apply to signs on state roads or any other road related area where Transport for NSW (TNSW) is the roads authority. Nor does it apply to signs on Crown roads where the Minister administering the *Crown Land Management Act 2016* is the roads authority.

General

Signs shall be restricted to facilities that are mostly of a non-commercial nature, and likely to be sought by a significant number of motorists not familiar with the locality.

Facilities, organisations or destinations for which signs may be considered include:

- Council facilities and services such as community centres, toilets, libraries, waste management centres, swimming pools, sports and recreational grounds, boat ramps, cemeteries
- Government services such as post offices and ServiceNSW
- Public or private hospitals with 24 hour emergency facilities
- Emergency services including rural fire stations, police stations, State Emergency Service depots
- Public transport facilities such as bus/coach interchanges and taxi ranks
- Churches, religious institutions and funeral homes
- Rural areas and village centres
- Public schools in rural locations
- Tourist facilities and attractions that sit outside the criteria for individual attractions in the Destination NSW-TNSW Tourist Signposting Manual.

Directional signs will not be considered where the facility abuts a major road, or a street which runs directly off a major road.

Requests and determination process

A request for directional signs shall be in writing to Ballina Shire Council and outline reasons for the request and how it fits with the criteria set out in this policy.

Requests are referred to the Promotional and Information Sign Taskforce for assessment and determination, and endorsed by the Executive Team. Applicants will be notified of the outcome.

Cost of signs

Where a request is accepted, the cost to procure and erect the signs is the responsibility of the organisation requesting the signs. Costs are outlined in council's Fees and Charges.

Once installed, the maintenance and removal costs of signs is the responsibility of council.

Removal of signs

Directional signs will be progressively reviewed and rationalised in line with the current policy. Signs that do not comply will be replaced or removed. This may include signs that:

- are redundant due to closure, relocation or renaming of the facility
- exhibit unsightly or unsafe characteristics
- were installed under a historical policy
- were privately erected, with or without approval.

Sign design, information and location

Road name, local community and tourist facility directional sign design and installation requirements are set out in Australian Standard 1742.5:2017 Manual of uniform traffic control devices – Part 5: Street name and community facility name signs (Standard).

Road name and directional signs will be designed, positioned and installed in accordance with the Standard except for the following:

- signs requiring more than one line will be accommodated on a single plate instead of two separate plates
- distances, logos or symbols will not be included on directional signs
- directional sign legends will refer to the generic function of the facility e.g., church, school, sports ground, gallery, rather than a name or specific to each site.

BACKGROUND

General

Council receives requests for directional signs on council roads or in road related areas for facilities, businesses, organisations and service providers. Increasingly, signposting these facilities is seen as unnecessary in terms of guidance, and inequitable in terms of the lack of signs to all possible facilities.

The purpose of local directional signs is to advise motorists of the general direction to community facilities and organisations which are located on side streets. They are not provided to promote any particular provider or for an organisation to generate extra visitation.

The proliferation of community and tourist signs at some intersections can render both the road name and the facility signs ineffective due to the inability of motorists to scan all of the information in the available time. Excessive signage also detracts from the amenity of urban areas and beauty of rural settings.

The aim of this policy is to ensure an equitable and manageable approach to directional signs, where there is a genuine need for directional guidance based on traffic engineering.

Directional information for motorists

Locations and facilities are usually known by their street addresses as well as their business name. Where people are unfamiliar with an address, navigational aids such as street directories, electronic maps and guidance systems are available to most drivers.

The most useful directional assistance that council can provide is to ensure road name signs are provided. Road name signs enable ready recognition of the road name by road users, including pedestrians and cyclists. These signs should be located where road users expect to look for them, be legible and clearly visible.

Road name signs on routes to a facility should be well located, visible and readable. Difficult or awkward property addresses may be dealt with by adding property numbers on the road name plate at the nearest intersecting street. Enhancing road name signs on main access roads may be considered.

Directional sign types

Community facility directional signs are reflectorised sign blades with white text and chevron on a blue background. They are rectangular with a long longitudinal axis.

Tourist facility directional signs are reflectorised sign blades with white text and chevron on a brown background. They are rectangular with a long longitudinal axis.

Regulatory requirements

The signs covered in this policy may be installed by council as traffic control facilities under the Roads Act 1993.

It is exempt development under the State Environmental Planning Policy (Transport and Infrastructure) 2021.

DEFINITIONS

Directional sign	A sign (traffic facility) erected by a roads authority for the purpose of directing vehicular traffic, and which does not include any information of a commercial, promotional, business identification, or advertising nature.
Public road	Any road that is opened, dedicated or declared to be a public road under the Roads Act.
Classified road	Any public road that has been declared a 'classified road' under the Roads Act. This includes highways, main roads, secondary and tourist roads, and state works.

Local road#	Any public road that has not been declared a 'classified road' under the Roads Act. Local roads are administered, managed and financed by council. Local roads provide local circulation and access.
Regional road#	A road that has been declared a 'classified road' under the Roads Act. Regional roads are an administrative class of classified road determined by TNSW. They are administered, managed and financed by council, with some financial assistance from TNSW. Regional roads are locally important links between the local and state road networks.
State road#	A road that has been declared a classified road under the Roads Act. State roads are an administrative class of classified road determined by TNSW. They are administered, managed and financed by TNSW. State roads are major arterial links throughout NSW and within major urban areas.

SCOPE OF POLICY

This policy applies to:

- Council staff, contracted staff and volunteers
- Councillors
- Residents and residential property owners
- Community organisations
- Community members
- Commercial businesses and operators
- Developers
- Government organisations.

RELATED DOCUMENTATION

Related legislation and documents:

- NSW Local Government Act 1993
- NSW Roads Act 1993
- State Environmental Planning Policy (Industry and Employment) 2021
- Ballina Local Environment Plan 2012
- Australian Standard 1742 – Manual of Uniform Traffic Control Devices
- Destination NSW – Transport for NSW Tourist Signposting Manual
- Ballina Shire Council standard drawings for road name and local directional signs.

REVIEW

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