

FILE NO: PSC2005-2795

TITLE: INFORMATION & DIRECTION SIGNS IN ROAD RESERVES POLICY

POLICY OWNER: ASSETS SECTION MANAGER

1. PURPOSE:

- 1.1 To provide a safe, effective and efficient network of signs to guide motorists to tourist services, community facilities and natural features within Port Stephens.
- 1.2 To meet Council's statutory requirements under *the Local Government Act, the Roads Act* and other relevant legislation in relation to the use of Council's road reserve.
- 1.3 To control the type, size and position of advertising that may be displayed within Council's road reserves.
- 1.4 To provide a level of detail that is not covered in other forms of legislation and instruments such as State Environmental Planning Policy Infrastructure (SEPP) Infrastructure and State Environmental Planning Policy Infrastructure (SEPP) 64 – Advertising and Signage.

2. CONTEXT/BACKGROUND:

- 2.1 This policy was previously named the Advertising Signs in Road Reserve Policy. The title of this policy has been changed to better reflect the content of the associated code.
- 2.2 The types of signs covered by this policy are locality and facility, directional, advertising structures, regulatory/warning/advisory and parks and reserves.
- 2.3 The regulation of signs is a function of Council. This policy contributes to the orderly display of signs in Council's road reserves. Control of signs is necessary to reduce visual clutter that could otherwise detract from the natural environment of Port Stephens and potentially reduce the effectiveness of essential traffic and road safety signs.
- 2.4 The Information and Direction Signs in Road Reserves Policy refers to signs within the road reserve only and does not relate to advertising on private property or in Council Recreation Reserves.

3. SCOPE:

- 3.1 Council is responsible for controlling or monitoring activities being undertaken in its road reserves.
- 3.2 Council will adopt clear and consistent procedures when dealing with applications for signs within the road reserve.
- 3.3 Signs situated on private property are controlled by the Port Stephens Council Development Control Plan.

3.4 Council will assess all applications for signs within the road reserve in accordance with the Information and Direction Signs in Road Reserve Code.

4. DEFINITIONS:

4.1 An outline of the key definitions of terms included in the policy.

Road Reserves	An area of land set aside for potential road construction on which building is not allowed
SEPP	State Environmental Planning Policy

5. POLICY STATEMENT:

5.1 The policy is to provide a consistent approach to the approval of a safe, effective and efficient network of signs to guide motorists to Tourist Services, Community Facilities and natural features within Port Stephens. Motorists should be guided to the Suburb, then the Street and then Facility.

5.2 Reasonable limitation on the size and number of signs displayed within Council's road reserve will ensure that the visual amenity of the Port Stephens environment is maintained.

5.3 Information and directional signage must conform to relevant legislations and the requirements of the Information and Direction Signs in Road Reserve Code.

5.4 Advertising signs on buildings or awnings is controlled by the Port Stephens Council Development Control Plan

5.5 All signage associated with any election must comply with local government, NSW State and Australian Commonwealth laws.

6. POLICY RESPONSIBILITIES:

6.1 The continued regulation of the placement of advertising within Council's road reserves will assist in reducing visual clutter while allowing business operators to display essential information for potential customers.

6.2 Council seeks to assist in the creation of a vibrant business community by implementation of a fair and equitable advertising signs policy

6.3 Council will charge any applicable fee for installation and management of signs as noted in Council's adopted Fees & Charges.

6.4 Installation and maintenance costs are to be met by the applicant.

6.5 Enforcement of illegal signage within the road reserve will be carried out in accordance with Council's Compliance Policy.

7. RELATED DOCUMENTS:

- 7.1 *Local Government Act 1993*
- 7.2 *Roads Act 1993*
- 7.3 State Environmental Planning Policy Infrastructure
- 7.4 State Environmental Planning Policy 64 – Advertising and Signage
- 7.5 Bus Shelter Policy
- 7.6 Outdoor Trading Policy
- 7.7 Information & Direction Signs in Road Reserve Code
- 7.8 Port Stephens Council Development Control Plan
- 7.9 Port Stephens Council Compliance Policy

CONTROLLED DOCUMENT INFORMATION:

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EDRMS container No	PSC2005-2795	EDRMS record No	18/188172
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Process owner	Assets Section Manager		
Author	Civil Assets Planning Manger		
Review timeframe	Two years	Next review date	August 2020
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VERSION HISTORY:

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1	04/11/1995	Civil Assets Manager	Adopted	147
2	25/11/2014	Civil Assets Manager	Amended	318

3	9 Oct 2018	Civil Assets Planning Manager	<p>Reviewed and updated in to the new Policy Template. New Title and EDERMS File. 1.1, 1.2, 1.4, 2.1, 2.2 ,3.3, 5.1, 5.2, 5.4, 5.5, 6.4 & 6.6 – New points added. 1.4, 2.3, 2.4, 3.2, 3.4, 5.1, 5.3, 6.3 – Reworded to improve purpose. 4 – Removal of definition. 7.3, 7.4, 7.7 & 7.9 – Added Related Documents.</p>	123
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