

5.3 Batchelor Signage Bay

Policy Number	5.3	Date Commenced	17/04/2013
Date Adopted	16/04/2013	Resolution Number	16/04/2013/010
Review Timeframe	4 years		
Last Review Date		Next Scheduled Review Date	April 2016
Policy Responsibility	Council		

Document History

Version	Date Amended	Details Comments e.g. Resolution Number

OBJECTIVE

The primary purpose of the signage bay is to provide useful information to tourists. The secondary purpose is to assist in the control of advertising signs in Batchelor and on the roads nearby.

POLICY STATEMENT

The Batchelor Signage Bay (BSB) provides promotional business signage space of 1m x 1m for up to 24 regional businesses.

The centre panels (3m wide x 2m high) will be allocated to generic purposes such as inclusion of a regional map and listing of community services.

Promotional business signage on the BSB is only available to business operators permanently based within the Batchelor / Litchfield National Park region which fulfil the following criteria:

- Information on accommodation and eating establishments
- Tourist attractions and tourist services such as visitor information centre, mechanics, etc; and
- Information on attractions within the district, which would be of interest to tourists.

Each business is limited to one signage space only.

The applicant must supply and maintain the sign in reasonable condition.

Damaged or faded signs will be removed by Council and the owner will be required to repair or replace the sign prior to re-installation.

Permit Fees for signs in Information Bays

A permit fee of **\$57.00** per annum is payable to Council.
Permits are valid for 12 months commencing on the 1st July of each year.

Pro-Rata Fee Month	Fee
July	57.00
August	52.25
September	47.50
October	42.75
November	38.00
December	33.25
January	28.50
February	23.75
March	19.00
April	14.25
May	9.50
June	4.75

The cost of design and production of the sign on the panel is the responsibility of the operator and signage must be exact to the specifications provided.

The signage panels remain the property of Coomalie Community Government Council (CCGC). The CCGC reserves the right to refuse and/or remove signs that may offend, obstruct, mislead or defame another business operator.

Department of Planning and Infrastructure (DPI) will be responsible for the erection of the signage bay and the provision of blank sign panels to CCGC.

The CCGC will be responsible for the storage of the blank sign panels; ongoing maintenance of the sign structure, landscaping of the area, and collection of general litter within the signage bay area.

The CCGC reserves the right to refuse any business which does not meet the terms and conditions of the signage policy.

The BSB Signage Policy is to be reviewed annually by CCGC and in consultation with the DPI.

BATCHELOR SIGNAGE BAY APPLICATION FORM

Business Name: _____

Type of Business: _____

Business Street Address: _____

Business Postal Address: _____

Contact: _____ Position: _____

Telephone: _____ Email: _____

Preferred signage placement:

Please mark preferred location of your signage. Final placement subject to CCGC decision.

						Generic panels – map, etc							

I hereby apply for permission to place a sign on the Batchelor Signage Bay, subject to the terms and conditions of the Signage Policy, including payment of a fee of \$57.00 per annum or part thereof.

.....
Signature

..... / / 20

Office use only:

Application presented to Coomalie Community Government Council on / / 20

Application approved

Application not approved

Comments: _____

..... / / 20

Signature of CCGC Representative *Date*

LISTING OF BUSINESSES AS PER CCGC LISTING 2011

Batchelor region businesses:

Accommodation and Tourism Operators:

Batchelor Resort	accom	
Batchelor Butterfly Farm & Tropical Retreat	accom	
Rum Jungle Bungalows	accom	
Historic Retreat	Accom	
Litchfield Café	accom	
Banyan Tree Caravan & Tourist Park	accom - c&c	
Batchelor Caravan Village	accom - c&c	
Coomalie Caravan Park	accom - c&c	
Litchfield Tourist & Caravan Park	accom - c&c	
Litchfield Safari Camp	accom - c&c	
Pandanus Caravan Park	accom - c&c	
Cookes Tours	tour operator	
Rum Jungle Tavern	tourism operator	
Wangi Tourist Park	tourism operator	14
Yera Child Care Centre	Child Care	

Of interest to travellers:

Batchelor Service Station	mechanical	
Batchelor Self Serve Car Wash	Mechanical / vehicle	
Batchelor Aviation	aviation	
Batchelor General Store	Retail	
Batchelor Take Away	Retail	
Batchelor Laundromat	Retail	
Visitor Information Centre	VIC	7

Non-commercial organisations - possibly marked on service map?

Batchelor Area School	Community services
Batchelor Community Health Centre	Community services
Batchelor Library	Community services
Batchelor Play Group	Community services
Batchelor Police Station	Community services
Batchelor Post Office	Community services
Batchelor Swimming Pool	Community services
Bushfires NT	NT Govt
Smile-A-Mile Fun Bus & Toy Library	Community services
Batchelor Health Centre	community services
Coomalie Community Govt Council	LGA
Parks & Wildlife Commission	NT Govt
Batchelor Institute of Tertiary Education	Educational
Batchelor Outdoor Education Unit	Educational
Seventh Day Adventist	Churches
St Francis (Anglican)	Churches
St Barbara's (Catholic)	Churches
Batchelor Oval	Sporting
Rum Jungle Bowls Club	Sporting
Batchelor Tennis Courts	Sporting

Batchelor Swimming Pool	Sporting	
Rum Jungle Lake	Sporting	
Bi-Centennial Park	Sporting	
ANZAC Park	Sporting	
Havlik Park	Sporting	
Jack White Park	Sporting	27

Of little or no interest to travellers

Fawcett Cattle Company	Pastoral	
Menttobe Rustics Fruit Farm	Pastoral	
Mt Keppler Station	Pastoral	
Mt Ringwood Station	pastoral	
Rick Erklenes Earth Moving Pty Ltd	pastoral	
Rum Jungle Organics	Pastoral	
Bill Stewart	Construction	
Bruce Verburg Electrician	Construction	
Coomalie Concrete	Construction	
Direct Current Electrical	Construction	
Gary Elliott – GAS NT Pty Ltd	Construction	
H Van Tilburg	Construction	
Hanson Concrete	Construction	
JD Carpentry	Construction	
RS Gardening Care	Construction	
Rum Jungle Engineering	Construction	
Scott Ballantyne Plumbing	Construction	
Stuart Delahey Subdivision Consultant	Construction	
Tom Swain	Construction	
Tony's Rural Building Service	Construction	
Wunan Construction and Maintenance	Construction	
Forscutt's Trading	tba	
General Rural Services	tba	
Rural & Remote Services	Vehicle hire / pastoral	
Christine M Fox - Artist	artist	
Jacinda Brown	Photography	
Judy Blore	Real estate	
Mitchell Refrigeration and Air conditioning	Refrigeration / air-con	
4 Life Research Distributor	Distributors	
Amway Distributor	Distributors	
Avon Distributor	Distributors	31

Non-Batchelor businesses:

Adelaide River Health Centre	Community services
Adelaide River Auto Port	Mechanical / vehicle
Adelaide River Inn	Accom
Adelaide River Library	Community services
Adelaide River Police Station	Community services
Adelaide River Post Office	Community services
Adelaide River Primary School	Community services
Adelaide River Towing & Mechanical Service	Mechanical / vehicle

Adelaide River Show Society	Community services
Mt Bundy Station	accom
Lake Bennett Wilderness Resort	Accom
Kentish Family Day Care	Community services
Daryn Kerr Contracting- Cheeney Station	Pastoral
National Flags	flags
Stapleton Creek Electrical Service	Construction
Albatross Helicopters	tour operator / pastoral
Cattle Dog Contracting	Mechanical / vehicle
Macca's Painting Service	Construction
Ooloo Investments	Construction
Tropic Ceilings Pty Ltd	Construction
Jan Hills	Veterinary
McArthur Fabrication Specialized Welding Service	Construction
Nott Welding Services	Construction
H2O Drilling, Sales & Service Centre	Construction
AJ Couriers & Haulage	Services

DRAFT DESIGN BRIEF

Design to be aesthetically pleasing and in line with the character of Batchelor township - a young, vibrant, active community. To be represented by simple lines and natural colours. To be built out of low-maintenance materials, in harmony with the surrounding environment.

- It is important that as many as possible of the existing trees are retained. Any additional landscaping must be done to fit with existing native plantings.
- Structure is to be free-standing, with safe access and parking for vehicles including those towing caravans or boats
- No roof or shelter is to be provided so that the signage does not attract overnight campers and dumping of rubbish.
- It is estimated that about 14 accommodation and tourism operators and 7 retail outlets (a total of 21 local businesses) would qualify to have a sign displayed
- The overall size of the signage is subject to the selected site at the entrance to Batchelor. This information will determine the size of the individual panels available for advertising signage. It is suggested that the size of the final panels is no more than 1sq metre. A landscape orientation is preferred to a portrait orientation.
- The signage should include generic information such as:
 - A "Welcome to Batchelor" type sign
 - A map of Batchelor township
 - Listing of community services
- This generic information should cover at least 20% of the total available signage space

See photos of Palmerston example Pdrive/ Batchelor Signage Policy