

ADOPTED		VERSION NO	2.0
COUNCIL MEETING MIN	314/23	REVIEW DATE	13 DECEMBER 2027
DATE:	13 DECEMBER 2023	FILE NUMBER	ROA100072

## Objective

To provide a standard for consistent, professional, and durable signage throughout the region including:

- Promotion of the Region.
- Limiting the number of non-Council signs.
- Enhancing visitors' ability to navigate the region using consistent directional signage to genuine tourist destinations, sporting facilities, conference and education facilities and accommodation providers, signage in information bays, tourist trail signage inside and outside of town boundaries, and signage to emergency/health facilities.
- Maintaining consistency to the extent practical with State informational and directional signage design and regulations.
- Provide a standard means of signposting community facilities, services and tourist attractions without detriment to road safety and surrounding amenity, minimise sign clutter and avoid inappropriate signage placement.

This policy replaces the Tourism Attraction Directional Signage Policy adopted in 2002 and revised in 2008.

## Legislative Requirements

- Roads Act 1993

## Related Policies and Plans

To ensure they are easily identified signs are to be provided in a uniform manner consistent with:

- Other Road authorities' requirements
- AS 1742 Manual of Uniform Traffic Control Devices Part 5: Street name and community facility name signs,
- AS 1742 Manual of Uniform Traffic Control Devices Part 6: Tourist and services signs,
- State Environmental Planning Policy 64; and
- NSW Tourist Signposting Manual

# Policy

## Introduction

Directional road signage assists in wayfinding for drivers, riders and pedestrians. Directional signage can help promote visitor attractions but should not be used as commercial advertising.

Informational signage is particularly useful for community attractions that have regular visitation from a wide catchment with people less familiar with the precinct.

Excessive or unclear use of informational and directional signs can lead to confusion, causing distraction and increasing the road safety risk. They can also impact on visual amenity.

## Scope

Other than the major town and city directional signs, there are three types of informational and directional signage placed within road reserves to identify the location of road reserves to assist road users to find tourist attractions and facilities in the Mid-Western region. These are:

- 
1. Tourist Attraction Signs (White on Brown)
  2. Services Signs (White on Blue)
  3. Community Facilities Signs (White on Blue)
- 

These sign types are denoted by a particular colour scheme (conforming to Australian standards) which indicates their different function to the travelling public.

It is to be noted advertising signs installed on private property are covered by a separate advertising signage policy and require Council Development Application approval.

## Responsibility for Signage

The responsible authority for authorising and erecting information and directional signage depends on the type of road on which the signage is located.

Transport for NSW (TfNSW) is responsible for all State roads, including Castlereagh Highway.

Council has responsibility for authorizing and installing signs on regional roads (subject to TfNSW concurrence). Regional roads include Ilford Road, Bylong Valley Way, Wollar Road, Ulan Road, Hill End Road, Goolma Road, Cope Road and Gollan Road.

Council is wholly responsible for signage on local roads.

## Applications for Signage

### TOURIST ATTRACTION SIGNS (WHITE ON BROWN)

Typical facilities that may be considered for signage include:

- Museums and galleries
- Heritage and historic sites
- Tourist facilities
- Visitor attractions

The NSW Tourism Attraction Signposting Assessment Committee (TASAC) on behalf of TfNSW has developed the Tourist Signposting manual with guidelines for State roads. Council generally applies these guidelines for Regional and Local roads also. Applications for State roads need to be made direct to TASAC, while Regional and Local roads must be submitted to Council utilising the TASAC application form.

Eligibility for installation of Tourist Facility directional signs will be determined by Council officers, considering the requirements of Legislative requirements, and Related Policies and Plans

### SERVICES AND COMMUNITY FACILITY SIGNS (WHITE ON BLUE)

Services facilities are establishments providing travelers with meals, refreshments, overnight accommodation, caravan or camping facilities or other essential services.

Community facilities are generally non-commercial in nature, providing a service to the community or which may be sought by a significant number of visitors to a district.

Eligibility for installation of Community Facility, and Services facility signs will be determined by Council officers, considering the requirements of Legislative requirements, and Related Policies and Plans

TfNSW has developed guidelines for accommodation facility directional signposting (white on blue) on State roads. Council generally applies these guidelines with regard to directional signposting on State roads; however Council will allow alternate directional signage that incorporates the name of the accommodation facilities on Regional and Local roads in support of the many and varied Bed and Breakfast type accommodation in the region. Accommodation providers will need to apply to Council utilising the Council Accommodation Signage Application form attached and provide evidence of approval as a registered facility such as a Development Application. This signage will only be approved for installation on the closest Local road intersection to the facility and simply state the name of the facility.

Details about how to obtain the TASAC guidelines and about the approval process for informational and directional signs are available on Council's website at [www.midwestern.nsw.gov.au](http://www.midwestern.nsw.gov.au) or from Council Customer Service Centres.

Facility owners/operators are responsible for getting all necessary approvals and paying all costs involved with information and directional signage.

## Permits and Approvals

Council permits are required for informational and directional signage. These permits grant the right to use the portion of road reserve for a period of 3 (three) years, after which time the appropriateness and efficacy of the sign may be reassessed.

Information and directional signage shall always remain the property of Council. Applicant's fees are for the cost of manufacture and installation and for a permit to display such signage.

Council maintains the right to replace, or remove any sign installed on roads under its control when any of the following occurs:

- the applicant no longer conforms with the conditions of the sign approval;
- the sign is in a poor state of repair;
- there is a demonstrated need for aggregating signs in a particular location; or
- Council needs to resume the land.

Should Council need to replace or remove a sign, the applicant will be notified in writing 21 days in advance of that action.

The need for sign repairs or replacement, for any reason, shall be at the discretion of Council.

The cost for maintaining signs, including damage or vandalism, replacement, reinstatement and/or re-erection will be the responsibility of the owner/operator of the facility to which the sign refers.

A sign permit is granted for the original sign-face design. The sign-face cannot be altered in any way. Any alteration to a sign design is subject to a new application, which may or may not require a new sign permit.

## Information Bays and Promotional

Council will operate information bays in rural and urban settings and will be responsible for approving all informational/directional and promotional signage to ensure consistency and accuracy. Such signage will be assessed on a case-by-case basis.