

# Directional Signage Policy

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<b>Strategic Pillar</b>	Community Connections
<b>Responsible Branch</b>	Transport and Facilities

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## 1 OUTCOMES

- 1.1 Queanbeyan-Palerang Regional Council (QPRC) recognises tourism as an important driver of the local economy, providing jobs and investment.
- 1.2 Directional signage at street junctions gives advance notice to road users, particularly visitors, about the location of key destination points of interest.
- 1.3 This policy provides a framework for a high standard of branded, coordinated and complementary directional signage that will:
- a) Improve awareness and ease of navigation for travellers seeking access to tourist activities, services and facilities in QPRC.
  - b) Increase business activity for tourist and service operators.
  - c) Adopt technical standards which not only facilitate recognition and comprehension for travellers, but also ensure that QPRC complies with relevant Australian Standards and other procedures for the design, construction and safety standards of directional signage.
  - d) Consolidate directional signage in major towns by utilising white-on-blue recreation/facility signage at major intersections indicating name and distance; and white-on-brown attraction signage at key intersections indicating the type of attraction and distance.

## 2 SCOPE OF THE POLICY

- 2.1 This policy covers all directional signage to tourist businesses, attractions, services and community facilities proposed within road and recreation reserves under the care and control of QPRC.
- 2.2 The function of such signage is directional and informative only.

## 3 DEFINITIONS

*“As of Rights” signs* — directional signage erected by a public authority or road manager that does not require Council’s consent.

*Community facilities* — are generally of a non-commercial nature and are likely to be sought by a significant number of residents and visitors unfamiliar with the area. They include emergency medical facilities, public toilets, public telephones, churches and police (refer AS1742.5 and 6 for further descriptions).

*Community facilities signs* — white on blue signage for community service establishments and features of interest to tourists.

*Directional signage* — gives notice to road users of destinations that provide a service or a location of interest. Directional signage erected by Council or another public authority does not require development consent. It does not include advertising or promotional signage that is often erected on private property.

*Prohibited signs* — all signage placed within the road or recreation reserve without the approval of Council or the relevant authority.

*Road users* — all persons using the street and road network whether in a motor vehicle or as a cyclist or pedestrian on a pathway.

*Roadside stopping places* — information bays, public toilets, truck parking etc. as noted in AS1742.6.

*Sail* — a piece of cloth attached by one edge to a rope or pole, bearing a distinctive design.

*Commercial Service signs* — white on blue signage that directs the travelling public to commercial services such as fuel, accommodation (including caravan parks), and refreshments as described in AS1742.6.

*TASAC* — acronym for the Tourist Attraction Signposting Assessment Committee formed by the NSW Government to have overall responsibility for the planning and implementation of tourist signposting systems.

*Tourist attraction signs* — white on brown signage that signals commercial and non-commercial tourist establishments and destinations of interest to tourists.

*Tourist businesses* — businesses which:

- are a Core Business Activity
- have all relevant state and local government licences
- are open to the public at appropriate times
- have a documented promotional plan
- are appropriately signed within the property line.

*Tourist routes* — routes that link experiences, attractions and services offered by different destinations, generally seeking to encourage visitors to explore tourism products that are not located on main roads.

#### **4 LEGISLATIVE OBLIGATIONS AND/OR RELEVANT STANDARDS**

This policy is to be read in conjunction with the following documents:

- *NSW Local Government Act 1993*
- *Environmental Planning and Assessment Act 1979*
- State Environmental Planning Policy 64 – Advertising and Signage
- *Road Transport Act 2013*
- Australian Standard for Street Name and Community Facility Signs, AS1742.5 “Manual of Uniform Traffic Control Devices, Part 5: Street Name and Community Facility Name Signs”
- Roads and Maritime Supplement to AS1742.5-2017: Manual of Uniform Traffic Control Devices – Part 5: Street name and community facility name signs
- Australian Standard for Street Name and Community Facility Signs, AS1742.6 “Manual of Uniform Traffic Control Devices, Part 6: Tourist and Service Signs”
- Australian Standard for Service and Tourist Signs AS 1743 “Road Signs – Specifications”
- Tourist Signposting Manual – Roads and Maritime Services (RMS) and Destination NSW, Version 4.0, February 2012 (responsibility of TASAC)
- QPRC Local Orders Policy – Temporary Community Signs on Roadsides 2015
- Queanbeyan CBD Masterplan
- Bungendore Structure Plan

## 5 POLICY

5.1 Council is the road authority for signage on roads that are not controlled by Transport for NSW (TfNSW). As such, it must ensure that all signage conforms to relevant design, construction and safety standards and planning requirements.

5.2 For the purposes of this policy, the following QPRC organisational responsibilities apply:

### 5.2.1 Transport

- Town and locality signage
- Advance warning signs
- Speed limit signs
- Information bays
- Reassurance signs
- Roadwork signage
- Parking and other regulatory signs
- Real Estate signs
- Community facilities signs
- Commercial services signs
- Tourist information signs

### 5.2.2 Character

- Business identification signs
- Other advertising signs on private property
- Facility signs for parks, reserves and sporting centres

### 5.2.3 Business

- Point of reference in establishing whether a business qualifies for tourist or services signage
- Provision of initial advice and assistance to tourism businesses wishing to obtain tourist signage

## 5.3 Permissible Signs

Permissible signs are defined as:

- a) Street name signs for all roads and road-related areas as defined in Part 2 Division 1 of the Road Rules 2008.
- b) Emergency Service signs e.g. police, hospitals, ambulance, fire brigades and medical centres.
- c) Service signs (white on blue) which direct road users to essential and desirable service facilities.

5.4 As of Rights” signs – see **Schedule 1**

These are signs or notices erected by a public authority or road manager, not requiring Council’s consent, notifying the public of possible hazards or of activities in a public area, e.g. roadwork signs, underground electricity; and any sign on a registered motor vehicle used principally for conveyance of goods or passengers.

5.5 Community Facilities Signage (White on blue background) – see **Schedule 2**

5.5.1 The purpose of community facility directional signage is to advise road users of the direction to generally non-commercial facilities which are located on side streets and are likely to be sought by a significant number of visitors. This may also include signage at the facility. The number of facilities which can be effectively signposted at any one point should be limited, as proliferation or over-usage can confuse road users.

5.5.2 These signs use internationally recognised approved symbols and are typically for community service establishments and facilities of interest to tourists such as:

- airports/aerodromes
- arts centres and galleries
- car parking (timed/all day)
- childcare centres
- churches, mosques, synagogues
- council buildings
- golf courses
- hospitals
- interpretation centres
- major institutions such as universities
- racecourses
- recreation/sporting centres
- schools and pre-schools
- swimming pools

5.5.3 As specific community facilities are likely to be sought by name, the shortest name by which the facility is commonly known should be shown on the sign. In the case of a religious facility, a denominational name may be included.

5.6 Service Signage (White on blue background) – see **Schedule 2**

These signs generally use Australian Standard symbols to direct travellers to facilities and services that may benefit them, such as:

- accommodation facilities
- caravan and camping parks
- parking areas
- public toilets
- rest areas
- service stations
- visitor information centres

5.7 Tourist Attraction Signage (White on brown background) – see **Schedule 3**

These signs indicate commercial and non-commercial tourist establishments and features of significant recreation and cultural interest to tourists. They include:

- botanic gardens

- boutique businesses catering for tourists
- conservation parks
- heritage items
- historic sites, buildings or towns
- museums and historic properties
- national parks and forests
- natural features on the landscape or streetscape
- scenic lookouts
- tourist drives and trails
- wineries catering for tourists

## 5.8 Illuminated Signage/Festoon Lighting/Nature Walk Signage

- 5.8.1 Council will consider requests for festoon lighting within the Queanbeyan CBD, Bungendore, Braidwood and Captains Flat town centre areas.
- 5.8.2 Illuminated and/or sponsored street or facility signage is not permitted. (Note: Illuminated sponsored street signage in place at the time of adopting this policy may continue to be used while ever it is maintained in good repair and condition).
- 5.8.3 Signage directing or guiding pedestrians along tourist, river, bushland, park or other nature walks is permitted.

## 5.9 Prohibited signs

- 5.9.1 Under this policy, the following signs are prohibited:
- a) Items attached to trees, power poles, telecommunication poles, existing signage poles.
  - b) Any sign on a trailer, whether registered or not, which is used principally as an advertisement rather than as a vehicle or trailer.
  - c) Any sign or bill poster placed within the nature strip/verge (1.2m from kerb/gutter as shown in Council's Street Verge Management Policy) or road reserve (e.g. power or telecommunications poles, existing signage poles etc).
- 5.9.2 Cultural event signage, such as for festivals, is restricted, being permitted for up to two weeks prior to the event and removed within one week after the event (see QPRC Local Orders Policy – Temporary Community Signs on Roadsides 2015).
- 5.9.3 SEPP 64 and the *Environmental Planning and Assessment Act 1979* apply to signage for elections.

## 5.10 Priority and Number of Signs

- 5.10.1 To avoid a proliferation of signs, a maximum of two community facility and/or tourist attraction signs may be placed at any one location, in addition to street name signs and "As of Rights" signs.
- 5.10.2 Space on a signpost is to be allocated to signs in the following priority order:  
Priority 1: Street name  
Priority 2: Emergency services (ambulance, hospital, police and medical centres)  
Priority 3: "As of Rights"  
Priority 4: Service

Priority 5: Tourist attraction/community facilities

5.10.3 Consideration will be given to ensure road safety is not compromised due to the distraction of road users.

5.11 Installation of Signs

5.11.1 Signs will be designed and installed as per AS1742.5.

5.11.2 Community facility and tourist attraction signage may only be placed on existing signposts holding street signs.

5.11.3 Additional community facility signs that are installed must have 2m clearance with the top of the kerb, unless the sign is above a pedestrian walkway. Where a street sign hangs above a pedestrian walkway, a clearance of 2.5m is required between the walkway and the bottom of the sign.

5.12 Costs

5.12.1 Application fees for a permit to display signage apply for:

- accommodation facilities
- caravan and camping parks/areas
- commercial tourist operations
- golf courses
- major institutions such as universities
- racecourses
- school signs that include the name of the school
- service stations
- wineries catering for tourists

5.12.2 The following signs are exempt from an application fee:

- airports/aerodromes
- arts centres
- botanic gardens
- churches
- conservation parks
- emergency services
- historic sites/buildings/towns
- national parks
- natural features
- non-commercial tourists operations
- parking areas
- public toilets
- recreation centres
- rest areas
- scenic lookouts
- swimming pools
- tourist drives and trails
- tourist information bays
- visitor information centres

5.12.3 The cost to design and install signage is the responsibility of the applicant. Signage installations are to be undertaken by Council or by a third party with formal approval via a Council Section 138 permit.

- 5.12.4 The cost of maintenance and removal of signage is the responsibility of Council.
- 5.12.5 It is the applicant's responsibility to immediately notify Council to remove all directional signage to the property in the event of the business closing.
- 5.12.6 The signage remains the property of Council.

## **6 REVIEW**

- 6.1 This policy will be reviewed every two years or earlier as necessary if:
  - a) Legislation requires it, or
  - b) Council's functions, structure or activities change.



## Schedule 1

### S1.1 Examples of “As of Rights” signage



## Schedule 2

### S2.1 Examples of internationally recognised approved symbols for community facilities and service signage

(Generally white on blue background)



## Schedule 3

### S3.1 *Examples of internationally recognised approved symbols for tourist establishments and features of significant recreation and cultural interest signage*

(White on brown background)



Winery



Walking track



Scenic lookout



Historic Village



Gallery



Aboriginal

