

GUIDELINES FOR TOURISM, COMMUNITY AND SERVICE SIGNAGE



PORT MACQUARIE
HASTINGS



“Leading the way to better signage”

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The Tourist Signing Guidelines
Vic Roads
Infrastructure
Community Support Fund
Tourism Victoria

With assistance from:

The Roads & Traffic Authority (RTA)
The Tourist Attraction and Signposting Assessment Committee (TASAC)
The Greater Port Macquarie Tourism Association
The Economic Development Board
The Port Macquarie-Hastings Council – Technical Services Section
Local tourism operators

With reference made to:

The NSW state-based 'Tourism Signposting' guidelines.

Disclaimer:

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FOREWORD

Signposting within the road reserve is one of the more significant issues within the tourism industry in the Port Macquarie-Hastings Council area because most of the businesses are small to medium enterprises located on roads that take advantage of the area's natural and scenic landscape. The Port Macquarie Hastings area is depicted in Fig 1 below.

Port Macquarie-Hastings Council has engaged in lengthy consultation with owners and managers of tourist attractions and service provider enterprises to develop this relatively 'easy to read' document. It is hoped that it will lead to an improvement in the quality of tourist and services signage throughout the Local Government Area and provide an added contribution to the success and promotion of the tourism industry.

These guidelines are designed to meet the needs of tourism and service businesses while still upholding the basic principles of traffic management and road safety, as well as protecting the visual amenity of our roadsides and the scenic beauty of the Hastings.

Statement of Intent:

The Port Macquarie-Hastings Council considers signage to be a very important issue and strives to maintain the highest quality standards. Council expects private enterprise to also meet these standards.

Generally, there are two determining authorities relating to tourist and service signage approvals – The RTA and Port Macquarie-Hastings Council. Depending on the location of the required tourist or service signs, one or both of these organizations may need to be involved in the application process. This document explains how to make applications and who to contact for each situation.

Figure 1



1. INTRODUCTION

1.1 Guidelines Objectives and Strategies

These signage guidelines are designed to provide visitors with clear and comprehensive directions to the many tourist establishments and services catering to travelers needs. They clearly define the process by which operators can apply for directional signs on State, Regional and Local roads.

Important Note:

These guidelines have been produced solely for the Port Macquarie-Hastings Local Government Area and relate only to roads where Council is the Road Authority. If signs are to be placed on major RTA or "classified" roads such as the Pacific Highway and Oxley Highway, the application process for those particular signs is administered by the RTA directly through the Tourist Attraction Signposting Assessment Committee (TASAC). Please see APPENDIX B - PRINCIPLE CONTACTS FOR SIGNPOSTING on page 40 for more information.

These guidelines do not apply to signs placed on private land. Where signage is proposed on private land these are controlled by State Environment Planning Policy *64 Advertising and Signage* and Council's Development Control Plan 2006.

These guidelines will not only maintain the technical standards important to road safety and motorist comprehension, but establish a cooperative signage process for local government and tourism operators. The objectives include:

- improved awareness and access to tourist activities and facilities for travellers;
- increased business activity for tourist and service operators;
- a high standard of coordinated and complementary directional signage; and
- widely available, highly relevant marketing material.

In addressing this objective, these guidelines aim to:

- emphasise that tourist signage is directional, not promotional (i.e. not for advertising purposes);
- recognise the Port Macquarie-Hastings tourism strategies as principal points of reference in developing and enhancing signage schemes;
- ensure ease of visitor navigation by using the most effective combination of tourist and services signs, direction signs, marketing / promotional material and the Port Macquarie-Hastings Visitor Information Centres;
- adopt technical standards which not only facilitate motorist recognition and comprehension but meet road safety objectives and requirements;
- provide consistent application and administration across the Council area; and
- a seamless transition between signposting on the classified (RTA) and unclassified (Council) road networks.

Port Macquarie-Hastings Council is committed to reviewing these guidelines regularly in consultation with the tourism industry.

2. WHY HAVE GUIDELINES?

2.1 The Need for Guidelines

Tourist and services signs are primarily provided for the guidance of travelers and to facilitate safe, efficient and orderly travel.

Road signs are the final directional link in a communication process between the destination and the traveler – a process that should also include motivational and other support marketing material like brochures and advertising.

The specific role of tourist and services signs is to:

- Give advance notice of attractions and services, particularly where a change in direction is required;
- Reassure travelers that they are travelling in the right direction;
- Give immediate notice of an attraction or service and facilitate safe access; and
- Direct travelers to sources of tourist information, such as the visitor information centre, information bays, interpretation centres or visitor radio.

2.2 Outcomes and Benefits

The expected outcomes and benefits of these guidelines include:

- a signage system which adds value to tourism development and promotion strategies and, in particular, contributes to enhanced visitor experiences, longer stays and greater tourism income in the Hastings;
- the adoption and implementation of high quality, uniform tourist and services signage practices throughout the Port Macquarie-Hastings;
- a clear definition of the roles and responsibilities of all stakeholders, including administrative, financial, implementation and maintenance responsibilities; and
- the opportunity for the Port Macquarie-Hastings to brand and promote the area.

3. SIGNAGE ROLES AND ADMINISTRATION

3.1 Overview

Tourist signposting cascades down from the State Government, which has responsibility for signing state roads such as the Pacific Highway to Local Government, which has responsibility for signing local and regional roads. Depending on what type of sign is required and where, tourist attraction and services signing throughout the Port Macquarie-Hastings may involve the Roads & Traffic Authority (RTA) either directly or through the Tourist Attraction Signposting Assessment Committee (TASAC), various departments within the Council, the Greater Port Macquarie Tourism Association, tourism organisations and tourism operators. Each group has specific responsibilities in relation to signage.

3.2 Role of the State-based Tourist Attraction Signposting Assessment Committee (TASAC)

In NSW the Roads and Traffic Authority (RTA) and the Dept of Tourism, Sport and Recreation has established the Tourist Attractions Signposting Assessment Committee (TASAC) to evaluate applications for tourist attractions signposting on state roads (ie, the Pacific Highway). This committee's role is to ensure that adequate, consistent signposting is provided to the motoring public within the framework of a total statewide tourist information system. It is also to:

- Establish fundamental criteria to assess the suitability / eligibility of attractions for signposting;
- Establish fundamental principles for sign design and siting practice; and
- Articulate the administrative procedures, which apply to the assessment of applications and the maintenance of standards.

Part of this process has also resulted in the development of the 'Tourist Signposting Manual - Version 2.0' A copy of this 130 page document can be found on the RTA's web-site located at: http://www.rta.nsw.gov.au/doingbusinesswithus/downloads/technicalmanuals/touristsignsv1_i.pdf (The file size of this document is approximately 2.3 Meg.)

3.3 Role of Port Macquarie-Hastings Council as the road authority

Port Macquarie-Hastings Council is the road authority for signage on roads NOT controlled by the RTA (which is all roads in the Local Government Area other than the Pacific and Oxley Highways). Council must ensure that the standard of signage enables travelers, and in particular tourists, to find their way to tourist and service facilities on the principal road network without the need for an excessive number of signs.

Port Macquarie-Hastings Council needs to ensure that all signage conforms to design, construction and safety standards and planning requirements. In addition to the standards, Port Macquarie-Hastings Council can impose other conditions relating to sign design, manufacture and installation. In general, reference will be made to the statewide 'Tourist Signposting Manual' to ensure consistency.

3.3.1 Council's Infrastructure Services Division

Council's Infrastructure Services Division maintains responsibility for signage within the road reserve. Types of signage includes:

- town and locality signage
- advance warning signs
- speed limit signs
- information bays
- reassurance signs
- roadwork signage
- parking & other regulatory signs

Applications for signage to be located within the road reserve are to be made to the Infrastructure Services Division. An application form can be found in APPENDIX H - APPLICATION FORM on page 45.

3.3.2 Council's Development and Environment Services Division

Council's Development and Environment Services Division maintains responsibility for signs off the road reserve, which is land, located on private property. Types of signage managed by this department includes:

- business identification signs (the sign is located on the property to which the sign relates)
- Real estate signs, and
- Tourist information signs
- Other advertising signs(the sign does not relate to the business that is operating from the site the sign is located on)

Signs on private land are governed by : Hastings Local Environment Plan (Clause41) State Environment Planning Policy-No.64-'Advertising and Signage' and the Hastings Development Control Plan 2006 Part. 7- Advertisements Policy. Advertising signs are prohibited in some zones. No new advertising signs, (signs that are neither business identification signs or real estate signs) are allowed without development approval. Advertising signs, including tourist information signs, are subject to controls covering the size, location, and number of signs on a site or along a stretch of road. Applications are assessed against the objectives and policies contained in the planning documents detailed above.

Further information maybe obtained from Council's Development and Environment Services Division at Councils Administration building located on the corner of Lord and Burrawan Streets, Port Macquarie or by visiting Council's website located at www.pmhc.nsw.gov.au

3.3.3 Role of Tourism Manager

The Tourism Manager is employed by Council to coordinate tourism planning and marketing for the Council area.

The role of the Tourism Manager in relation to signage is to:

- provide a point of reference for Council in establishing whether a business qualifies for tourist or services signage; and
- provide initial advice and assistance to tourism businesses wanting to obtain tourist signage.

The Tourism Manager knows and understands the requirements of tourist signage within the Hastings, especially in relation to eligibility criteria. In most cases, applications for tourist signage will commence with contacting Council's Tourism Manager for advice.

4. TYPES OF ROAD SIGNS

Overview

Other than the major town and city directional signs, there are four major types of road signs used by visitors to find tourist attractions and facilities in the Hastings. These are:

1.	Tourist Attraction Signs <i>(Brown and White)</i>
2.	Service Signs <i>(Blue and White)</i>
3.	Community Facilities Signs <i>(Blue and White)</i>
4.	Advertising signs (on private property such as billboards, and on public seats and bus shelters)

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

These terms are explained in more detail as follows:

4.1 Tourist Attraction Signs

(White lettering on a brown background)

Brown tourist attraction signs indicate features and tourist attractions of significant recreation and cultural interest. Where appropriate, these signs also make use of tourist attraction symbols (see Section 6.2.1 - Symbols on page 15). Tourist attraction signs include:

- Commercial / non-commercial tourist operations
- National Parks;
- Natural features;
- Conservation parks / botanic gardens;
- Wineries catering for tourists;
- Historic sites / buildings / towns;
- Scenic lookouts; and
- Tourist drives and trails

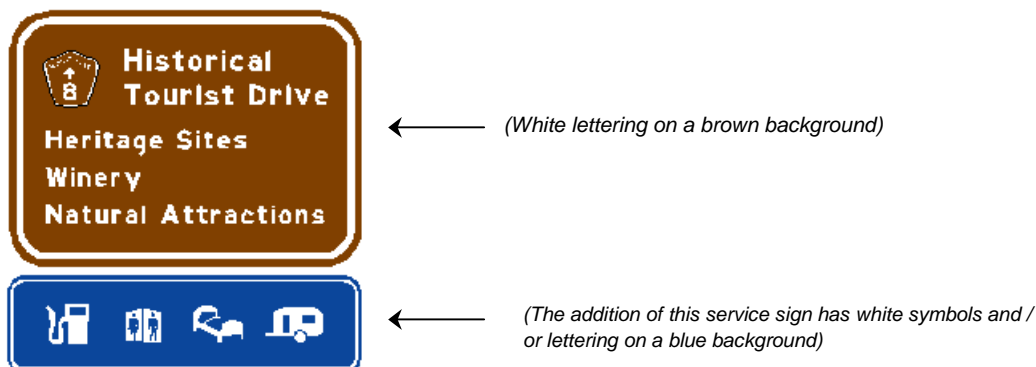
Purpose: Tourist attraction signs signal commercial and non-commercial tourist establishments and features of tourist interest which meet the criteria in Section 8 - ELIGIBILITY FOR TOURISM SIGNAGE on page 19. In order to qualify for tourist signage, the core business must be tourism-based, with a strong commitment to service visitors. The criteria was established based on best practice models including the New South Wales' and Victorian models, that determines whether a business qualifies for tourist attraction signage.

Cost: With the exception of signs to natural and geographic features, which may be provided by Council or the RTA, Tourist Attraction Signs are paid for by the applicant. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

Types of Tourist Attraction Signs

Tourist attraction signs (white on brown) come in a number of forms. These signs can refer to single tourist attractions or to a number of tourist attractions.

4.1.1 Gateway / Introductory Signs (Tourist)

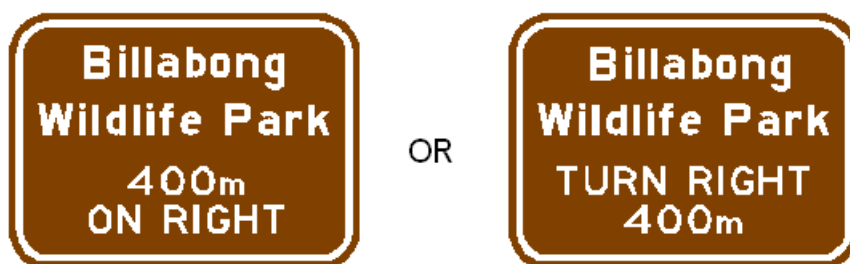


Purpose: Gateway signs, erected at or near the entry points of a city, town or geographic region, can also provide travelers with information about key local tourist themes, tourist attractions and tourist drives. A gateway sign can also include a row of white on blue symbols to denote the availability of services including visitor information. See Section 4.2 - Services Signs on page 10. Where a gateway sign is located close to an intersection, advance direction information (eg. TURN RIGHT 400m) may be included on the sign. This may remove the need for a separate advance sign.

Cost: Paid for by the applicant. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.1.2 Advance Signs (Tourist)

(White lettering on a brown background)



Purpose: Advance signs provide travelers with advance notice of a tourist attraction or service, subject to the following:

- Signs in advance of a rural intersection will only be considered where intersection signs are permitted; and
- Signs are not permitted in built-up areas except in cases where road safety is a concern or the attraction is of a significant nature.

Cost: Paid for by the applicant. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.1.3 Intersection Signs (Tourist)

(White lettering on a brown background)



Purpose: Intersection signs are placed at intersections to indicate the turn-off to one or more tourist attractions. Aggregation of attractions onto one intersection sign is encouraged. Signage at more minor intersections, especially in urban areas, usually takes the form of smaller fingerboards mounted on a single pole. (See example of fingerboard below)

Cost: Paid for by the applicant. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.1.4 Position Signs (Tourist)

(White lettering on a brown background)



(Position signs may also be a smaller single post mounted fingerboard. Fingerboards usually carry a narrower, uppercase font)

Purpose: If the entry to a tourist attraction cannot be made obvious from signage within the property line, position signs are placed to indicate the point of entry.

Cost: Paid for by the applicant. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.1.5 Reassurance Signs (Tourist)

(White lettering on a brown background)



Purpose: If areas and attractions of regional significance are signed from a considerable distance away, reassurance signs are placed after major intersections so travelers can be confident that they are still travelling in the right direction.

Cost: Paid for by the applicant. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.1.6 Route Markers (Tourist)

(White lettering on a brown background)

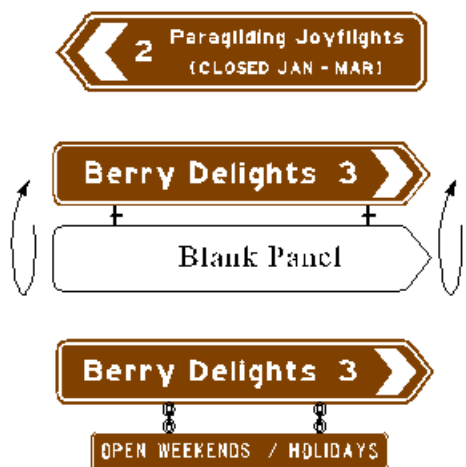


Purpose: Route markers and route shields may be used along tourist drives to fulfill the role of advance intersection and reassurance signs and as a substitute for more complex and costly tourist signage. Tourist drives link attractions and should generally be supported by marketing and promotional material. The conditions relating to the development of tourist drives are covered in Section 12 - DRIVING EXPERIENCES on page 31.

Cost: Paid for by the applicant. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.1.7 Temporary Signs (Tourist)

(White lettering on a brown background)



Purpose: Temporary signs may be appropriate where a tourist attraction or service has limited or seasonal opening times. Conditions relating to temporary signage and signage to seasonal attractions are included in Section 8.5.7 - Seasonal Attractions on page 21 and temporary signage conditions to wineries are included in Section 8.5.6 on page 20.

Temporary signage is not usually encouraged but Council is prepared to consider applications for this type of sign based on merit.

Cost: Paid for by the applicant. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.2 Services Signs

(White lettering on a blue background)

Service signs, with white lettering on a blue background, direct travelers to facilities and services that may benefit them.

With the exception of some accommodation facilities, signage to other services uses Australian Standard symbols (approved service symbols for services signage are in Section 6.2.1 - Symbols on page 15.)

Service signs include those for:

- accommodation facilities;
- caravan and camping parks / areas
- visitor information centre;
- tourist information bays;
- service stations;
- public toilets;
- rest areas; and
- parking areas.

Purpose: Service signs direct the travelling public to essential and desirable facilities and service businesses (as endorsed by the Council as the road authority, often in consultation with the Infrastructure Services Division).

Cost: Signage to roadside and public facilities such as parking areas, picnic facilities, public toilets, etc. is the responsibility of the Council as the relevant road authority.

The cost of signage to specific service businesses and facilities is paid for by the applicant. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

Types of Service Signs

Signage to service establishments can take the form of advance, intersection and position signage – whichever is most appropriate.

4.2.1 Advance Signs (Service)

(White lettering on a blue background)

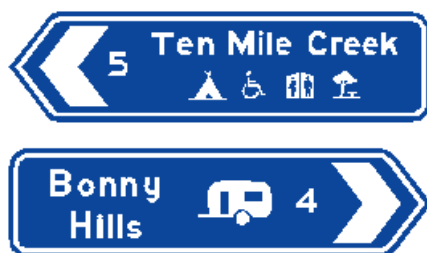


Purpose: Advance signs are used before an intersection or position sign when the entrance or intersection cannot be readily seen by approaching travelers and thus may constitute a traffic hazard.

Cost: Paid for by the applicant, except for signing to non-commercial facilities. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.2.2 Intersection Signs (Service)

(White lettering on a blue background)



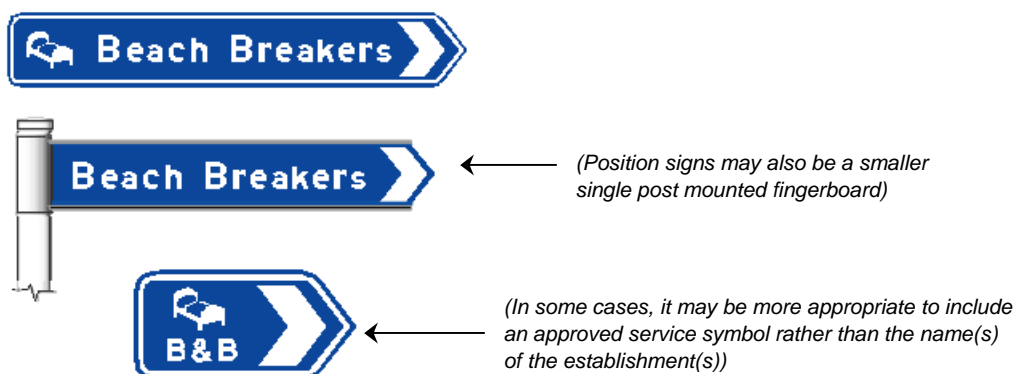
Outside of built up areas, an intersection sign can be erected at the intersection of that road with the nearest regional or local road on each approach, provided the service is not more than five kilometres away.

Outside of built up areas intersection signs can be erected to indicate a tourist accommodation facility or tourist attraction, however, only two such signs are permitted per intersection. These signs include the business name and kilometre distance to the establishment.

Cost: Paid for by the applicant, except for signing to non-commercial facilities as determined by Council. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.2.3 Position Signs (Service)

(White lettering on a blue background)



Purpose: If the entry to a service cannot be made obvious from signage within the property line, position signs are placed to indicate the point of entry.

Cost: Paid for by the applicant, except for signing to non-commercial facilities. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.3 Community Facilities Signs

(White lettering on a blue background)



Purpose: Community facility signage is for facilities that are essentially community based, even though they may be used by visitors and, in some cases, attract visitors in their own right. These include:

- arts centres;
- churches;
- recreation centres;
- golf courses;
- racecourses;
- swimming pools; and
- airports / aerodromes
- schools
- pre-schools
- child care centres

Note: Community Facility signs are generally a blade-type sign of extruded construction, featuring a maximum legend height of 100mm - Except in cases where the facility is of significant nature or early warning for travellers is necessary.

Cost: In some cases, signage for Council owned community facilities using generic references is provided by the Council (for example, the airport and swimming pool.) However, signage to specific community facilities, especially commercial facilities, is generally provided on a user-pays basis by the applicant, e.g. Port Macquarie Golf Club. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

4.4 Advertising Signs

(White lettering on a blue background)

Purpose: Advertising signs on private land are generally sought to promote individual businesses. The proliferation of advertising signage detracts from the environment, adversely affecting the scenic values the region is known for.

Note: Council's rules for signs on private land do provide for business identification signs (where the sign relates to the business undertaken on that property). General advertising (such as on billboards) is discouraged and prohibited in many areas, although tourism signs indicating the location of tourist facilities or activities or places of scientific, historic or scenic interest may be considered in some zones subject to consistency with the relevant state and Council policies. Development consent is required for this type of signage on private land.

Further information regarding signs on private land can be obtained from the Development and Environment Services Division of Council or by visiting the web-site located at www.pmhc.nsw.gov.au

Cost: Paid for by the applicant.

For further information, see Section 7

- COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

5. “AS OF RIGHT” SIGNS AND PROHIBITED SIGNS

5.1 “As of Right” Signs

The following directional signs do not require approval from Council or any other nominated Authority within the guidelines:

- any sign or notice erected by a road authority pursuant to the Roads Act and the Transport Administration Act
- any sign notifying the public of possible hazards or of activities in a public area (e.g. roadwork signs, underground electricity etc); and
- any sign on a registered motor vehicle used principally for conveyance of goods or passengers.

5.2 Prohibited Signs

All signage placed within the road reserve without the proper consent is prohibited.

This includes:

- items attached to trees, power poles, telecommunications poles, existing signage poles etc;
- any sign on a vehicle (whether registered or not) which is used principally as an advertisement rather than as a vehicle; and
- any sign or bill poster placed within the road reserve (e.g. power or telecommunications poles, existing signage poles etc.) Note: This includes election signs.

6. DESIGN, CONSTRUCTION, LOCATION AND NUMBER OF SIGNS

6.1 General

A high standard of sign design is essential to ensure that roadside signage not only communicates effectively with travelers, but also meets safety, aesthetic and environmental considerations.

The application of technical standards for design, manufacture and installation in signage is necessary to ensure:

- Signs are of a consistent colour and shape for ease of recognition;
- Legend size is the optimum for motorist comprehension at the prevailing traffic speed;
- The use and number of words and symbols is optimised for maximum information and comprehension; and
- Signs do not present a safety hazard.

6.2 Sign Design

Good sign design principles are based upon extensive research conducted by organisations such as ARRB Transport Research. The following information, however, provides a useful overview.

Primary consideration in sign design is motorist comprehension and safety. The optimum size of a sign is dependent upon the motorist's ability to interpret the sign from a distance. Generally the size of a sign will be determined by:

- The size of the lettering required (according to the prevailing speed of traffic in the location.)
- The amount and type of information to be included; and
- Road conditions and location considerations.

In order to comprehend sign-face information at speed, a summary of information relating to a number of attractions or services may be required. For example, "Wineries" rather than a list of wineries or "motels" and "B&Bs", rather than a list of accommodation establishments.

While special conditions may apply in some situations, the standards set by the RTA will act as a guide.

Note: all tourist and service signs should feature borders, except for blade-type fingerboard signs of extruded construction.

To ensure that tourist signs are of maximum value to travelers, they should include, where appropriate, an indication of distance. This should be expressed in whole numbers (for example 3km not 2.9km and 8km not 7.5km except in circumstances of extreme directional difficulty.)

6.2.1 Symbols

Only symbols, which have been approved according to Australian Standards AS 2342, can be used on tourist and services signage unless otherwise approved by Council.

Symbols which meet the requirements of AS 2342 will be readily understood by domestic tourists and are likely to be easily understood by visitors from all countries. The use of symbols can often reduce the number of words necessary on a sign.

For example rather than Bonny Hills Caravan Park, the sign could read “Bonny Hills” preceded by the approved symbol to denote a caravan park.

The following illustrates the internationally recognised approved symbols for service signs.

(White lettering on a blue background)



The following illustrates the internationally recognised approved symbols for tourist signs.

(White lettering on a brown background)



6.2.2 Logos

Logos are generally unsuitable for use of road signs because they cannot usually be clearly distinguished from a moving vehicle.

6.3 Construction Materials

Good construction and installation of signs is necessary to avoid danger to road users and pedestrians, particularly from signs that are too low, have sharp edges or are not designed to collapse on vehicle impact. Generally, Australian Standards for such signage shall be used as a point of reference for the minimum construction standard.

6.4 Location

The location of a tourist attraction or service business should be a primary consideration at the time of initial business planning. Roadside signage should not be expected to compensate for a poorly located business.

It is important that tourist and services signs are located within road reserves so that they do not interfere with the safety of road users. Signs should be carefully positioned so that:

- They do not obstruct a driver's view of the road or intersection;
- They do not obstruct traffic or pedestrians;
- They do not form a confusing background to normal regulatory traffic signs and signals; and
- They do not heavily impact on visual amenity, particularly in environmentally and visually sensitive locations.

In general, Council will follow the guidelines of the RTA's Tourism Signing Guidelines in relation to the location of tourist and service signs. A copy of this document can be found on the internet at: <http://www.rta.nsw.gov.au/trafficinformation/downloads/touristsignsv2.pdf> (File size is approximately 2.3 Meg)

Port Macquarie-Hastings Council proposes the establishment of information bays in strategic locations where there are significant numbers of tourist attractions and services (see Section 13.3 - Information Bays on page 33 for these guidelines).

6.5 Number of Signs

To prevent proliferation of signs and to ensure commercial equity, there is a limit to the number of tourist and service signs that will be permitted on road reserves. In the case of intersections whereby a tourism establishment or establishments are located there is a limit of two fingerboard signs that can be attached to the road name sign. Once the required number has surpassed this it will be necessary for the tourism businesses to apply for space within the nearest information bay or consider aggregation. For more information on aggregation, see Section 11 - RATIONALISING AND AGGREGATION on page 30.

7. COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS

7.1 Overview

When Council receives an application, Infrastructure Services Division shall determine the eligibility. An application fee is to be paid with each application. If eligible, the applicant will be advised by Council of the total cost including sign design, construction, installation, permit fees and on-going maintenance.

7.2 Application Fees

Application fees will be applied in accordance with fees and charges as detailed in the Port Macquarie-Hastings Council Corporate Plan.

The following signs are exempt from an application fee:

- arts centres;
- churches;
- recreation centres;
- swimming pools; and
- airports / aerodromes
- visitor information centre;
- tourist information bays;
- public toilets;
- rest areas; and
- parking areas.
- police, hospitals, ambulance & fire brigades
- National Parks;
- Natural features;
- Conservation parks / botanic gardens;
- Historic sites / buildings / towns;
- Scenic lookouts; and
- Tourist drives and trails
- Non-commercial tourist operations

The following signs incur an application fee:

- accommodation facilities;
- caravan and camping parks / areas
- golf courses;
- racecourses
- major institutions (eg Universities & State Departments)
- schools (including pre-schools & child care centres)
- Commercial tourist operations
- Wineries catering for tourists;
- service stations.

Signage Application Fees 2007

Number of signs	Fee per application
1 sign	\$50
2 signs	\$100
3 or more signs	\$150

The cost to design, install and maintain signage is generally borne by the applicant unless otherwise stated but forms part of the overall cost quoted by Council. The applicant, who pays for the provision of such signs, will be issued with a sign permit that details a number of conditions including:

- Standards and specifications relating to sign construction, installation and maintenance;
- Responsibilities in relation to cost, maintenance and removal;
- Conditions under which Council may remove any sign; and
- Conditions relating to the continuing operation of the tourist or services establishment.

It is the applicant's responsibility to immediately notify Council to arrange for the removal of all road signage to the property in the event of the business closing or it is no longer considered to be an eligible tourism business. Costs for undertaking this work will be charged to the business owner.

7.3 Ownership

The signage shall always remain the property of Council. Applicant's fees are for a permit to display such signage.

7.4 Permit Period

The sign permit issued by Council grants the applicant the right to use the portion of roadside reserve for a period of five years, after which time the appropriateness and efficacy of the sign may be reassessed. However, 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.

7.5 Installation

Council shall be responsible for the installation of all signage. The cost for such installation shall form part of the initial quote supplied to the applicant.

7.6 Maintenance

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 is the responsibility of the Council. Council shall charge an annual maintenance fee for all signage, which shall be reviewed on an annual basis as part of the development of Council's Management Plan. The maintenance fee (10% of total cost) shall form part of the initial quote supplied to the applicant. 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.

8. ELIGIBILITY FOR TOURISM SIGNAGE

8.1 Criteria for Tourist Attraction Signage

In order to qualify for tourist attraction signage as set out in Section 4 - TYPES OF ROAD SIGNS on page 6, a tourist attraction (other than a natural feature) must satisfy all of the following essential criteria:

8.2 Essential Criteria

- a) Tourism must clearly be a Core Business Activity of the attraction (see definition in APPENDIX A - DEFINITIONS on page 37).

In addition, the attraction must:

- b) provide a substantive tourism experience in addition to or as part of any commercial / retail nature of the establishment;
- c) have all relevant State and Local Government licences and approvals to operate as a tourist attraction, including health, planning and parking requirements, as well as facilities for disabled persons;
- d) be open to the public at appropriate times such as week-ends, school holidays etc. depending on the nature of the attraction or business;
- e) be listed on the database of the Greater Port Macquarie accredited visitor information centre (with opening hours, admission prices, location and directions).
- f) have a documented promotional plan (see APPENDIX G - PROMOTIONAL PLAN on page 44) which should incorporate promotional literature, on-site signage and other relevant initiatives;
- g) be appropriately signed within the property line so that it is easily identifiable by passing travelers; and
- h) have appropriately trained visitor contact staff.

8.3 Desirable Criteria

It is also desirable if the attraction:

- a) provides a parking area for coaches and other large vehicles;
- b) maintains a record of visitor numbers and comments; and
- c) is a member of the Greater Port Macquarie Tourism Association.

8.4 Automatic Eligibility

Applicants that can demonstrate that they have already met the eligibility requirements from the RTA (if previously applied for signage on the highway), automatic eligibility will be assumed.

8.5 Specific Criteria

The following attractions must comply with the essential criteria, unless noted otherwise:

8.5.1 Golf Courses

Golf courses are not signed as tourist attractions, but are generally eligible for signage as community facilities.

8.5.2 Art Galleries and Craft Outlets

Art and craft outlets are signed as tourist attractions (white on brown) only when they can meet all the essential criteria and can fulfill any two of the following specific criteria:

- feature a resident artist / craftsperson;
- display a production process, together with associated explanatory information;
- provide adequate exhibition space (less than 50 square metres is deemed a retail outlet);
- is a studio gallery; and
- more than 30% of the art / craft works on permanent display are of local and / or regional artists craftspeople.

8.5.3 Antique Galleries / Stores

The requirement to meet essential criteria detailed in Section 8.2 - Essential Criteria.

8.5.4 Museums and Historic Properties

Historic sites and properties, principally those owned and / or operated by the National Trust of Australia, are eligible for tourist signage when they meet all the essential criteria, with the following addition:

- Museums and historic properties must provide supporting literature and interpretive material for the visitor.

8.5.5 Primary and Secondary Industry Based Attractions

Factories, manufacturing plants and agricultural operations must:

- be open during normal business hours 5 days per week, and preferably on weekends;
- provide guided tours to the general public at advertised times;
- display high quality interpretive material of the relevant agricultural or industrial process; and
- where appropriate, provide sampling of the product available as part of the visitor experience.

8.5.6 Wineries

Wineries holding a Vignerons License or a license which permits sales direct to the general public, which feature a purpose-built facility (cellar door) for the tasting of wines, and which meet the essential criteria, will be considered for permanent signage.

Wineries may apply for temporary signage in accordance with Section 4.1.7 - Temporary Signs on page 9 if only open seasonally.

8.5.7 Seasonal Attractions

Attractions that close for a specified time of the year may be eligible for tourist signage under the following conditions:

- incorporate a significant tourism element beyond a normal retail operation, such as pick your own, interpretive material, tours etc;
- must be open for a minimum six months of the year to gain permanent signage. However, such signage must include the period of closure, for example, Desert Trail Rides (closed Jan-March);
- attractions operating for less than nine months, but for more than three months of the year may make limited use of temporary signage. Examples of such signage are featured in Section 4.1.7 - Temporary Signs on page 9.
- attractions open to the public for less than three months of the year are not eligible for tourist attraction signage.

All seasonal attractions should communicate their location and opening hours to the Port Macquarie Visitor Information Centre, through brochures and local advertising.

8.5.8 National Parks, State Forests and Reserves

All National Parks, State Forests and reserves are eligible for brown and white tourism signage. Service facilities within such areas may also be eligible for blue and white service signage.

8.6 Tourist Accommodation Signage

Signage policy may range from no signs at all for most accommodation types in built up areas, to very specific signposting to a particular establishment in a remote location. Wherever possible, signage to accommodation establishments will make use of the Australian Standard symbols (see Section 6.2.1 - Symbols on page 15) either on their own or combined with word legends (for example motel, caravan park).

Facilities located on designated roads, with adequate sight distances for traffic and with the ability to erect property signs, will not be eligible for service signage, except in cases of traffic safety in which case advance signs within the information bay may be warranted.

8.6.1 Tourist Accommodation Signage in Urban Areas

Signage to accommodation establishments within major urban areas or within the urban limits of rural towns is generally in the form of a fingerboard sign from the nearest designated road. However:

- the facility must be located within two kilometres of the intersection; and
- further reassurance signs will be considered only in cases of extreme directional difficulty.

8.6.2 Tourist Accommodation Signage in Rural Areas

Signage to accommodation establishments in rural areas is generally by way of larger fingerboard signs, the size of which should be determined by the prevailing traffic speed. Generally, the size will be determined by Council using the RTA's Tourism Signposting Manual as a guide.

8.6.3 Criteria for Tourist Accommodation Signage

This section outlines general eligibility criteria for tourist accommodation signage. In order to qualify for tourist accommodation signage, the relevant accommodation facilities must be:

Essential:

- currently operating and must hold all relevant State and Local Government licences / approvals and other appropriate consents;
- open daily;
- available for casual accommodation (prior booking not required); and
- open to the general public (not exclusively for coach tours or other organised groups.)

Desirable:

- a member of the Greater Port Macquarie Tourism Association.

8.7 Specific Criteria

In addition to the general criteria listed in Section 8.6.3 - Criteria for Tourist Accommodation Signage on page 22, the following accommodation facilities must satisfy the criteria set out below:

8.7.1 Caravan Parks

Caravan Parks must:

- provide a mixture of accommodation, powered caravan sites and camping sites; and
- be operated and maintained by an on-site manager 7 days per week.

The bed symbol can only be used on caravan park signage where bed linen and towels are provided.

8.7.2 Camping areas

Camping areas will be signed by the tent symbol only and must be serviced by fresh water for drinking purposes and toilets.

8.7.3 Bed and Breakfast Establishments

Bed and breakfast establishments:

- must provide on-site management;
- must avoid signage proliferation in areas featuring a high number of B&Bs, only generic signage, ('B&B' and / or bed symbol) will be permitted at major intersections, but may be supplemented by more specific signage closer to the property; and
- establishments that close for more than three months of any one twelve month period will not be eligible for signage unless eligible for temporary signage.

8.7.4 Farmstays / Host Farms

Farmstays and host farms must provide a legitimate farm experience for visitors.

8.7.5 Resorts

The terminology 'resort' will only be used on services signage when the following conditions are met:

- a variety of accommodation options is provided;
- dining or self-contained cooking facilities are provided;
- essential guest services are provided on site;
- reception area is staffed for a minimum of 14 hours per day;
- a range of recreational facilities are provided; and
- a range of activities conducted by suitably experienced staff are provided in order to extend the holiday experience.

9. ELIGIBILITY FOR SERVICES SIGNAGE

9.1 Criteria for Service Signage

In order to qualify for service signage as set out in Section 4.2 - Services Signs on page 10, a service provider must provide one or more of the following services:

- Hospital
- Fire Brigades
- Ambulance
- Council
- Rubbish receptacle
- Boat ramp
- Visitor information (Accredited only)
- Food / dining
- Parking
- Toilet facilities
- Fuel
- Airport
- Disabled access
- Tea / coffee
- Truck parking areas
- Bicycle track
- Fresh drinking water
- Public telephone
- Fireplace / Bar-B-Q facilities
- Rest area
- Accommodation - including caravan parks and camping areas. (Criteria for this category is covered in Section 8.6 - Tourist Accommodation Signage on page 21.

Symbols to indicate this type of service can be found in Section 6.2.1 - Symbols on page 15.

9.2 Miscellaneous

Without going into specific detail, Council will consider applications for other signage if there is a demonstrated broad community benefit. Such applications may include:

- signs for emergency services such as the emergency section at the hospital. (*White lettering on red background*)
- new residential sub-divisions and display homes (Note: this should be treated as a temporary sign and should be removed as soon as all available lots are sold. (*white lettering on blue background*))
- temporary signage for local markets

10. HOW TO APPLY FOR SIGNS

10.1 Overview

This document deals applications for signs on State, Regional & Local roads. The table below illustrates the Road Authority for the type and location of sign. You may need to make application to more than one authority for signs depending on the type and location. In the first instance, however, you should contact Councils Infrastructure Services Division.

Location	Determining Authority	Do this
State Highway maintained by the RTA	Tourist Attraction Signposting Assessment Committee (TASAC)	Contact TASAC and obtain the appropriate guidelines and application form. A full copy of their guidelines can be found on the internet website located at: http://www.rta.nsw.gov.au/trafficinformation/downloads/touristsignsV2.pdf . File size is approximately 2.3 Meg. Their contact details are on page 40.
All other roads - For tourist or service signs proposed to be located within the road reserve	Port Macquarie-Hastings Council	Read this document and commence the application process. An application form can be found on page 45. Arrange to meet with Council's Infrastructure Services Division to progress the application.
Route markers along a defined tourist route	Tourist Attraction Signposting Assessment Committee (TASAC)	As above. The Infrastructure Services Division will consult with Councils Tourism Manager. Endorsement from the Greater Port Macquarie Tourism Association will be required.
For advertising signs proposed to be located on private property such as billboards or attraction entrance signs	Port Macquarie-Hastings Council - Development and Environment Department	Advertising signage on private property is not covered by these guidelines. There are different requirements for signs that relate to the land on which they are sited (development consent may be required for these signs) and those signs that advertise an attraction or business at another location (development consent must be obtained for these signs).

Where Council is the Road Authority, the applicant will be notified in writing within a target timeframe of 31 days advising whether:

- the application has been approved;
- the application has been rejected;
- the application must be referred to other authorities for consideration;
- a cooperative signage scheme should be considered; or
- additional information is required.

The timeframe may vary as applications may require further investigation. In addition, signage issues can only be dealt with as resources allow.

The application and approval process for tourist attraction and services signs is as follows:

10.2 Initial Contacts

Initial discussions should be held with Council's Tourism Manager on applications for Tourist signs. The Tourism Manager will provide advice in relation to local tourism signage strategies and options for rationalizing the sign proposal with existing signs and promoting the tourist aspects of the business or service.

Initial discussions should be held with Council's Transport Engineer on applications for Service & Community signs.

10.3 Preparation of Application

1. Applicants should meet with Council's Traffic Engineering Staff to discuss entitlement, design, wording and in some cases, the possibility of including 'like attractions' in a co-operative scheme.
2. A promotional plan for the business must accompany tourist sign applications to indicate that the requested sign(s) will be supported by adequate marketing activity (see APPENDIX G - PROMOTIONAL PLAN on page 44).
3. An application fee will apply to all applications to cover processing costs. This fee will be set as part of Councils Annual Fees & Charges reviews. The application form to be used can be found in APPENDIX H - APPLICATION FORM on page 45.

10.4 Lodgment of Application

1. Application and payment of application fees shall be lodged at the Customer Service Centre of Port Macquarie-Hastings Council.
2. If the proposed signage is on a State road, (ie, the Pacific Highway) the applicant should contact the NSW Tourist Attractions Signposting Assessment Committee (TASAC). Details of this organisation can be found on page 40.

10.5 Consideration of Application

- The Infrastructure Services Division of Port Macquarie Hastings Council will assess all applications.
- Applications for Tourist signs will be referred to the Tourism Manager who will assess the application using the criteria set out in Section 8 - ELIGIBILITY FOR TOURISM SIGNAGE on page 19. Note: the State-based Tourism Signposting Manual will be used as a reference for all applications.
- Applications may be referred The Traffic Advisory Committee to consider road safety and planning issues.
- The Infrastructure Services Division may seek input from any other referral body considered appropriate.
- When considered necessary (i.e. regional strategic / policy issue) the application may be referred to the Tourist Attraction & Signposting Assessment Committee for its endorsement or otherwise.
- Some applications may take some time to process because of the need for more extensive evaluation and consultation.

10.6 Approval or Refusal of Application

- Approval will take the form of an approval letter which will detail a number of conditions, including the technical and physical standards of the design, the manufacture and installation of the sign(s), the applicant's responsibilities for maintenance and Council's rights to remove any sign if the conditions are not met. Approval may also be conditional on aspects of the applicant's promotional plan.
- A quotation for costs to be borne by the applicant shall also be provided with the approval letter together with a request for the applicant to confirm acceptance of the approval conditions and payment of costs
- The application may be returned for more information
- The application may be refused on grounds of Policy or other reasons considered relevant to Council's Sign Policy & these guidelines. Applicants will be notified in writing of any refusal together with reasons for the refusal.

10.7 Appeals Process

Applicants may lodge an appeal in writing to a refusal issued for an application directly to the General Manager at Port Macquarie-Hastings Council, PO Box 84, PORT MACQUARIE NSW 2444. Your appeal will be considered and where necessary referred to Council who will make the final determination

10.8 Sign Permit

A sign permit will be issued following the applicants acceptance of conditions, payment of costs and ordering of signs. The permit will set out the applicant and Council ongoing responsibilities for sign. A sample Permit is provided in Appendix F.

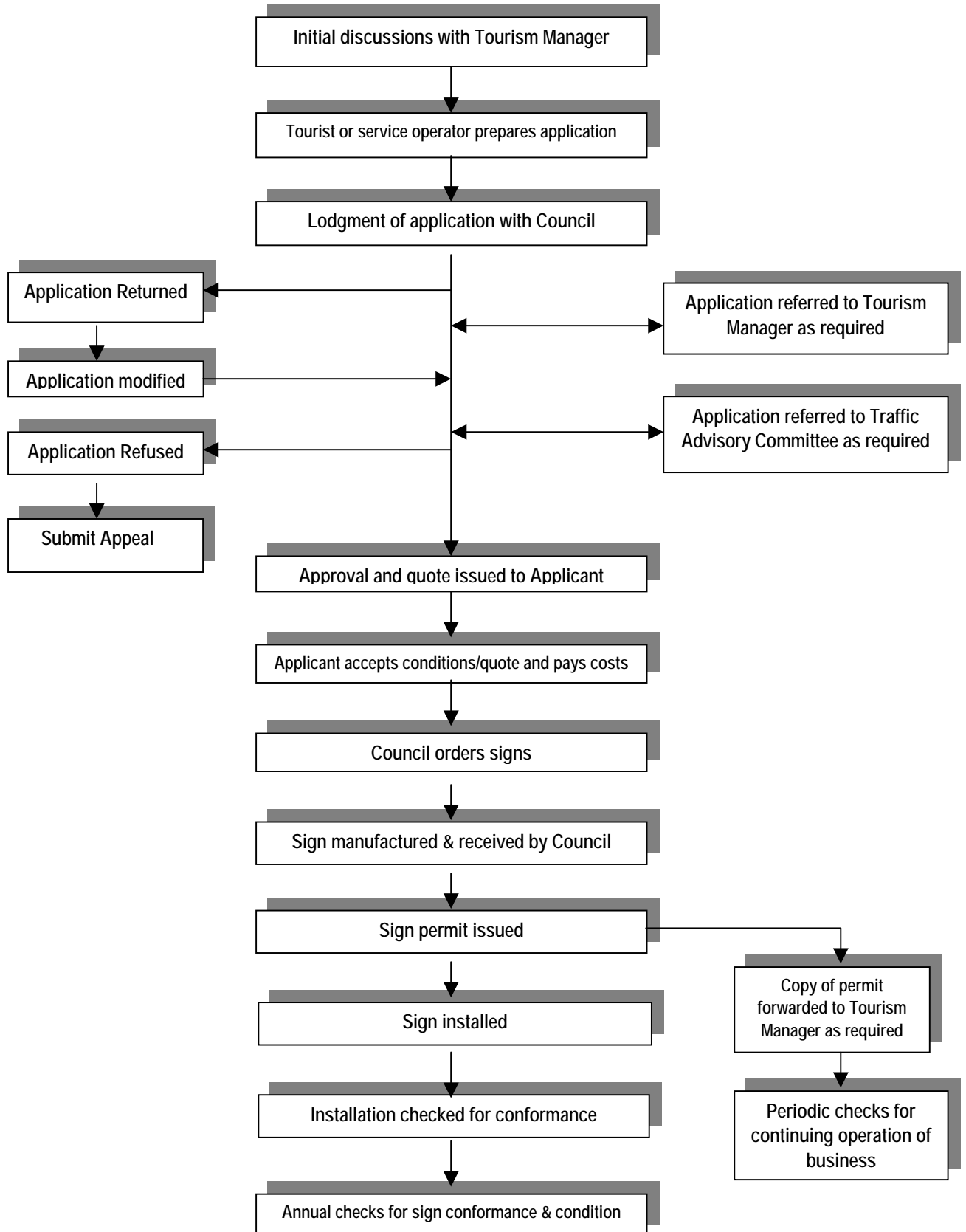
10.9 Sign Installation

Port Macquarie-Hastings Council will arrange for the design, manufacture and installation of signs with full cost recovery from applicants. Council shall notify the applicant of all costs involved prior to installations. Payment is to be made by the applicant before the signs are ordered.

10.10 Sign Maintenance

Council will inspect the sign once installed to confirm conformance with the approved design. Periodic inspections will also be undertaken to ensure the signage is appropriate maintenance of the signs.

Application and approvals process for signs on Regional & Local roads.



11. RATIONALISING AND AGGREGATION

11.1 Overview

Many tourist attraction and services signs previously erected do not satisfy these guidelines. In some cases it may also be appropriate to group attractions together on one sign, consistent with good sign design principles detailed in Section 6.2 - Sign Design on page 14.

Through the cooperation and goodwill of the sign owners affected, it may be possible to rationalise existing signs as part of a new sign scheme development.

Incentives may be offered to owners of existing signs to encourage them to comply with the guidelines. Incentives might include:

- Incorporating existing sign owners in new signs at a concessional cost; or
- Inviting existing sign owners to participate in aggregation of signage.

11.2 Rationalising Signs

Proliferation of signs, particularly at intersections, is not desirable. Too many signs create visual pollution, can be a safety hazard for travelers and are often ineffective because of the very limited amount of information that can be absorbed by a motorist at design road speed.

Wherever possible, the rationalising of existing signs should be considered by the applicant and road authority when processing applications for new sign(s). Rationalising may include a mixture of the following:

- Removal of old or outdated signs;
- Aggregation of existing signs under a generic reference;
- Creation of a wayside information bay with appropriate 'i' signage;
- Creation of a major tourism signage scheme (see Section 12 - DRIVING EXPERIENCES on page 31); and
- Use of promotional materials (maps, guides, audio tapes etc) to reduce dependence on signage.

When rationalisation of individual signs is not possible, Council and / or the applicant(s) should consider the aggregation of smaller signs into one sign. This may often involve the replacement of references to individual attractions with a generic descriptor. For example, instead of signage to several individual wineries or galleries, a larger general sign to "wineries" or "galleries" may be appropriate.

Another possibility may be to incorporate a series of related attractions into a signed tourist drive (see Section 12 - DRIVING EXPERIENCES on page 31).

The need to rationalise signage will be made in consultation with existing stakeholders. However, the Council is the final arbiter in decisions to rationalise and aggregate tourism signage. Applications for new signage schemes will generally not be approved by Council without the removal and / or rationalising of some existing signs.

11.3 Additions to Tourist Signs

While the aggregation of tourist attractions on one sign is encouraged, applicants need to strictly adhere to good design principles detailed in Section 5 - "AS OF RIGHT" SIGNS AND PROHIBITED SIGNS on page 13. Reference regarding sign design may be made to the State-based Tourist Signposting Manual for specific text size, sign size, spacing etc.

Where possible, space should be allowed for the addition of further establishments. When an applicant can be added to an existing sign in accordance with good sign design principles, the applicant will usually be required to meet all or most of the cost of the re-manufacture of the sign in order to incorporate the additions dependent on the specific circumstances.

Preferred suppliers of signs should also take into account sign size, fonts etc. if additional signage is to be installed to ensure consistency.

12. DRIVING EXPERIENCES

12.1 Overview

New South Wales offers a wide range of driving experiences to the visitor market. Driving experiences might occur on any part of the road network, from state through to local roads. They may vary in driving time from several days down to a few hours. Experiences, activities and services promoted and delivered en-route and within destinations for the visitor include tourist attractions and other services eg accommodation, dining opportunities, visitor information and rest areas. The driving experience can vary in terms of a range of factors, including:

- using the most direct route to a destination, eg national or state highway;
- using a destination as a base to explore sub-regions / regions, ie "hub and spoke" trips;
- taking alternative routes of interest from the main corridors, eg regional tourist drives;
- visiting destinations / attractions accessed as part of an out and back route, eg coastal villages;
- following a pre-determined route based on a promotional campaign, eg "Touring by Car";
- following a pre-determined route based on a particular theme / product / experience, eg wine trail, heritage trail or local tourist drive;
- no fixed travel plan, but utilising information provided en-route to determine destinations and other stops; or
- any combination of the above.

Driving experiences are typically developed and promoted by state government, local government, regional and local tourism organisations or other tourism industry interests, or any combination of the above. The agencies involved will determine management responsibility for:

- communication strategies eg available collateral, such as maps and interpretive guides, with appropriate distribution channels; and
- monitoring the tourist attractions, visitor services, other services and benefits en-route to ensure the driving experience is providing what the target market(s) require.

12.2 How to Apply for a "Driving Experiences" Themed Route

Applications for the assessment of additional tourist drives, or amendments to those already planned in NSW, have to be considered by the Tourist Attractions Signposting Assessment Committee (TASAC). Contact details for TASAC can be found on page 40. Endorsement from the Manning Valley Tourism Association is essential. Please speak with the Tourism Manager regarding this.

13. INFORMATION / INTERPRETATION SIGNS AND SERVICES

13.1.1 Port Macquarie-Hastings Signs or 'Welcome' Signs



The Greater Port Macquarie Tourism Association makes use of promotional billboards located on the Pacific Highway. These pictorial signs are aimed at providing greater awareness of the Port Macquarie-Hastings brand through the use of images and a short message to travelers using the highway. Usually, these billboards are located off the road reserve and do not form part of this application process.

13.2 Visitor Information Centres



Purpose: Visitor Information Centres (VIC's) should provide the major source of information to a visitor in a city, town or region. Major VIC's are generally operated and funded by the local Council and /or tourist association. The principal tourist signage in any urban area needs to be to the nearest accredited visitors information centre.

Criteria: Only those centres with the NSW Accredited Visitor Information Centre (AVIC Program) can be provided with signs showing the yellow on blue italicised "i" symbol.

The use of the white on blue Roman “i” symbol is no longer appropriate for use by Visitor Information Centres. A new italicised yellow on blue “i” sign (as shown in the picture above) is to be used for accredited VIC’s. This forms part of the strategy to improve and obtain an integrated, high quality network of information centres better focused on servicing tourism in NSW and most importantly, the tourist.

Location: Visitor Information Centres are most effective when located on an arterial road and preferably along an established touring route. VIC’s located within townships should be easily accessible, visible and provide adequate on-site parking or parking near to the building. Signage to visitor information centres can take the form of advance, intersection and position signage, as appropriate. Detailed signage schemes should be developed with input from relevant road authorities, particularly in cases where advance notice of the VIC needs to be provided from the through traffic route.

Cost: Funding and on-going maintenance of signage to VIC’s is the responsibility of each signed centre.

13.3 Information Bays



Example from Greater Taree

Purpose: Information bays are off-road areas established by or with consent of the road authority where visitor information displays are provided and maintained by the local Council, tourist association or community group. Initially, applications to establish tourist information bays should be made to the Tourism Manager at Port Macquarie-Hastings Council. Signs are positioned in information bays whereby travelers can safely break their journey and be informed / reassured of accommodation and tourism attractions along the route.

Applications will be referred to the Greater Port Macquarie Tourism Association for consideration, and then on to Council via the Resources and Policy Committee for final determination.

Criteria: When space does not permit the signage of several establishments, or where it would be visually intrusive, road authorities and applicants may consider the establishment of a roadside visitor information bay. Eligibility and equity regarding font type, colours, distances, symbols, phone numbers, star rating etc. must also be considered. Final design must be endorsed by Council via a report from the Greater Port Macquarie Tourism Association.

Location: Careful consideration should be given to the siting, layout and design of information bays and should take into account:

- the size and visibility of the roadside reserve, safe entry to and access from the road;
- pedestrian safety;
- co-location with other facilities such as toilets, picnic facilities etc.;
- vulnerability to vandalism.

The location of information bays plays a major role in their level of use so they should be located at points that naturally encourage visitors to stop. Their co-location with other facilities, such as toilets, telephones, picnic areas, parks and play equipment, is also beneficial. It may be possible, with approval, to establish information bays in existing RTA roadside stops. Locating information bays in more remote areas may render them vulnerable to vandalism.

Signing to information bays can take the form of advance and position signage, developed with input from the relevant road authorities. Signage will generally be restricted to the adjacent road. The yellow on blue 'i' symbol is to be used for indicating information bays. The word "BAY" should be added to signs to differentiate information bays from other information sources.

Information bays may take the form of a "plank" sign, which can be easily removed and replaced, through to stand-alone, all weather structures, which provide a level of interpretation and motivation not available with normal road signage. In both cases, a suitably large and visible roadside area is required which will allow safe entry to and access from the main road, pedestrian safety and maintenance (adequate drainage, suitable road surface etc). In many cases creation of visitor information bays will also require funding for the necessary road construction.

Cost: Funding and on-going maintenance of signage is the responsibility of the body which operates the information bay. Funding and on-going maintenance of the off-road area must be decided at the time of application between the road authority and the body which operates the bay.

13.4 Information / Interpretation Shelters and Signs

Purpose: Special interpretive signage is permitted on tourist routes / drives of significant cultural / geographic or heritage appeal. Such signage should succinctly explain and / or interpret pertinent information about the site or vista. The signage should have all-weather durability, with a minimum maintenance requirement. It can be a stand-alone fixture or incorporated into a shelter.

Criteria: Installation of interpretive signage must be warranted by the significance of the attraction, natural feature or theme in question. Initially, applications to establish tourist information bays should be made to the Tourism Manager at Port Macquarie-Hastings Council. Applications will be referred to the Greater Port Macquarie Tourism Association for consideration, and then on to Council via the Resources and Policy Committee for final determination.

Location: Careful consideration should be given to the siting of interpretive signage and should take into account:

- the size and visibility of the roadside reserve, safe entry to and access from the road;
- pedestrian safety;
- co-location with other facilities such as toilets, picnic facilities etc.; and
- vulnerability to vandalism.

Special interpretive signage can take the form of advance and position signage, developed with input from the relevant road authorities. Signage will generally be restricted to the adjacent road. The yellow on blue "i" symbol is to be used for indicating information bays. The word "BAY" should be added to signs to differentiate information bays from other information sources.

Cost: Funding and on-going maintenance of signage is the responsibility of the body which operates the interpretation shelter and must be determined at the time of application between the road authority and the body which operates the bay.

13.5 Visitor Radio



Purpose: Visitor Radio is an information service, transmitting on the narrow cast FM band, which is targeted towards visitors. Signage of a visitor radio service will indicate the transmission frequency of the service and may be supplemented by details of any special information provided such as RTA road safety information. Applications for signage of visitor radio should be made to the Infrastructure Services Division at Port Macquarie-Hastings Council (see APPENDIX B - PRINCIPLE CONTACTS FOR SIGNPOSTING on page 40).

Criteria: Visitor radio services must be licensed to operate by the Federal Government. The road authority will consider a number of issues when determining an application for signage a visitor radio service. Some of these issues include:

- the transmission must operate solely as a visitor / motorist information service and aim to stop visitors and increase length of stay;
- the service and program content has been endorsed by the Port Macquarie Visitor Information Centre;
- any other special information provided, for example, surf reports, road conditions, safety messages etc;
- any guidelines established by the RTA in collaboration with road authorities for such services; and
- The length of the broadcast should be no less than 30 minutes in duration.

The Port Macquarie-Hastings Council will generally maintain consistent with the criteria developed by the Department of Tourism, Sport and Recreation when considering applications on roads where Council is the Road Authority.

Signage for visitor radio will not be considered for services:

- that have a transmission range of less than three kilometres except for site-specific applications, for example, visitor information bays, natural attractions, etc;
- where the information is specific to one establishment or service; and
- that would be of interest to only a small section of the community.

Location: In determining the location and extent of visitor radio signage, the following conditions apply:

- only one single standardised sign will be permitted on each major approach road to the town or area serviced; and
- signs only to be placed in areas where a clear signal can be obtained (not subject to prolonged periods of distortion or fade).

Cost: Paid for by the applicant. For further information, see Section 7 - COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS on page 17.

13.6 Visitor Display / Guide Boards



Purpose: Visitor display / guide boards present visitors with an opportunity to quickly and easily find products, services and activities in the area. Generally, they will be coordinated and funded by the private sector who will seek advertising sponsorship. Each advertiser (where appropriate) will have a map reference which can easily be found on a map which is incorporated into the sign.

Location: Location will be negotiated between the applicant, Tourism Manager and Infrastructure Services Division.

Application: Will be made to the Infrastructure Services Division. Contact details can be found on page 15.

Cost: Paid for by the applicant.

14. APPENDIX A - DEFINITIONS

Australian Standards (AS)

Australian Standards are prepared by committees made up of experts from industry, governments, user groups and other sectors. The requirements or recommendations contained in published Standards are the consensus of the views of representative interests and also take account of comments received from other sources. They reflect latest scientific and industry experience. Australian Standards are kept under continuous review after publication and are updated regularly to take account of changing circumstances.

Built Up Area

A area with substantial development, generally defined by the limits of a speed limit other than the relevant open road limit (100 or 110km/h), except where such a limit may be imposed for road safety reasons other than adjoining development.

Community Facilities

Facilities which are essentially community based and operated, even though they may be used by visitors and, in some cases, they may attract visitors in their own right. These might include a public golf course, swimming pool or airport.

Core Business (Tourism)

Refers to a business operation where the principal motivation, or one of the major motivations, is the provision of an experience and / or service to meet the needs of tourists. A demonstrated commitment to high standards of customer service should be central to the business philosophy. Membership of, and active participation in, the marketing programs of local and regional tourism organisations may also be taken into consideration when assessing the "core" business of a tourism operation in order to determine its eligibility for tourist signage.

In addition, a tourist facility as outlined in Council's Local Environmental Plan 1995 is:

"An establishment providing holiday accommodation or recreation and includes a boatshed, boat landing facilities, camping ground, caravan park, cabins, playground, place of worship, restaurant, shops of an ancillary nature, water sport facilities or a club used in conjunction with any such facilities."

Information Bay

A facility provided and maintained by the body who operates it for the free use of travelers and containing tourist information on display boards provided and maintained by the Council, local Tourism Association or other body.

Interpretation Centre / Shelter

A purpose built building, shelter or panels generally located on tourist routes / drives of significant cultural, geographic or heritage appeal which succinctly explains and / or interprets pertinent information about the site or vista.

Marketing / promotional material

Any material, including maps, guides, promotional brochures, audio tapes / CD's etc, which provides visitor information in relation to tourist attractions and facilities on a state, regional, local or individual basis.

Natural Feature

A geographic or other natural feature of interest to the tourist, for example, lookouts, waterfalls, lakes, wetlands, waterways, national and state parks.

Road Authority

The Government Authority with the responsibility of managing road networks.

Roadside Establishment

A commercially operated establishment catering for travelers in terms of meals, refreshments, fuel or accommodation.

Roadside and Public Facilities

Facilities other than roadside establishments, including rest areas or truck stop areas and associated facilities (picnic, fire place, toilets, etc), or other facilities such as telephone or emergency medical services.

Services Sign

A sign covered by the services sign provisions of AS 1742-6. Services signs can be used to sign visitor information centres, information bays, roadside establishments and roadside and public facilities in accordance with the guidelines.

Infrastructure Services Division

The Division of Port Macquarie-Hastings Council which has the role of ensuring high standards of sign design, manufacture and installation throughout the region, including the management of applications from businesses.

Tourism

Travel by Australian residents and overseas tourists of at least 40kms from home involving at least one night stay for any reason.

Tourism Manager

A professional officer typically employed by a Council or Regional Tourism Organisation to coordinate tourism planning and marketing for a Council or region.

Tourist Attraction Sign

A sign covered by the tourist sign provisions of AS 1742-6. Tourist signs can be used to sign tourist regions and areas, tourist attractions, natural attractions, tourist routes and tourist drives in accordance with the guidelines.

Tourist Attraction

A commercial or non-commercial attraction or establishment, or an attraction, which is actively managed by a government agency or committee of management. Catering primarily for tourists and for which a charge may or may not be made. Eligibility criteria also applies.

Tourist Drive or Driving Experience

A tourist drive or driving experience may be:

- geographically based
- tourist attraction based, for example, "Family Fun Trail";
- thematically based, for example, 'wine trail'; and
- a combination of geographic and thematic.

Visitor Information Centre

A visitor information centre carrying a level of accreditation from the Aurora Group's management of the NSW Visitor Information Network and Development Program.

Visitor (overnight)

An Australian resident or international visitor undertaking a trip within NSW, involving a stay away from home of more than one night, but less than 90 days, and requiring a journey of at least 40kms away from home.

15. APPENDIX B - PRINCIPLE CONTACTS FOR SIGNPOSTING

Contacts:

Contact this person:	To:
<p>Infrastructure Services Division – Technical Services Section Transport Engineer Port Macquarie-Hastings Council PO Box 84 PORT MACQUARIE NSW 2444 Tel: (02) 6581 8655 Fax: (02) 6581 8620</p>	<p>Discuss your initial signage requirements. It is recommended to do this before anything else.</p> <p>Lodge an application for signage on Regional & Local roads that is located anywhere other than State road. See Section 3.3 - Role of Port Macquarie-Hastings Council as the road authority and 3.3.1 - Council's Infrastructure Services Division starting on page 3.</p>
<p>Tourist Attraction Signposting Assessment Committee (TASAC) Roads and Traffic Authority Traffic and Transport Directorate PO Box K198 HAYMARKET NSW 1238 Tel: (02) 9218 3908</p> <p>Application forms and guidelines are available through the Tourism New South Wales website: http://www.rta.nsw.gov.au/trafficinformation/downloads/touristsignsV2.pdf (File size is approximately 2.3 Meg)</p>	<p>Make application for a tourist attraction or service sign that is located on a State Road (ie, the Pacific Highway, Oxley Highway)</p>
<p>Tourism Manager Port Macquarie-Hastings Council PO Box 84 Port Macquarie 2444 Tel: (02) 6581 8002 Fax: (02) 6581 8620 Email: wendy.dell@pmhc.nsw.gov.au</p>	<p>Initial advice and assistance to tourism business wanting to obtain tourist signage</p>

16. APPENDIX C - ORGANISATION ABBREVIATIONS

RTO

Regional Tourism Organisation

TASAC

Tourist Attraction Signposting Assessment Committee

RTA

Roads and Traffic Authority

PMHC

Port Macquarie-Hastings Council

17. APPENDIX F - SIGN PERMIT EXAMPLE (WHERE COUNCIL IS THE ROAD AUTHORITY)

Permit No: _____

Date: _____

The person named below (the applicant) is hereby granted approval to display a sign or signs at the location(s) specified for a period of **5 years** from the above date, in accordance with the conditions detailed herein.

Applicant:.....

Brief Description of Sign(s)

Please also append detailed sign design(s) for each sign:

Location of Sign(s):

General Conditions

- All signs shall comply with Signposting Standards through the Dept of Tourism, Sport and Recreation and the Roads and Traffic Authority for construction and installation and shall satisfy technical requirements for legend style and size and other signface elements.
- Signs shall be installed at the above location(s) in accordance with the Port Macquarie-Hastings Council and normal safe working practices having regard at all times for the safety of road users and property.
- The applicant shall bear all associated costs in relation to the design, manufacture, installation and maintenance of the signs as detailed in this document, and Council's management plan.
- The applicant shall indemnify the road authority and hold the road authority blameless for any loss or damage or injury that may result from the installation or presence of detachment of the signs or any of their mountings or fittings.
- The road authority reserves the right to cancel this approval and remove (without compensation) any sign which is not installed or maintained to the road authority's satisfaction or is in any way considered by the road authority to be a safety hazard. In the event the related business closes or changes in character or operation significantly from the time of approval issue, approval cancellation and sign removal may result without compensation.
- The applicant shall, at no time, alter the approved sign face design, without referral to the authorised officer of the road authority.
- The applicant shall immediately notify the relevant road authority to arrange for the removal of the sign(s), at the sign owners expense, in the event of the business closing or no longer being involved in the tourism industry.
- Failure to install any sign to the road authority's satisfaction within 90 days of the date of this permit shall cause the approval to lapse.
- Owners of temporary signs must adhere strictly to the special conditions of approval. Failure to do so may result in withdrawal of permit and removal of sign(s).

Special Conditions

.....
.....
.....
.....

Applicant Agreement

Applicant to complete, sign and forward copy to the Infrastructure Services Division, contact listed below.

I agree to the conditions listed above and all other conditions outlined in the Tourist Signing Guidelines.

I understand that this permit is valid for 5 years from the date above and that, at the expiration of that time, the sign design and/or location may be reassessed to determine its suitability and the ongoing eligibility/compliance of this business. I also understand that at any time the road authority reserves the right to replace or remove the sign 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;
- the operator or attraction is no longer eligible for tourist attraction or service signage;
- the business ceases to operate;
- there is a demonstrated need for aggregating signs in a particular location; or
- the road authority needs to resume the land.

Applicant to sign:.....

Date:

Please note, this permit is not valid until signed by the applicant and returned to the contact below:

Infrastructure Services Division:

Organisation:.....

Postal Address:.....

..... P/code:

Telephone number:..... Fax number:

18. APPENDIX G - PROMOTIONAL PLAN

The promotional plan submitted with tourist signage applications should provide a brief summary of the various elements that your business uses to communicate with the visitor.

It's inclusion with the signage application is to demonstrate to the Infrastructure Services Division that you understand a tourist sign is primarily for directional purposes, not promotional, and that it is the final link in the communication chain with visitors - guiding them to your facility once they have been motivated to visit through other means.

You may submit your promotional plan in any form, but the following is provided as a checklist to assist you in the process.

- o **Name of business**
- o **What means do you use to communicate its operation, facilities etc to the visitor?**
- o **Print media advertising**
- o **Brochures**
- o **Electronic media advertising, website, email newsletter etc.**
- o **Direct mail campaigns**
- o **Other means**
- o **Do you advertise in local / regional tourist guides / magazines etc?**
- o **Are the details of your business, including opening hours available to visitors at the nearest accredited Visitor Information Centre?**

Note: please attach samples / examples of the above materials

Please also note: Automatic eligibility may apply if you have already met eligibility criteria from the RTA. Please refer to section 8.4 - Automatic Eligibility on page 19.

19. APPENDIX H - APPLICATION FORM (WHERE COUNCIL IS THE ROAD AUTHORITY)



Tourism, Community & Service Signage Application Form

Completing the application form

To be favourably considered for signposting (where Port Macquarie-Hastings Council is the Road Authority - ie, non-RTA road network), applicants must demonstrate that they meet all the relevant criteria. Please provide as much detail as possible, including documentary evidence and supporting material, to demonstrate that all eligibility criteria are met in all relevant parts of the application form. Generally, simple 'Yes / No' answers are insufficient. Don't feel limited by the space provided on the application form and attach additional pages if required.

If you have any questions about the application process, please contact the Tourism Manager or Infrastructure Services Division at Council on telephone (02) 6581 8111.

Name of attraction / region / area (This will form the basis of the wording on the sign(s) if approved)					
How long have you been operating?					
Street address or location of attraction / region / area. (Please attach a map showing where it is located)					
Address:					
Town/City:	State: NSW	Post Code:			
Postal address or location of attraction / region / area. (If different from above)					
Address:					
Town/City:	State: NSW	Post Code:			
Name and position of applicant					
Name and position of key contact. (If different from above)					
Phone:	Fax:	Mobile:			
Email address:					
Website address: (If applicable)					
Application Fee (Please tick - see reverse side of this form for signs where fees are applicable)					
<input type="radio"/> One sign	\$50.00	<input type="radio"/> Two signs	\$100.00	<input type="radio"/> Three or more signs	\$150.00
How many signs do you require in total? (Please complete one sign template per sign required - see next page)					
Is your establishment a member of the Port Macquarie-Hastings Tourism Association?					
<input type="radio"/> Yes <input type="radio"/> No					
Please sign and date here					
Signed by the applicant:			Date:		
<input type="radio"/> Have you spoken with the Infrastructure Services Division? <input type="radio"/> I have appended sign design(s) using template <input type="radio"/> I have appended a map(s) showing the exact location of each sign <input type="radio"/> I have attached promotional material and other supporting documentation. OR <input type="radio"/> I wish to be considered for automatic eligibility as I can demonstrate that the requirements (as per Guidelines/Policy) have been met.					
OFFICE USE ONLY					
Cashier Code	Receipt No	Date	Amount Paid	Signature	
992					

IMPORTANT INFORMATION

The following signs are exempt from an application fee:

Arts Centres	Churches	Recreation Centres	Swimming Pools	Airports/Aerodomes
Visitor Information Centres	Tourist Information Bays	Public Toilets	Rest Areas	Parking Areas
Emergency Services	National parks	Natural Features	Scenic Lookouts	Tourist Drive and Trails
Conservation Parks	Botanic Gardens	Historic sites/buildings/towns		Non-commercial Tourist Ops

The following signs incur an application fee:

Accommodation Facilities	Caravan & Camping Parks/Areas	Golf Courses	Race Course	Major Institutions (eg universities & State departments)
Schools (including pre-schools and childcare centers)	Commercial Tourist Operations	Wineries catering for Tourists	Service Stations	

SIGNAGE TEMPLATES

The following templates are to be used to design the desired sign(s) for your business / attraction. Please ensure that you are eligible for the type of sign you are requesting. Please feel free to write and draw straight over this piece of paper. Note: The shape and size of the sign may vary depending on the number of characters, symbols etc. but the exact specifications can be fully determined at design time. The finished template(s) should accompany your application and must be consistent with the Guidelines. Please feel free to photocopy more of this page if required. Please note: Signs will be designed to fit the guidelines of this policy.

What type of sign are you requesting? (Please tick just **one**. If you require more than one sign, photocopy this page. Please complete one separate template page per sign required. ie - if you require 4 signs in total, you will need to complete 4 of these pages.)

- Gateway / introductory Sign (Tourist - Brown and White) See Page 7 of Guidelines

- Advance Sign (Tourist - Brown and White) See Page 7 of Guidelines

- Intersection Sign (Tourist - Brown and White) See Page 8 of Guidelines

- Position Sign (Tourist - Brown and White) See Page 8 of Guidelines

- Reassurance Sign (Tourist - Brown and White) See Page 8 of Guidelines

- Route Marker (Tourist - Brown and White) See Page 9 of Guidelines

- Temporary Sign (Tourist - Brown and White) See Page 9 of Guidelines

- Advance Sign (Service - Blue and White) See Page 10 of Guidelines

- Intersection Sign (Service - Blue and White) See Page 11 of Guidelines

- Position Sign (Service - Blue and White) See Page 11 of Guidelines

Where is the precise location you would you like this sign to be located?

Description of location - street (or streets intersection - attach map if necessary):

.....

Town, village or locality: Speed limit at point of proposed sign:

Remember - You can write and draw your requested wording straight onto **one** of the templates below but if you require more than one sign, please photocopy this page and complete one sign request per page. Please also feel free to draw the approved symbols. (As explained and illustrated in Section 6.2.1 – Symbols on Page 15 of Guidelines)

