

POLICY FOR TOURISM, COMMUNITY AND SERVICE SIGNAGE



**PORT MACQUARIE
HASTINGS**



“Leading the way to better signage”

1.0 PURPOSE OF POLICY

The purpose of this Policy is to meet the signage 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 Local Government Area (LGA).

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

2.0 POLICY AREA

This Policy covers all signage proposed within road reserves under the care and control of Council. The Policy also covers directional signage proposed within the Pacific and Oxley Highway road reserves.

3.0 OBJECTIVES

- Establish a cooperative signage process for local government, tourism and community service operators.
- Improve awareness and access to tourist activities and facilities for travellers
- Ensure a high standard of coordinated and complementary directional signage;
- Ensure ease of visitor navigation by using the most effective combination of tourist and services signs, and direction signs.
- Ensure directional signs within road reserves are visually acceptable.
- Rationalise signs to minimise the proliferation of signs through co-operation and consultation with affected sign owners.
- Ensure full cost recovery for applications for Tourist and Community signs.

4.0 SIGN GUIDELINES

This Policy sets out the principal aims, objectives and limitations for provision of directional signs. The Policy must be read in conjunction with the **Guidelines for Tourist, Community and Service Signage 2007**. These guidelines set out in detail the making of applications for various sign types, the various controls, design standards, costs and ongoing responsibilities.

5.0 ROLES AND RESPONSIBILITIES

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) or the Tourist Attraction Signposting Assessment Committee (TASAC), various departments within the Council, the Greater Port Macquarie Tourism Board, tourism organisations and tourism operators. Each group has specific responsibilities in relation to signage.

Details on the roles and responsibilities of the respective groups are set out in Section 3.0 of the Guidelines.

6.0 SIGN TYPES

For the purposes of this Policy four major types of road signs used by visitors to find tourist attractions and facilities in the Hastings, have been identified. These are:

- Tourist Attraction Signs (Brown and white)
- Service Signs (Blue and white)
- Community Facility Signs (Blue and white)
- Advertising Signs (Signs on private property)

A detailed description of these signs together with example designs is provided in Section 4.0 of the Guidelines.

7.0 DESIGN STANDARDS

A high standard of sign design is required to ensure that roadside signage not only communicates effectively with travellers, 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;
- signs do not present a safety hazard.

Signs shall be designed to the appropriate Australian Standard and where applicable the Tourism NSW / Roads & Traffic Authority's Tourism Signing Guidelines.

Design Standard details can be obtained from Section 6.0 of the Guidelines.

8.0 PERMISSABLE SIGNS

The following signs are permitted within the Port Macquarie Hastings LGA;

- **Tourist attraction signs**

- 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

Tourist attraction signs signal commercial and non-commercial tourist establishments and features of tourist interest, which meet the criteria in Section 8.0 of the Guidelines.

- **Service Signs**

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.
- police, hospitals, ambulance & fire brigades

Service signs direct the travelling public to essential and desirable facilities and service businesses.

Service signs signal service establishments and features of service interest, which meet the criteria in Section 8.0 of the Guidelines.

- **Community Facilities Signs**

Community facility signage is for facilities that are essentially community based, even though visitors may use them 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
- major institutions (eg Universities & State Departments)
- schools (including pre-schools & child care centres)

Community Service signs signal community service establishments and features of tourist interest, which meet the criteria in Section 8.0 of the Guidelines.

- **As of Rights Signs**

The following signs do not require approval from Council:

- any sign or notice erected by a public authority;
- 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.

- **Advertising Signs**

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

Development consent is required for this type of signage on private land.

9.0 PROHIBITED SIGNS

All signage placed within the road reserve without the approval of Council or the relevant Authority 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.

10.0 APPLICATIONS

Council must approve proposals on regional and local roads for any of the four sign types described in Section 6.0 of this Policy. Applicants should note some applications might require the approval of more than one Authority. For example signage on the Pacific & Oxley Highways will require the approval of Council, the Roads & Traffic Authority and the Tourist Attraction Signposting Assessment Committee (TASAC).

Applications must be made on the standard application form together with other supporting information required by the Guidelines.

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 co-operative signage scheme should be considered; or
- additional information is required.

Details in relation to how to make applications and to whom an application should be submitted are provided in Section 10.0 of the Guidelines.

11.0 PERMITS ,COSTS AND ONGOING MAINTENANCE

When Council receives an application, Council or its representative shall determine the eligibility. If eligible, the applicant will be advised of the total cost including sign design, construction, installation, permit fees and on-going maintenance.

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

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.

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

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.

Council shall keep and maintain a Register for all sign applications to be submitted to Council as covered by this Policy. Details in relation to costs, ownership, permit period, installation and maintenance is provided in Section 7.0 of the Guideline.