

Our Vision

Nambucca Valley ~ Living at its best

Our Mission Statement

'The Nambucca Valley will value and protect its natural environment, maintain its assets and infrastructure and develop opportunities for its people.'

1.0 Policy objective

Council shall not approve non-Council directional or information signs on public/crown land under its custodian (including road reserves). Applicants seeking approval for the erection of private information signage shall be advised to seek sites located on private property.

Council shall rationalise signage on public/crown land to minimise the proliferation of signs by restricting directional signage to genuine tourist destinations, sporting facilities, education facilities and accommodation providers, signage in information bays, tourist trail signage inside and outside of town boundaries, and signage to emergency/health facilities in accordance with the Tourist, Service and Community Facilities Signage Guidelines.

To minimise local directional signs at major intersections and permit only one sign to be erected for the purpose of providing tourist information.

2.0 Policy Statement

Council recognises the importance of developing and maintaining a network of consistent signage within the Valley. Consistent signage benefits local business, the community and visitors alike. Uncontrolled signage, on the other hand, has a negative impact on the experience of both residents and visitors to the Valley. Excessive and inappropriate signage detracts from the cultural heritage, environmental values, and residential amenity of the Nambucca Valley.

The primary purpose of directional signage is to assist the community and visitors to locate rural and urban roads with a secondary purpose to locate genuine tourist destinations such as sporting facilities, education facilities and accommodation providers, and signage to emergency/health facilities and services.

Council shall ensure that the rural and urban road signage complies with the Roads Act and Regulations and locality requirements within the Nambucca Local Government Area.

This policy has been developed to:

- Provide a standard for consistent, professional and durable signage throughout the Nambucca Valley for the enhancement of the community and visitors ability to navigate the Valley using consistent directional signage to genuine tourist destinations, sporting facilities, education facilities and accommodation providers, signage in information bays, tourist trail signage inside and outside of town boundaries, and signage to emergency/health facilities.
- The impact of an advertising message is severely reduced if it is in competition with numerous other signs. By reducing visual clutter and ensuring clear readable signage, Council aims to improve the overall effectiveness of signs in the Valley and to positively support a high quality image and streetscape character.

- In the case of 'fingerboard' type signage, a maximum of four (4) signs (including the street name) will be permitted per signpost. The number of signposts per intersection will be strictly controlled by Council. To this extent Council acknowledge that there are a number of posts with more than four fingerboard type signs and that these signs shall maintain existing approval until they require replacement.

The following list prioritises the order in which future approved signs (effective from the adoption of this policy) will be considered at any location:

- a Street name or names on top
- b Community facilities
- c Other establishments in rural areas (ie winery)

Private applicants are required to fund the purchase and installation of their own Council approved signage, as well as the replacement of any damaged or deteriorated private signage. Council shall remove private signage that is redundant or no longer required.

- Council recognises the role of sponsorship advertising in the development of recreational groups and sporting clubs and private business services, but at the same time recognises that the wider community has a right to expect that its open spaces and other areas of the public environment have a limited amount of advertising. To this extent, Council shall permit signage limited to the current style hoop signs with the purchase and installation costs at the applicant's expense. Council shall reserve the right to decline the application based on environmental, safety and sight distance or the sign does not suit the site.



3.0 Related legislation

- Roads Act 1993, Section 162
- Roads (General) Regulation 2008
- AS1742.5 -1997 Uniform Traffic Control Devices Part 5: Street Name and Community Facility Name Signs

4.0 Definitions

AS	- Australian Standard
Council	- Nambucca Valley Council
Ground Based Sign	- a sign permanently attached to the ground on its own supportive structure independent of any building, but not including a pole or pylon sign
LTC	- Local Traffic Committee
Pole or Pylon Sign	- a sign erected on a pole, poles or a pylon independent of any building
Private Road	- a road that runs through private property and is privately owned by a member(s) of the general public
Public Road	- includes roads that are under Council ownership, care, control and management

RMS	- roads and Maritime Services
Sign	- shall have the meaning defined as any graphic, pictorial or written display
TASAC	- Tourist Attractions Signposting Assessment Committee

4.1 Types of signs

For the purposes of this Policy there are three major types of road signs within the Nambucca Valley, identified as follows:

TYPE 1 - ANNEXURE A

Road street and directional signage (road signage in accordance with AS1742.5 -1997) Warning and regularity signage (road signage in accordance with AS1742.2 -1997 Traffic Control Devices for General Use)

TYPE 2 - ANNEXURE B

- Tourist Attraction Signs (Brown and white)
- Service Signs (Blue and white)
- Community Facility Signs (Blue and white) AS1742.5 -1997 Uniform Traffic Control Devices Part 5: Street Name and Community Facility Name Signs
- Guidelines for Tourism, Services and Facilities Signage

TYPE 3 - PRIVATE ADVERTISING SIGNS (Signs on private property)

Advertising on private property is subject to development applications and not encompassed within this policy

5.0 History and Background

With the exception of State Roads, Council is the authority responsible for signage within the Nambucca Local Government Area.

This policy was developed from a resolution of Council 3488/12 ***“That Council develop a policy in relation to the erection of signs on public land”*** emanating from a request to install a school information sign on a road reserve.

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NAMBUCCA VALLEY COUNCIL

ANNEXURE A - TYPE 1 SIGNS

ROAD/STREET DIRECTIONAL WARNING AND REGULARITY SIGNAGE

There are five (5) different types of roadway signs. These include:

- Regulatory signs
- Warning signs
- Information signs
- Miscellaneous signs
- Construction signs (these are generally temporary signs related to construction actions by Council or others)

Regulatory Signs

Council does not approve regulatory speed limits within the Valley; such approval rests with the Roads and Maritime Services (RMS). Council may implement temporary speed limits adjacent to road works from time to time.

Council staff will work with the applicant and gather the pertinent facts for requested changes/additions to regulatory signage. A report may be prepared and submitted to the Local Traffic Committee, who will make a recommendation to RMS.

Regulatory signs include but not limited to; stop signs, give-way signs, school crossings, hospital, pedestrian, handicap parking, loading, speed limit signs, no parking signs, etc.



Warning Signs

Warning signs are used when it is deemed necessary to warn traffic of existing or potentially hazardous conditions on or adjacent to a roadway. This guideline outlines Council's stance on requests for the installation of new signage.

Warning signs will only be considered in the following circumstance and remain subject to budgetary and resource availability constraints:

- Speed Advisory Warning Sign** - In conjunction with another warning sign where geometrics or operating conditions warrant a reduced speed. Generally not to be installed on roads with a classification lower than Collector and only where defined speed is less than 70km/hr on Collector and Sub-Arterial Roads, and less than 100km/hr on Arterial Roads.
- Curve or Turn Warning Sign** - Installed in locations when inadequate sight lines warrant. Installed when a roadway turns at a right angle, or where the defined radii of the curve indicates an 85th percentile speed of less than 40km/hr.
- Blind Driveway Warning Sign** - Installed on collector or arterial roadways where the speed limit is 60km/hr or greater and inadequate sight lines warrant.

- d **Pedestrian, School, School Crossing, and School Bus Stop Warning Signs** - Installation in accordance RMS Guidelines.
- e **Advance Crossing Warning Signs** (Kangaroos, Bicycles, Etc.) - Not installed on <60km/hr roadways. May be installed on collector or arterial roadways with a speed limit of 60km/hr or greater only where a high incidence of the event occurs.
- f **Senior Citizen Warning Signs** - Installed on any street in the vicinity of a senior citizen housing project, nursing home, residential care facility or other locations generating crossings by seniors.
- g **Crest Warning Sign** - Installed in advance of a downgrade where the length percent of grade, horizontal curvature or other physical features require special precautions on the part of drivers and only on roads classed as Collector or higher, unless specific risk assessment warrants.
- h **Stop Ahead, Give Way Ahead, and Signals Ahead Warning Signs** - installed on approaches where the traffic control sign is not continuously visible to the driver.
- i **Chevron Alignment Warning Sign** - Installed to give notice of a sharp change of alignment with the direction of travel, and only on roads classed as Collector or higher, unless specific risk assessment warrants.
- j **No Through Road Warning Signs** - Installed where a roadway terminates in a dead end or where a turn-about is necessary to return to a point of origin.

Examples include:

- Speed advisory warning sign
- Curve or Turn warning sign
- Blind Driveway warning sign
- Pedestrian, school, school crossing, and school bus stop warning signs
- Advance Crossing warning signs (kangaroos, bicycles etc)
- Crest warning signs
- Stop Ahead, Give Way Ahead, Signals ahead warning signs
- Chevron alignment warning sign
- No Through Road warning sign



ANNEXURE B - TYPE 2 SIGNS

TOURIST, SERVICE AND COMMUNITY FACILITIES SIGNAGE GUIDELINES AND APPLICATION FORM

These guidelines are for the provision of signposting to recognised tourist attractions and visitor service facilities throughout the Nambucca Valley.

They have been developed to:

- provide signage standards
- identify who is responsible for provision and maintenance of signage, and
- determine what is necessary to meet the needs of visitors
- limit the size, clutter and inefficiency of uncontrolled and inappropriate signs, which create aesthetic and safety problems, whilst encouraging more effective signs through the adoption of a uniform approach to signage throughout the Valley

APPROVAL

Responsibility for approving information and directional signage depends on the type of road on which the signage is located. The State Government, and specifically the Roads and Maritime Service (RMS) has responsibility for designing and approving the location of signage placed within the road reserve on the motorways, state and regional roads.

Nambucca Valley Council has responsibility for the design and location approval of signage placed within the road reserve on local roads only. The NSW Tourism Attraction Signposting Assessment Committee (TASAC) has developed the Tourist Signposting manual with guidelines for State and Regional roads. Council generally applies these guidelines for local roads also.

Applications for State and Regional roads need to be made direct to TASAC, while local roads must be submitted to Council utilising the TASAC application form. Accommodation providers will need to apply to Council utilising the Accommodation Signage Application form attached and provide evidence of approval as a registered facility such as a Development Application. This signage will only be approved for installation on the closest local road intersection to the facility.

Details about how to obtain these guidelines and about the approval process for informational and directional signs are available on Councils website at www.nambucca.nsw.gov.au or from Council Administration Centre. Facility owners/operators are responsible for getting all necessary approvals and paying all costs involved with information and directional signage.

PERMITS

A Council permit is required for informational/directional signage. These permits grant the right to use the portion of road reserve for a period of 5 (five) years, after which time the appropriateness and efficacy of the sign may be reassessed.

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

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

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

Should Council need to replace or remove a sign, the applicant will be notified in writing 21 days in advance of that action. The need for sign repairs or replacement, for any reason, shall be at the discretion of Council.

The cost for maintaining signs, including damage or vandalism, replacement, reinstatement and/or re-erection will be the responsibility of the owner/operator of the facility to which the sign refers. A sign permit is granted for the original sign-face design. The sign-face cannot be altered in any way. Any alteration to a sign design is subject to a new application, which may or may not require a new sign permit.



Directional signs to Tourist Attractions have white lettering and symbols on a BROWN background.



Directional signs to Tourist Services and Facilities have white lettering or symbols on a BLUE background.

OBJECTIVES

The objectives of these signage guidelines are:

- to encourage the provision of an efficient information system, designed as a 'family' of coordinated and complementary signs throughout the Valley, which meet the requirements of tourism operators and the travelling public
- to ensure a uniform and consistent approach to the design, construction and erection of signs throughout the Valley, with a view to eventually eliminating the proliferation of different types of signs, which are becoming increasingly confusing and ineffective to motorists travelling from one area to another
- to limit the proliferation of road signs to preserve the prime aesthetic values of the landscape and environment
- to encourage the removal of unauthorised or unnecessary signs which:
 - cannot be read effectively
 - threaten road user safety
 - interfere with the message of legitimate signs
 - clutter the landscape
 - reduce the aesthetic and natural beauty of the Valley
- to ensure that, from a road safety point of view, signs incorporate 'glance appreciation' qualities incorporating uniform, elementary shapes and colours, with simple and concise messages using internationally recognised symbols wherever possible. ('glance appreciation' means being able to readily interpret the information on a sign with only a momentary 'glance' by the driver at the prevailing road speed.)

- to ensure that the fundamental purpose of signposting tourist attractions and service facilities is always maintained. It must be remembered that the main purpose of signs is to **confirm** the location of, and **not** advertise, tourist attractions and services
- to rationalise and simplify signage standards, to ensure that all businesses operate under the same controls or restrictions concerning tourist attraction and service facility signs
- to ensure that signs are uniformly used as a means of confirmation for the motorist of tourist attractions and service facilities in a given area
- to ensure that existing signs are properly maintained and continue to project a positive image of the venue and the Valley
- to ensure that the **value** of tourist attraction and service signs are not diminished by ensuring that only those attractions and services that meet the essential criteria are signed
- standards comply with both national and international standards. The signs and associated symbols and colours, therefore, have the advantage of national and international recognition, which benefits local operators and visitors alike and transcends language barriers



Existing signs located at Winifred Street Macksville



Proposed replacement sign board at Winifred Street Macksville

SIGN TYPES

Directional signs for recognised tourist attractions and service facilities should meet the minimum essential criteria. Tourist attraction signs cover such areas as:

- Commercial tourist attractions
- National Parks
- Natural Features
- Wineries that provide tastings and cellar sales (includes Breweries and Distilleries)
- Historic sites and towns
- Aboriginal Heritage
- Scenic or themed Tourist Drives
- Conservation parks/botanic gardens
- Historic sites/buildings/towns
- Scenic lookouts

Tourist attraction signs are only available to establishments recognised as being of significant interest to tourists. Essential criteria has been developed to assess tourist attractions in order to determine whether a tourist attraction sign is recommended.

In order to qualify for tourist attraction or service signage, it is a primary requirement that the core business is based on tourism and has a strong commitment to service visitors. Arts and crafts establishments, nurseries, garden centers, food and produce retail shops and the like are generally not endorsed as a tourist attraction unless they offer a significant value added visitor experience such as having a well known artist in residence, providing demonstrations or tours of premises.

Service Facilities signs cover such areas as:

- Accommodation facilities (including Caravan Parks and Camping Facilities)
- Visitor Information Centres
- Tourist Information Radio

Signs



There are many other service facilities that are signed for motorists in rural areas that are general motorist facilities and for which there are no assessment criteria. These include fuel, airports, cafes, restaurants, golf courses, parking, rest areas, boat ramps etc. Australian Standard symbols exist for all of these facilities and should be used as required.

Tourism signage can occur in a number of forms:

Advance warning - signs provide motorists with advance information on the upcoming tourist attraction or service facility. These signs, showing the name of the attraction, are usually required and placed on high speed roads or where advance warning is necessary for road safety reasons (eg: road bends, blind corners etc).

Intersection signs - are placed at key road intersections to indicate the actual turn off to tourist attractions or service facilities.

Fingerboard signs - are placed at minor road intersections to indicate the turn off to tourist attractions or service facilities.

Position signs - are placed at the actual location of the tourist attraction or service facility. These are generally only used when the facility or attraction is not obvious from the roadside.

Route marker signs - are mainly used for State Tourist Drives and Themed Tourist Routes. The signs are generally placed before and after a major intersection and reinforced by route numbering shields at intervals to reassure motorists that they are still travelling along the designated route.

COLOUR

Signs shall comply with Australian standards for uniform signage, and shall have uniform colour coding so that road users can instantly recognise the type of sign and information offered wherever they travel in the Valley. For example:

- all tourist service signs must have white lettering and symbols on a blue background
- all tourist attraction signs must have white lettering and symbols on a brown background

WORDING

Signs should generally display a clear, accurate and succinct message, which is simple and easy to read and comprehend. Signs are most effective when they are well designed and clearly legible, both at a distance and at the prevailing road speed in accordance with the Australian Standard. This way signs become much more consistent and user friendly.

The size of lettering on signs is most important. Having standard lettering sizes (and styles) on all signs minimises the confusion and ultimately provides signs that are consistently easier to read.

SYMBOLS

The use of Australian Standard and other internationally recognised symbols indicating tourist service facilities and tourist attractions shall be used. Australian Standard and International symbols are used by all authorities throughout Australia. They are uniform in design and are being adopted universally. They are easily understood at a glance, even by non-English speaking people. This makes signs an effective means of communication for our ever increasing numbers of international visitors.

Distances where practicable to tourist attractions or service facilities shall be included on signs. In many cases, the most important or critical feature of a sign designed to encourage people to visit an attraction or service facility is an indication of the distance required to travel from that point.

SIZE

The optimum size of a sign is dependent on the motorists' ability to interpret the sign from a distance. It is therefore, important that signs are provided of a size and at intervals compatible with the prevailing road speed. Australian standards allow for a number of varying standard sizes for signs, depending upon the sign's location, purpose and speed of approach.

SHAPE

A sign's shape is also an important component in the overall design. Limiting the range of sign shapes to a small number will provide additional consistency and uniformity, which is ultimately far less confusing to the traveller.

LOCATION

It is important that signs are located such that they do not interfere with the safety of all road users. Signs should be carefully positioned such that:

- they do not obstruct a driver's view of the road
- they do not obstruct other traffic or pedestrians
- they do not form a confusing background to normal regulatory traffic signs and signal
- stacking signs is avoided in high use areas. (Where there is a concentration of tourist attractions or service facilities at a particular turn-off, it may be appropriate to provide information bays in strategic locations)

NUMBER OF PERMISSIBLE SIGNS FOR A BUSINESS

Although it is acknowledged that 'the more signs the better' argument can greatly increase the viability of local businesses, particularly those catering to the visitor and travelling motorist, it must be remembered that tourist attraction and service signs are provided not for advertising purposes but as a traffic management tool to help visitors get off the main road quickly and safely.

To avoid signage proliferation and to ensure commercial equity, each business shall be signed only from the nearest major road, and that confirmation signs be positioned only along the major access routes to the business.

Tourist attraction and service operators should then be encouraged to make maximum use of the area's Visitor Information Centre, roadside information bays and similar outlets to promote the location of their business.

CONSTRUCTION MATERIAL

Council as the road consent authority shall provide the supply and erection of the signage at the cost of the applicant.

Poor methods of construction can cause dangers to road users and pedestrians, particularly if they are low, have sharp edges or are not designed to collapse on impact by a vehicle. It is important therefore that signs throughout the Valley are constructed from similar materials.

PROHIBITED SIGNS

All signage placed within the road reserve without the approval of Council 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
- any sign or bill poster placed within the road reserve (e.g. power or telecommunications poles, existing signage poles etc)

Cultural or political event signage, such as festivals or elections, is permitted for up to two weeks prior to the event and requires removal within one week after the event.

GUIDELINES FOR TOURISM, SERVICES AND FACILITIES SIGNAGE



NAMBUCCA VALLEY COUNCIL



With reference made to:

The NSW state-based 'Tourism Signposting' guidelines.

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Foreword

Signposting within the road reserve is one of the more significant issues within the tourism industry in the Nambucca Valley 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.

Nambucca Valley Council hopes through discussions with the Chamber of Commerce and Tourism Board 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 Valley.

Statement of Intent

The Nambucca Valley 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 Roads and Maritime Services (RMS) and Nambucca Valley Council. Depending on the location of the required tourist, facility or service signs, one or both of these organisations may need to be involved in the application process. This document explains how to make applications and who to contact for each situation.

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 travellers 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 Nambucca Valley Local Government Area and relate only to roads where Council is the Road Authority. If signs are to be placed on major RMS or "classified" roads such as the Pacific Highway, the application process for those particular signs is administered by the RMS directly through the Tourist Attraction Signposting Assessment Committee (TASAC).

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.

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

In addressing this objective, these guidelines aim to:

- emphasise that tourist signage is directional, not promotional (i.e. not for advertising purposes)
- recognise the 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 Visitor Information Centre
- 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
- a seamless transition between signposting on the classified (RMS) and unclassified (Council) road networks.

2 Why have guidelines?

2.1 The need for guidelines

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

Road signs are the final directional link in a communication process between the destination and the traveller – 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 travellers that they are travelling in the right direction;
- Give immediate notice of an attraction or service and facilitate safe access; and
- Direct travellers to sources of tourist information, such as the visitor information centre, information bays, interpretation centres and rest bays.

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 Nambucca Valley
- the adoption and implementation of high quality, uniform tourist and services signage practices throughout the Nambucca Valley
- a clear definition of the roles and responsibilities of all stakeholders, including administrative, financial, implementation and maintenance responsibilities
- the opportunity for the Nambucca Valley Council 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 Nambucca Valley may involve the Roads and Maritime Services (RMS) either directly or through the

Tourist Attraction Signposting Assessment Committee (TASAC), the Tourism Board 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 RMS has established 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.

TASAC is responsible for determining the eligibility of attractions for tourist signposting while the RMS is responsible for determining the design and location of tourist signs. In some cases, due to local circumstances, it might not be possible to install signs for a tourist attraction, notwithstanding the fact that an application has been deemed eligible by TASAC.

Attractions eligible for tourist signposting must be open for casual (i.e. unbooked) visitors for six hours each day and for a minimum of five days per week including both Saturday and Sunday. Attractions must also meet a number of other general and category specific requirements.

Eligibility for tourist signposting is current for five years. After that time operators are required to demonstrate that their attraction continues to satisfy the relevant eligibility criteria.

Applicants are responsible for meeting the costs of tourist signs and related infrastructure associated with their applications and to fund the maintenance of their tourist signs.

Where an attraction is located on the local council's road network tourist signs will only be erected on the state roads where the council agrees to similar signs being erected on their road network, so that road users can be easily directed to tourist attractions once they leave the state road.

The provision of high quality interpretive material at an attraction is a major criterion for selection because it provides the opportunity for visitors to engage with the attraction and understand why it is significant and/or learn more about what is being viewed or experienced. Eligible attractions are able to demonstrate that they have a suite of interpretive material available, such as books or journals, information panels, displays supported by labels or plaques, leaflets or brochures or self-guided tour notes. Not all attractions have all of these things, but to be eligible for signage attractions must demonstrate that they have an appropriate range of high quality interpretive material to enhance the experience of visitors.

3.3 Role of Nambucca Valley Council as the road authority

Nambucca Valley Council is the road authority for signage on roads NOT controlled by the RMS (which is all roads in the Local Government Area other than the Pacific Highway). Council must ensure that the standard of signage enables travellers, 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.

Nambucca Valley Council needs to ensure that all signage conforms to design, construction and safety standards and planning requirements. In addition to the standards, Nambucca Valley 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.

Note: Development consent is required for establishments seeking approval to operate as a tourist facility. A tourist facility is outlined in Council's Local Environmental Plan.

3.3.1 Council's Engineering Services Department

Council's Engineering Services Department maintains responsibility for signage within the road reserve. Types of signage include:

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

Applications for signage to be located within the road reserve are to be made to the Engineering Services Department using the Council application form.

3.3.2 Council's Development, Environment & Community Services Department

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

- business identification signs (the sign is located on the property to which the sign relates);
- real estate signs;
- tourist information signs; and
- 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 Nambucca Valley Council's Local Environment Plan, State Environment Planning Policy, 'Advertising and Signage' and the Nambucca Valley Development Control. Advertising signs are prohibited in some zones. No new advertising signs, (signs that are neither business identification signs nor 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.

3.3.3 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.

An application fee is applicable for all signs (excluding community signage). Fees will be applied in accordance with fees and charges as detailed in the Council Fees and Charges Schedule.

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 Operating Plan.

4 Types of road signs

Overview

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

- 1 Tourist Attraction Signs (*Brown and White*)
- 2 Service Signs (*Blue and White*)
- 3 Community Facilities Signs (*Blue and White*)
- 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). Tourist attraction signs include:

- Commercial/non-commercial tourist operations
- Theme parks
- National Parks
- Natural features
- Conservation parks/botanic gardens
- Wineries catering for tourists
- Galleries
- Historic sites/buildings/towns
- Scenic lookouts
- 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 9 – Eligibility for Tourism Signage. 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 TASAC guidelines.

Cost: With the exception of signs to natural and geographic features, which may be provided by Council or the RMS, Tourist Attraction Signs are paid for by the applicant.

Types of tourist attraction signs

Tourist attraction signs 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)



← (White lettering on a brown background)

← (The addition of this service sign has white symbols and/or lettering on a blue background)

Purpose: Gateway signs erected at or near the entry points of a town or geographic region can also provide travellers 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. 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: Tourist Drives - paid for by Council/RMS
 Tourist Facilities - paid for by the applicant

4.1.2 Advance signs (tourist)

(White lettering on a brown background)



OR



Purpose: Advance signs provide travellers 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.

4.1.3 Intersection signs (tourist)

(White lettering on a brown background)



Purpose: Intersection signs are placed at intersections to indicate the turnoff 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.

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.

4.1.5 Route 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 travellers can be confident that they are still travelling in the right direction.

Cost: Paid for by the applicant.

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.

Cost: Paid for by Council

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 9.6.6 - Seasonal Attractions and temporary signage conditions to wineries are included in Section 9.5.5.

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.

4.2 Services signs

(White lettering on a blue background)



Service signs, with white lettering on a blue background, direct travellers 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).

Service signs include those for:

- Accommodation facilities
- Caravan and camping parks/areas
- Visitor information centre
- Tourist information bays
- Service stations
- Public toilets
- Boat ramps
- Rest areas
- Parking areas

Public (state) service signs include:

- Ambulance
- Hospital
- State Emergency Service
- Rural Fire Service

Purpose: Service signs direct the travelling public to essential and desirable facilities and service businesses (as endorsed by the Council as the road authority). Signage will be generic terminology (eg B&B) or rely on symbols.

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.

Types of Business (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 travellers and thus may constitute a traffic hazard.

Cost: Paid for by the applicant, except for signing to non-commercial facilities

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

4.2.3 Position Signs (Service)

(White lettering on a blue background)



(Position signs may also be a smaller single post mounted fingerboard)



(In most cases, it may be more appropriate to include an approved service symbol rather than the name(s) of the establishment(s))



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

Cost: Paid for by the applicant, except for signing to non-commercial facilities.

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
- Sporting facilities
- Golf courses
- Racecourses
- Swimming pools
- Boat ramps
- Airports/aerodromes
- Schools
- Preschools
- Child care centres

Note: Community Facility signs are generally a blade-type sign of extruded construction, featuring a maximum legend height of 100 mm - 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 are 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. Golf Club.

4.4 Advertising Signs



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, Environment and Community Services Department of Council.

Cost: Paid for by the applicant.

(White lettering on a blue background)



Note: Tourist or service signage may be placed in the road reserve upon application where the attraction or service meets TASAC criteria.

Cost: Paid for by the applicant.

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)
- 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
- Any sign or bill poster placed within the road reserve (e.g. power or telecommunications poles, existing signage poles etc.)

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 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

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
- 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 RMS 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 travellers, they should include, where appropriate, an indication of distance. This should be expressed in whole numbers (for example 3 km not 2.9 km and 8 km not 7.5 km 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. 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. Logos may be used on approved Tourist Route signage installed by Council.

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
- They do not heavily impact on visual amenity, particularly in environmentally and visually sensitive locations

In general, Council will follow the guidelines of the RMS's Tourism Signing Guidelines in relation to the location of tourist and service signs.

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 four 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.

7 Festival and Event Temporary Signage

Subject to application, consideration will be given to street banner and pole panel festive or welcome signage in CBD areas.

Purpose: Signage may be permitted where the event is of regional, state or national significance, generating significant economic activity for the Valley or town.

Evidence of consent of Country Energy to install signage on poles is required.

Cost: Paid for by the applicant.

8 Cost, ownership, permit period, installation and maintenance of signs

8.1 Overview

When Council receives an application, Engineering Services Department 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.

8.2 Application Fees

An application fee is applicable for all signs (excluding community signage). Fees will be applied in accordance with fees and charges as detailed in the Nambucca Valley Council Operating 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 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
- 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.

8.3 Ownership

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

8.4 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
- Council needs to resume the land

8.5 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.

8.6 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 Operating Plan. The maintenance fee 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.

9 Eligibility for tourism signage

9.1 Criteria for Tourist Attraction Signage

In order to qualify for tourist attraction signage as set out in Section 4- Types of Road Signs, a tourist attraction (other than a natural feature) must satisfy all of the following essential criteria.

9.2 Essential Criteria

Tourism must clearly be a Core Business Activity of the attraction. In addition, the attraction must:

- a Provide a substantive tourism experience in addition to or as part of any commercial/retail nature of the establishment
- b 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
- c Be open to the public at appropriate times such as week-ends, school holidays etc. depending on the nature of the attraction or business, in accord with TASAC guidelines
- d Be appropriately signed within the property line so that it is easily identifiable by passing travellers
- e Have appropriately trained visitor contact staff

9.3 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.

9.4 Automatic Eligibility

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

9.5 Specific Criteria

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

9.5.1 Golf Courses

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

9.5.2 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 fulfil 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
- More than 30% of the art/craft works on permanent display are of local and/or regional artists/craftspeople.

9.5.3 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.

9.5.4 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
- Where appropriate, provide sampling of the product available as part of the visitor experience.

9.5.5 Wineries

Wineries holding a Vigneron's 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, if only open seasonally.

9.5.6 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, 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
- 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 Visitor Information Centres, through brochures and local advertising.

9.5.7 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.

9.6 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) 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.

9.6.1 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
- Further reassurance signs will be considered only in cases of extreme directional difficulty

9.6.2 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 RMS's Tourism Signposting Manual as a guide.

9.6.3 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)
- Open to the general public (not exclusively for coach tours or other organised groups.)

9.7 Specific Criteria

In addition to the general criteria listed in Section 9.6.3- Criteria for Tourist Accommodation Signage, the following accommodation facilities must satisfy the criteria set out below:

9.7.1 Caravan Parks

Caravan Parks must:

- Provide a mixture of accommodation, powered caravan sites and camping sites
- 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.

9.7.2 Camping areas

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

9.7.3 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
- 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

9.7.4 Farmstays/Host Farms

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

9.7.5 Resorts

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

- 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
- A range of activities conducted by suitably experienced staff are provided in order to extend the holiday experience

10 Eligibility for services signage

10.1 Criteria for Service Signage

In order to qualify for service signage as set out in Section 4.2- Service Signs, 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 9.6- Tourist Accommodation Signage).

Symbols to indicate this type of service can be found in Section 6.2.1- Symbols

10.2 Miscellaneous

Council may 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 or political elections or festivals

11 How to apply for signs

11.1 Overview

This document deals applications for signs on State, Regional and 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 the Engineering Services Department.

Location	Determining Authority	Do this
State Highway maintained by the RMS	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/doingbusinesswithus/downloads/technicalmanuals/touristsignsv4.pdf
All other roads - For tourist or service signs proposed to be located within the road reserve	Nambucca Valley Council	Read this document and commence the application process.

Route markers along a defined tourist route	Tourist Attraction Signposting Assessment Committee (TASAC)	As above.
For advertising signs proposed to be located on private property such as billboards or attraction entrance signs	Nambucca Valley Council – Corporate and Community Services 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 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
- 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:

11.2 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.

11.3 Sign Installation

Nambucca Valley 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.

11.4 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.

12 Rationale

12.1 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.

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.

Council will not offer any incentives to owners of existing signs to encourage them to comply with the guidelines however will seek cooperation from existing sign owners to participate in the aggregation of signage.

12.2 Rationalising Signs

Proliferation of signs, particularly at intersections, is not desirable. Too many signs create visual pollution, can be a safety hazard for travellers 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 13 – Driving Experiences)
- 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.

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.

12.3 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. 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.

13 Driving experiences

13.1 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; and
- 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
- 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.

13.2 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). Endorsement

14 Information/interpretationsigns and services

14.1 Welcome Signs

Promotional pictorial Valley entry or town signs are aimed at providing greater awareness of the Nambucca Valley brand through the use of images and a short message to travellers using the highway. Usually, these billboards are located off the road reserve and do not form part of this application process.

14.2 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. 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. (In this case Nambucca Valley Council)

14.3 Information Bays



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 Nambucca Valley Council.

Signs are positioned in information bays whereby travellers can safely break their journey and be informed / reassured of accommodation and tourism attractions along the route.

Applications will be referred to Council for 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 and consistent with council templates.

Location: Careful consideration should be given to the location, 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 RMS roadside stops or at town entrance welcome signs. Locating information bays in more remote areas may render them vulnerable to vandalism.

Signage 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, but likely to be Council. 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. It is anticipated community groups or service clubs may assume the maintenance of these areas.

14.4 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. Preferably, icons and themes established through Australia's Coastal Wilderness brand toolkit and endorsed by Council, should be incorporated into the signage.

Location: Careful consideration should be given to the sitting 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. It is anticipated community groups or service clubs may assume the maintenance of these areas.

14.5 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.

Applications will be referred to Council for determination.

Location: Location will be negotiated between the applicant and Council.

Cost: Paid for by the applicant or Council.

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15 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 110 km/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, regional tourism organisations or local Visitor Information Centre may also be taken into consideration when assessing the “core” business of a tourism operation in order to determine its eligibility for tourist signage.

Information Bay

A facility provided and maintained by the body who operates it for the free use of travellers and containing tourist information on display boards provided and maintained by the Council other bodies.

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 travellers 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.

Tourism

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

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 apply.

Tourist Drive or Driving Experience

A tourist drive or driving experience may be:

- Geographically based
- Tourist attraction based, for example, "Historic Bridge Trail"
- Thematically based, for example, 'wine trail'
- 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.

16 Appendix B – Principal contacts for signposting

To make an application for a tourist attraction or service sign that is located on a State road (ie, the Pacific Highway) contact:

Tourist Attraction Signposting Assessment Committee (TASAC)
Roads and Maritime Services
Traffic and Transport Directorate
PO Box K198
HAYMARKET NSW 1238

Tel: (02) 9218 3908

Application forms and guidelines are available through the Tourism New South Wales website:
<http://www.RMS.nsw.gov.au/trafficinformation/downloads/touristsignsV2.pdf>

(File size is approximately 2.3 Meg)

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17 Appendix C – Organisation abbreviations

RTO

Regional Tourism Organisation

TASAC

Tourist Attraction Signposting Assessment Committee

RMS

Roads and Maritime Services

NSC

Nambucca Valley Council

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18 Appendix D – Sign permit example (where Council is the road authority)

Permit No.

NOTICE OF DETERMINATION

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 approval date, in accordance with the conditions below.

APPLICANT

LOCATION OF SIGN/S	Street Address
--------------------	----------------

BRIEF DESCRIPTION OF SIGNS (SIGN DESIGN/S TO BE ATTACHED)

CONSENT TO OPERATE

FROM

CONSENT TO LAPSE ON

General conditions

- 1 All signs shall comply with Signposting Standards through the Roads and Maritime Services for construction and installation and shall satisfy technical requirements for legend style and size and other sign face elements.
- 2 Signs shall be installed at the above location(s) in accordance with the Nambucca Valley Council and normal safe working practices having regard at all times for the safety of road users and property.
- 3 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.
4. 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.
- 5 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.
- 6 The applicant shall, at no time, alter the approved sign face design, without referral to the authorised officer of the road authority.
- 7 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.
- 8 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.
- 9 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

- 10 Unprotect document, delete this field then insert conditions

Sign off

FOR NAMBUCCA VALLEY COUNCIL

Applicant Agreement

The applicant is to complete, sign and forward a copy to the Engineering Services Department.

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
- The road authority needs to resume the land

Signed

Date

Please note that this permit is not valid until it has been signed by the applicant and returned to Nambucca Valley Council.

Organisation

Postal Address

Suburb

Postcode

Telephone

Fax

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19 Appendix E – Sample Application form (where Council is the road authority)

1	Applicant details
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Name and position	Full name		
Registered address	Street or PO		
	Suburb		Postcode
Daytime contact details	Phone		Fax
Email Address			

2	Signage details
----------	------------------------

Name of attraction/region/area	
How long have you been operating?	
Location of signs (please provide a map showing the exact locations)	
No. signs required (please complete one sign template per sign required)	

3	Application checklist
----------	------------------------------

<p>Please tick applicable boxes below to confirm that you have met Council's requirements. Please lodge any relevant copies with the completed application form.</p>	<input type="checkbox"/> I have spoken with the Engineering Services Department <input type="checkbox"/> I have attached sign design/s using templates <input type="checkbox"/> I have attached a map/s showing the exact location of each sign <input type="checkbox"/> I have attached promotional material and other supporting <input type="checkbox"/> I wish to be considered for automatic eligibility as I can demonstrate that RMS Standards have been met
--	---

Applicant declaration

I declare that to the best of my knowledge the information provided in this application is accurate and correct. I understand that under the Government Information (Public Access) Act 2009 details contained on this application, including my name and address, will become publicly available.

Signature of applicant		Date	/ /
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Privacy & Personal Information Protection Notice	Purpose of collection: To register or modify a premises Intended recipients: Council staff and approved contractors of NSC Supply: required for the regulation of registered premises Access/ Correction: Council staff or <i>Government Information (Public Access) Act 2009</i> requests Storage: Council's record management systems and archives.
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20 Appendix F – Sign Templates

The following templates can be used as a guide 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 set out in this publication. Please feel free to photocopy more of these pages 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, please use the following template page(s) - photocopy this page if necessary. 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.)

Sign type	Description	Refer To
<input type="checkbox"/> Gateway/introductory Sign	(Tourist - Brown and White).	Section 4.1.1
<input type="checkbox"/> Advance Sign	(Tourist - Brown and White)	Section 4.1.2
<input type="checkbox"/> Intersection Sign	(Tourist - Brown and White)	Section 4.1.3
<input type="checkbox"/> Position Sign	(Tourist - Brown and White)	Section 4.1.4
<input type="checkbox"/> Reassurance Sign	(Tourist - Brown and White)	Section 4.1.5
<input type="checkbox"/> Route Marker	(Tourist - Brown and White)	Section 4.1.6
<input type="checkbox"/> Temporary Sign	(Tourist - Brown and White)	Section 4.1.7
<input type="checkbox"/> Advance Sign	(Service - Blue and White)	Section 4.2.1
<input type="checkbox"/> Intersection Sign	(Service - Blue and White)	Section 4.2.2
<input type="checkbox"/> Position Sign	(Service - Blue and White)	Section 4.2.3

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 draw freehand approved symbols. (As explained and illustrated in Section 6.1.1 Symbols)

