Policy 4.05 Signage

Scope
This policy and procedure manual encompasses the processes implemented to manage the implementation of tourism, services and facility signage across the Bega Valley Shire. This Policy covers signage proposed within reserves under the care and control of Council. The Policy also covers directional signage proposed within the Princes and Snowy Mountains Highway road reserves.

Purpose
- To clearly indicate street names, directions to local businesses, sporting facilities, community attractions and beaches for the benefit and safety of residents and visitors.
- Establish a cooperative signage process for local government, tourism and community service operators.
- Improve awareness and access to tourist activities and facilities for travelers.
- Ensure a high standard of coordinated and complementary directional signage.
- Ensure ease of visitor navigation by using the most effective combination of tourist, services and facilities signs and direction signs.
- Ensure directional signs within road reserves are visually acceptable.
- Rationalise signs to minimise the proliferation of signs through cooperation and consultation with affected sign owners.
- Ensure full cost recovery for applications for tourist and community signs.

Definitions
For the purposes of this Policy four major types of road signs used by visitors to find tourist attractions and facilities in the Bega Valley, have been identified. These are:
- Tourist Attraction Signs (Brown and white)
- Service Signs (Blue and white)
- Community Facility Signs (Blue and white)
- Advertising Signs (Signs on private property)
The following signs are permitted within the Bega Valley Shire LGA;

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

Tourist attraction signs signal commercial and non-commercial tourist establishments and features of tourist interest.

**Service Signs**
Service signs include those for:
- accommodation facilities;
- caravan and camping parks/areas
- visitor information centre;
- tourist information bays;
- service stations;
- public toilets;
- rest areas;
- parking areas; and
- police, hospitals, ambulance & fire brigades

Service signs direct the travelling public to essential and desirable facilities and service businesses. Service signs signal service establishments and features of service interest.

**Community Facilities Signs**
Community facility signage is for facilities that are essentially community based, even though visitors may use them and, in some cases, attract visitors in their own right. These include:
- Council buildings and facilities
- arts centres;
- churches;
- recreation centres;
- golf courses;
- racetracks;

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• swimming pools; and
• airports / aerodromes
• major institutions (e.g. Universities & State Departments)
• schools (including pre-schools & child care centres)

Community Service signs signal community service establishments and features of tourist interest.

"As of Rights" Signs
The following signs do not require approval from Council:

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

Advertising Signs
The proliferation of advertising signage detracts from the environment, adversely affecting the scenic values the region is known for. Advertising signs on private land are generally sought to promote individuals. Development consent is required for this type of signage on private land.

Prohibited Signs
All signage placed within the road reserve without the approval of Council or the relevant Authority is prohibited.

This includes:

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

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.
Legislative requirements
Nil

Policy Statement
Bega Valley Council will address the matter of ‘Signs’ in a systematic manner by:

- Adhering to all relevant legislative requirements by maintaining a high standard of sign design to ensure that roadside signage communicates effectively with travelers and meets safety, aesthetic and environmental considerations.
- Applying relevant technical standards for design, manufacture and installation of signage.
- Presenting signs in a consistent colour and shape to facilitate recognition. A combination of numbers, words and symbols is used to optimise information retention and comprehension.
- Ensuring signs do not present a safety hazard.
- Ensuring all signs are designed to the appropriate Australian Standard and where applicable the Tourism NSW/Roads and Maritime Services Tourism Signing Guidelines.
- Minimising local directional signs at major intersections and permitting only one sign to be erected for the purpose of providing tourist information. A second or subsequent sign may be erected if Council considers it reasonable and essential for the information of residents and visitors.
- Including all community, accommodation and shopping facilities in signage using generic language without specifying the name of the establishment.
- Ensuring that tourist signposting cascades down from the State Government, which has responsibility for signing state roads such as the Princes 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 Bega Valley may involve Roads and Maritime Services (RMS) or the Tourist Attraction Signposting Assessment Committee (TASAC), various departments within the Council, the Sapphire Coast Tourism Board, tourism organisations and tourism operators. Each group has specific responsibilities in relation to signage.
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Policy Version Control

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Procedures, guidelines and supporting documents

4.05.1 Beach Signage
4.05.2 Beach signs priority listing
4.05.3 Signs on buildings
4.05.4 BVSC Signage Guidelines 2010

Related BVSC policies

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Note: Policy details may change prior to review date due to legislative changes. For the most up-to-date version please refer to Council’s website www.bega.valley.nsw.gov.au