

Bega Valley Shire Signage Strategy



The Bega Valley Shire Council acknowledges the Traditional Custodians of the lands and waters of the shire, the people of the Yuin nations, and show our respect to elders past, present and emerging.

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Related legislation

- AS/NZS 2416 & AS 2342

Related policies

- Policy 4.10 Lands under Council jurisdiction; Procedure 4.10.6 Road Naming
- Policy 6.03 Risk Management and Insurance; Procedure 6.03.04 Signs as remote supervision

Other related information

- Transport for NSW traffic sign guidance: <https://roads-waterways.transport.nsw.gov.au/cgi-bin/index.cgi?action=searchtrafficsigns.form>

Introduction

The Bega Valley Shire is located at the south-eastern corner of New South Wales, half-way between Australia's two largest cities, Sydney and Melbourne and three hours' drive from the nation's capital, Canberra. At over 6,200 km², the shire is the largest local government area in coastal NSW and has the longest coastline, stretching 225-kilometres forming the beautiful Sapphire Coast, the heart of Australia's Coastal Wilderness.

From the rolling hills, to the untouched wilderness and coastal reserves, the shire's combination of natural beauty, temperate climate and its range of towns, villages and recreational opportunities have attracted visitors and new residents for many years.

The Yuin people are the traditional custodians of the land. Ancient stories, ceremonies, special places and sacred objects are embedded in the landscapes, trees, hills and waterways of the shire, and form the basis of traditional lore, custom, spiritual connection and custodial obligations.

With increasing visitor numbers and a population of 35,000 dispersed across 12 villages, 4 major towns and a vast rural area, signage is a crucial part of creating a positive and consistent experience for residents and visitors alike, and directing both locals and visitors throughout the shire.

Improved signage across the shire will deliver a positive experience for visitors and foster pride within our communities.

Purpose

Signage should be friendly and engaging, informative, and enable people to navigate safely and easily from place to place.

This signage strategy has been developed to:

- create a positive environment for users of public land, including reducing visual pollution and improving visual amenity
- ensure all Council signage is cohesive and consistent
- maintain the integrity of the Council brand
- ensure a consistent process to create, install, maintain and replace signage
- ensure signage meets all relevant standards and legislative imperatives.

Signage categories

Council signs can be categorised by the following six signage categories:

1. Warning/regulatory and facility signs (public use and safety, prohibition and signs used as remote supervision)
2. Corporate signage
3. Community signage
 - Community-led
 - Council-led
4. Locality, street and bridge signage
5. Non-Council signage
6. Other

Each category has a different purpose and style to ensure it meets the requirements of that category.

1. Warning/regulatory and facility signs (public use and safety, prohibition and signs used as remote supervision)

These have legislative requirements/implications and templates must be followed to ensure Council meets its legal obligations. Icons and symbols are a key part of these signs. All warning signage safety symbols must be consistent with the relevant standard including AS/NZS 2416 & AS 2342. An icon library has been developed to ensure consistency on all warning signs.

- Beach signs
- Playground and parklands, sportsgrounds, natural areas signs
- Rock signs
- Boat ramps
- Wharves and jetties
- Water safety at Council recreational assets (consistent with AS/NZS 2416 – Water safety signs and beach safety standard)
- Compliance (including PCA signage, no camping, no shooting, Council property, security/CCTV, etc)
- Dog control
- Waste management
- Community information / warning signs (for example, bushfire risk)

Example signs

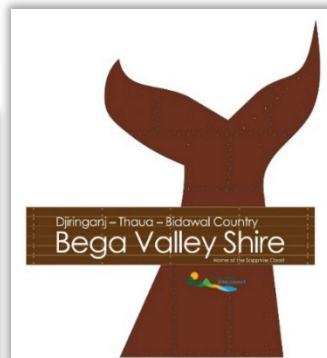
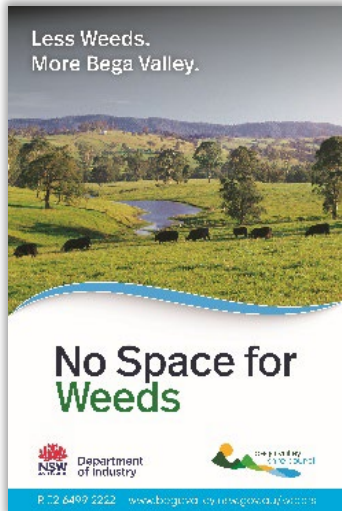


2. Corporate signage

Corporate signs are those outside of our Council facilities and worksites, or advising the community of upcoming projects/works (for example, replacement of a toilet block, decommissioning an asset, etc). They can be permanent or temporary. They provide an important opportunity for Council to showcase our brand and professionalism, and to engage with the community. They should all have clear Council branding that aligns with our visual style guide, noting some bespoke signage may be created within the brand to support community engagement.

- Council building and facility signage (including waste facilities, depots, childcare centres, BVCCC, libraries, gallery, halls, pools, etc). Note: Gallery, Library and BVCCC have own logo/brand
- Public facility naming/entry signs (for example, Bega Sporting Complex, Ford Park Courts, cemeteries, halls, Littleton Gardens, etc)
- Vehicle decals
- Fish cleaning, boat ramps, etc
- Community assets and wayfinding (for example, Lake Street path and Tathra-Kalaru shared path signage)
- Parking signs (for Council parking spaces)
- Temporary project signs (for example, Cobargo toilet block rebuild and Merimbula Boardwalk community engagement)
- Asset closures/repairs
- Project, informational or printed barrier shade cloth / mesh signage at building/construction sites (excluding legislated signage which is the responsibility of the principal contractor)
- Signage to support community engagement (for example, Weeds signage)
- Shire entry signs – these provide a sense of arrival and provide an opportunity to welcome visitors to our shire. They should reflect the character of our shire, the traditional owners of the lands, and include the Council logo. Consultation with the community and Local Aboriginal Land Council will be required when these signs need to be updated (approx 2029 at the earliest, pending wear and tear and based on a minimum 10 year lifespan, noting it may be longer) to incorporate culture and language in an appropriate way.

Example signs



3. Community signage

These signs help tell a story and contribute to the sense of character of a town, locality or place.

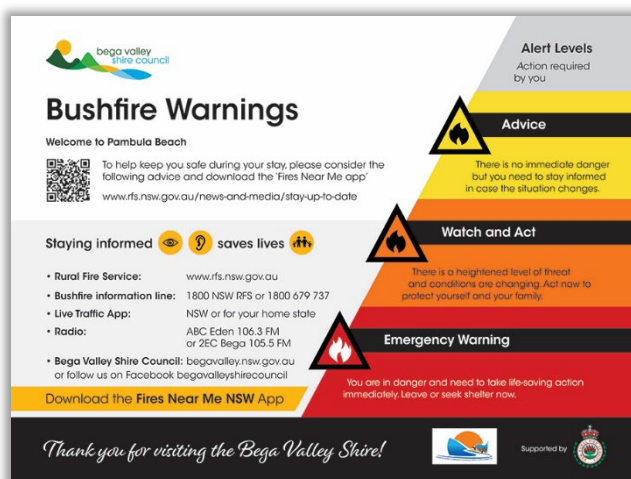
Community-led

- Community-led town welcome signs – these provide a sense of arrival and provide an opportunity to welcome visitors to each town. They should reflect the character of each town (i.e. coastal or rural, etc) and should include the Council logo subject to relevant approvals. Consideration should be given to dual-naming, in consultation with the Local Aboriginal Land Councils and other Aboriginal representatives.
- Other – other signs like interpretative signs, the fire danger signs erected at Pambula Beach and 'Adopt a road' signs will be considered on a case by case basis and any design should fit within the overall direction and objectives of this signage strategy. These signs provide another opportunity to add to the visitor experience and enable important information to be shared with visitors at high-use areas.

The 'sign placement' principles should be considered when proposing, approving and installing any community-led signs.

Community Groups wishing to install a permanent sign on public land should submit their application through the Community project proposal process. Any signage to be erected by the community, including temporary signs (such as those promoting a community event), must also comply with the Public Use of Land process.

Example signs



Council-led

- Interpretive signs (as part of a Council-led project) – these should include the Council logo but are intended to have a softer, more natural look and feel as the information they convey is not Council information. Consideration should be given to dual-naming of geographical features or cultural attractions where appropriate.

Example signs

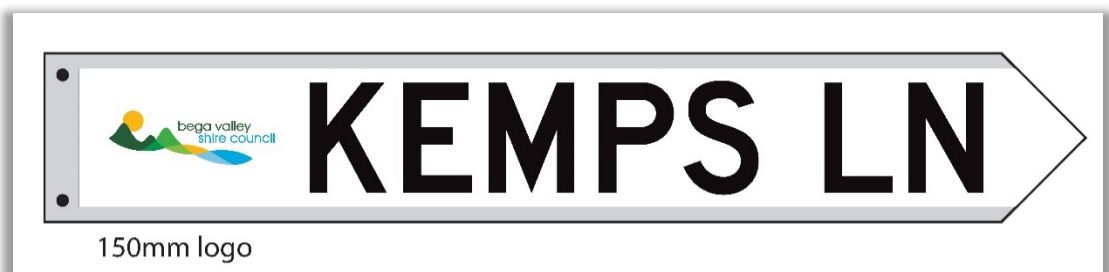


4. Locality, street and bridge signage

- Town/locality name signs – these will be consistent across the shire, and have a simple design including the Council logo and town name, with a set font, size and layout. Consideration will be given to whether a town/locality sign is needed if a town entry/welcome sign already exists.
- Street signs – these will be consistent across the shire. Due to signage size, a new design will be considered without a logo and/or with one or more of our corporate colours to help make the signs accessible. All street signs should follow the same design, font and layout.
- Bridge signs – these will include two lines of text only including bridge name and river name. All bridge signs must follow the same layout/font.

Out of scope: Traffic signs, including speed limit, road closed and road safety signs (e.g. recommended speeds for corners, road closed due to flooding, etc) are governed by Transport for NSW (TfNSW) and as such, are out of scope of this strategy. More information is available on the TfNSW website at <https://roads-waterways.transport.nsw.gov.au/cgi-bin/index.cgi?action=searchtrafficsigns.form>

Example signs



5. Non-Council signage

From time to time, the state or federal government will request a sign be installed to inform the community of a project with state or federal funding. This is usually governed by the funding deed with little or no input from Council. Where possible, project managers should seek approval to co-brand these signs, including the Council logo. The 'sign placement' principles should also be considered for these signs.

Community Groups wishing to install a permanent sign on public land should submit their application through the Community project proposal process. Any signage to be erected by the community, including temporary signs (such as those promoting a community event), must also comply with the Public Use of Land process. More information is provided under sign category 3: Community signage.

Example signs



6. Other

If there is a need for a sign that doesn't fit within these categories, the Web and Design Officer in the Communication and Engagement team will design a bespoke solution that aligns with this strategy and, if it may be applicable for additional signs in the future, will be incorporated into this strategy.

Example signs



Out of scope

- Temporary signage in the road reserves or on Council owned or managed land is managed through the Use of Public Land guidelines/process
- Traffic signage as governed by Transport for NSW
- National park signs, highways, blue and white signs, brown and white tourist signs, etc
- Business signage (covered by Use of Public Land process)
- Parking signs
- Parking fines
- Compliance stickers

Sign placement / replacement

Placement

Placement must be considered for every sign, including temporary signage. In general, signage should be located to:

- promote readability
- add to the amenity of the area
- minimise multiple signs in the same location
- not cause interference when entering or exiting a vehicle
- not protrude onto a footpath, roadway or other access
- avoid visual and physical distractions
- not to be obscured by vegetation.

Key considerations for sign placement include:

- Are there other signs at the same location that could be combined into one sign?
 - o If not, can the new sign be affixed to an existing sign pole?
- Will the addition of a new sign make the space look cluttered or confusing?
- Is it visible?
- Does it add to the visual amenity of the area?
- If the signage is used to warn of hazards, is it suitably located/situated to provide advice to users of the amenity before they encounter the hazard?
- Is there a legislative requirement covering its placement and has it been adhered to?
- For Council signs, is it placed on a Council asset? Generally, Council is limited to placing signage on our own assets unless we have express permission from the owner.

Replacement principles

To minimise cost and time implications, the new templates included within this strategy will be rolled out progressively over time in line with the following principles.

- Update existing signs to the new design/template when they reach their natural end of life or need replacing due to damage or new information.
- Consider whether multiple existing signs can be merged into one.
- Consider the ease of replacement of signs before installing or replacing a sign.
- Consider the cost of maintenance/replacement of new signs, particularly way finding and interpretative signs.

Materials

Materials need to be durable, cost effective and consistent across the shire, with a projected lifespan of 10-15 years pending unexpected wear and tear and vandalism.

If creating wayfinding or interpretative signage as part of a project, ensure sufficient funds are available for production and installation before they are designed.

Roles and responsibilities

BVSC section	Roles/responsibilities
Communication and Engagement Team	Design all signs and oversee/approve artwork for signs developed as part of a project (for example, wayfinding and interpretative signs), except street names, bridge signs and PCA signage that use existing, approved templates Approve any proposed changes to existing templates
Project managers	Ensure sufficient budget for design, production and installation of all signage If signage is developed by an external contractor: <ul style="list-style-type: none"> - seek Communication and Engagement approval of all signs, even if using approved templates - seek Communication and Engagement Manager approval of any proposed changes to existing templates - ensure that Council owns the copyright and all design files are provided to the Communication and Engagement team Provide a minimum of three weeks' notice for any signs to be developed in-house Save final copies of sign artwork into CM9 to comply with Council's record keeping responsibilities
Procurement	Manage design/production of street signs, bridge signs and simple depot signs within agreed templates Seek Communication and Engagement Team approval before making any alterations to agreed templates
Managers	In conjunction with the Communication and Engagement Manager, review and approve all signs that fall within their remit (except street signs, bridge signs and PCA signs that use existing and approved templates) Approve sign placement and/or replacement

Process

The flowchart at **Attachment A** outlines the process for the development and approval of temporary and permanent signage.

Process

1. Is a sign required? If yes, why?
 - a. Is it a new facility/project/activity?
 - b. Does an old sign need replacing?
 - c. Is there a site hazard or issue that needs to be communicated? (Refer to Risk Management and Insurance Policy 6.03 - Procedure 6.03.04 Signs as remote supervision)
2. Which sign category does it fall under?
3. Has the language and content been reviewed to ensure it is accessible, written in plain English (pending specific legislative requirements) and isn't offensive or discriminatory (for example, service dogs may be allowed in locations where general pets are not)?
4. Are there other signs at the site already? If so, can we create one new sign to cover all detail?
5. How will the sign be mounted? This will affect the sign layout/design.
6. Where will the sign be placed? Does it need to be double sided or will the sign only be visible from one direction?
7. Do you need to consult with stakeholders or state or federal agencies?
8. Email the Web and Design Officer in the Communication and Engagement Team to request a sign be designed (minimum 3 weeks, pending complexity). Exceptions:
 - a. Street and bridge signs – these can be facilitated by Procurement, using the approved templates. Any changes to the template must be approved by the Communication and Engagement Manager.
 - b. If signage is being developed by a contractor as part of a project, Communication and Engagement must be engaged to provide templates/guidelines, review drafts and approve final signage.
 - c. PCA signs – these can be managed by the business area as they use an approved template. Any changes to the template must be developed and approved by Communication and Engagement.
 - d. If a new icon is required for a warning or regulatory sign, please make a request to the Web and Design Officer in the Communication and Engagement team.
9. What approvals do you need?
 - a. All signs must be approved by the Communication and Engagement Manager and the relevant business area manager.
 - b. Are there any external stakeholders or state/federal agencies who need to review/approve the sign?
10. Once the sign design is approved, arrange production and installation following the principles in this strategy.

Data management

All Council-led signs must be recorded in Council's Asset Register. The works team is required to input details into the Review platform when a sign is installed or replaced, which is then fed into the Asset Register.

The icon library for warning/regulatory signs, as well as sign template and artwork files, is stored by the Communication and Engagement team and must not be accessed without permission from the web and graphic design officer. Project Managers are responsible for saving final print ready sign artwork into Council's official record keeping system within their project folders.

Design/template considerations

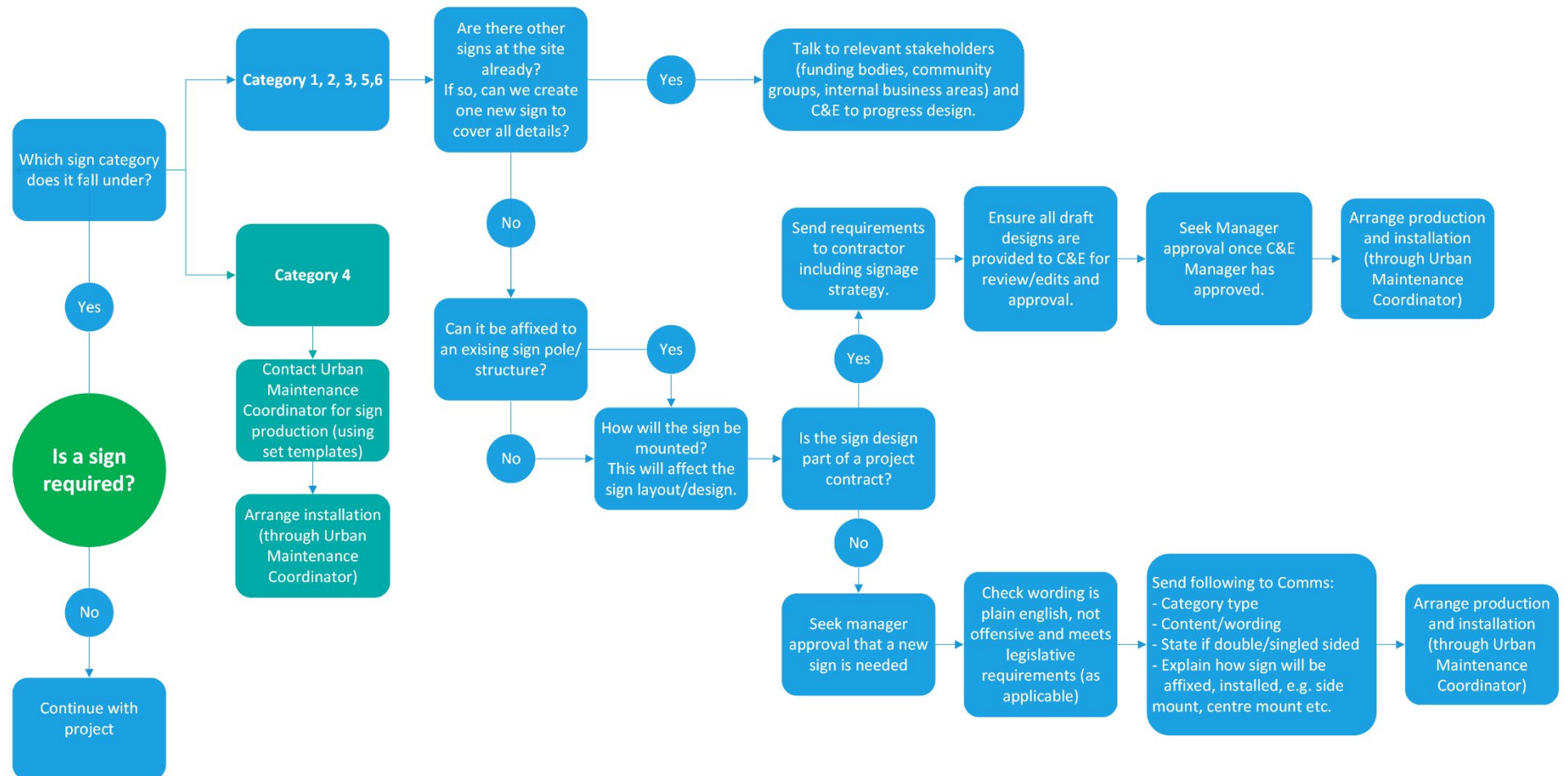
Consideration of which signs needs to be place specific (that is, include location details) and how these can be allowed for within a template will be considered in the development of templates and signage layouts.

Accessibility, including colour contrast and font size will be considered for all signage and wayfinding layouts/templates, including public facing signage and signage within Council premises.

Universally accepted icons will be used whenever possible to improve recognition and ensure broad understanding.

If signage is developed by an external contractor, the project manager must ensure that Council owns the copyright and all design files are provided to the Communication and Engagement team.

Attachment A: Process flowchart



Document control

Version No.	Date	Details	Author	Reviewer	Approver
1	27 May 2022	Draft for public exhibition	Emily Harrison	Emily Harrison	Emily Harrison
2	1 September 2022	Adopted strategy	Emily Harrison	Emily Harrison	Emily Harrison



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