

POLICY:-	
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Next Policy Review Date:	2024

PROCEDURES/GUIDELINES:-	
Date procedure/guideline was developed;	N/A
Procedure/guideline reference number:	N/A

RESPONSIBILITY:-	
Draft Policy Developed by:	Tourism Manager
Committee/s (if any) consulted in the development of this policy::	Nil
Responsibility for implementation:	Tourism Manager
Responsibility for review of Policy:	Director of Finance and Administration

OBJECTIVE

Provide guidelines for the provision of signs, on a road reserve, to facilities, services and tourist attractions.

Council's intention is to ensure that adequate signposting is provided to guide the public to facilities, services and tourist attractions. Signposting is part of the total information system consisting of signs, maps, brochures, visitor information centres, information bays and the like.

This signposting policy aims to:-

- Enhance road safety and the orderly movement of traffic by providing timely information and reducing erratic movements; and
- Provide a consistent approach to applications for signposting.

BACKGROUND

A large percentage of tourism inflow into the Upper Lachlan Shire arrives via the road network. Council considers that tourism and tourist-related activities depend to an extent on effective and appropriate signposting.

Roads in the Shire fall into one of two categories:-

1. RMS controlled roads – State and Regional Main Roads; and
2. Upper Lachlan Shire Council controlled roads - Local road network.

PRINCIPLES

Signage to tourism facilities is not granted “as of right” and not for promotional purposes. It is only considered and granted by the road authorities on the basis of motorist safety and traffic management principles.

Signage for tourist attractions uses the international convention of white lettering on a brown background, while signing for tourist accommodation and not-for-profit facilities uses white lettering on a blue background.

Tourism signage will not be granted to compensate for a poorly located tourism facility. Selection of a site suitable to capture visitation should be a primary consideration when establishing a tourism business.

TOURISM SIGNPOSTING ON RMS ROADS

Signing for tourist attractions on the RMS controlled road network is permissible according to the guidelines set out in the RMS publication “Tourist Signposting V4.0 2012”.

Application for signposting on the RMS road network is made to the joint RMS / Destination NSW “Tourism Attractions Signing Advisory Committee

(TASAC). TASAC may consult with the local road authority and the local RMS office but its decisions are binding.

TOURISM SIGNPOSTING ON THE LOCAL ROAD NETWORK

The following applies specifically to signage for tourism attractions and services on the local road network within the Upper Lachlan Shire; i.e. those roads under the sole jurisdiction of Council. As a general principle, Council will follow the guidelines set out in the RMS documents “Tourist Signposting V4.0 2012” and “Service Signposting 2010” where appropriate.

An eligible tourism attraction in the townships may be signed at one, or sometimes, two points from its nearest arterial road/s.

To be eligible for tourism facility signing on the local road network a business must:-

- Open for at least five days a week including the weekend and school holidays;
- Offer the public a tourism experience (as opposed to retail) as its core operation;
- Meet all statutory requirements of the State and local authorities;
- Be appropriately signed within its property line and clearly visible to passing motorists;
- Provide detailed navigational advice on collateral marketing and visitor information material;
- Wineries must have a purpose built facility for wine tasting (cellar door);
- Art galleries and craft outlets must either feature a resident artist or craftsman, display a production process or provide more than 50% of their artwork from local / regional artists / craftspeople. All other galleries / craft outlets are considered to be retail in nature and do not qualify for tourism signing; and
- Primary production attractions must display quality interpretive material and / or provide guided tours of the production process.

Tourist attractions opening on a seasonal-only basis are not eligible for permanent signing and are encouraged to use the visitor information sources to communicate with the public.

SIGN LOCATION AND DESIGN

Commercial tourism services (eg motels, hotels, B&Bs, self contained cottages etc) can be signed at one point from their nearest arterial road.

Caravan and camping parks in the townships are eligible for a maximum of two signs from key arterial routes. They must be located no more than 3km from the business. Intermediate signing may be provided using Australian Standard symbols.

Where the most logical point for a tourism service (i.e. accommodation) is at the intersection of a local road and an RMS controlled road, the business may be eligible to be signed at that intersection provided that the actual sign is located in the road reserve of the local road and not the RMS controlled land.

Within the townships, the business must be located within 3 km of the signing point/s. Eligible businesses in rural areas may be signed up to 10km from the signing point/s.

Reference to commercial tourism facilities will usually be made by abbreviated name and the relevant Australian Standard symbol where available.

Signing to tourism facilities more than 1 km distant from the signing point must carry a distance indicator, rounded up to the next whole number.

Signing may not be granted where the location of a tourism business will require extensive trail blazing signing from the nearest arterial route. The exceptions may be attractions attached to historical or unique natural features, which cannot be replicated elsewhere.

The style and size of the sign will be determined by the prevailing speed of traffic and other safety/traffic management considerations, determined by the road authority according to the Australian Standard and relevant traffic engineering standards.

Signing to eligible tourist facilities (i.e attractions and/or services) is limited to two business names at any permissible intersection. This complies with Australian Standard signposting principles as referenced in the RTA document "Tourist Signposting V4.0 2012".

Only symbols complying to Australian Standard AS2342 "Development, testing and implementation of information and safety symbols" and AS 1742 Part 6 "Service and tourist signs for motorists" will be used.

Logos and trademarks are not permitted to be used on tourist signposts. Logos depicting a touring route eg The Gold Trail, may in some instances, be permitted for limited display on a sign face, following satisfactory testing for legibility and comprehension under AS 2342.

SIGNING PROCESS AND MANUFACTURE

Applications for tourist signposting must be submitted in writing to Council's Tourism Manager.

Signing requests will be considered in consultation with Council's Department's of Environment and Planning and Department of Infrastructure where required.

Council is not bound by any timeframe for the installation of tourist signposting.

The proprietor of the establishment requesting a sign will be required to pay a sum equal to Council's final cost of supply and installation. All future maintenance and replacement costs are to be met by the operator.

Damaged, destroyed or faded signs are required to be replaced at the request of the road authority, at the expense of the business proprietor.

If a business fails to continue to meet the conditions of eligibility, any signs will be removed by the road authority and no compensation will be owing.

Applicants will be advised in writing by the Tourism Manager of the progress and outcome of their signage application.

RELATED LEGISLATION AND COUNCIL POLICY AND PROCEDURES

Council will assess and process applications with reference to:-

- RMS Tourist Signposting V4.0 2012;
- RMS Service Signposting 2010;
- RMS Australian Standard Supplement – AS1742 V2.4 Parts 1-15;
- AS2342:1992(R2013) Development, testing and implementation of information and safety symbols;
- AS 1742 V2.4:2016 Manual of Uniform Traffic Devices;
- RMS Guidelines for the Signposting Associated with Accommodation Facilities;
- Local Government Act 1993 (as amended);
- Local Government (General) Regulations 2005;
- Environmental Planning and Assessment (EPA) Act 1979;
- Independent Commission against Corruption Act 1988;
- Work Health and Safety Act 2011;
- NSW State Records Act 1988;
- Government Information (Public Access) Act (GIPA) 2009;
- Code of Conduct for Councillors, staff and delegates of Council;
- Tablelands Regional Community Strategic Plan 2036;
- Upper Lachlan Local Environmental Plan 2010 (LEP 2010);
- Tablelands Destination Development Plan 2020 – 2025;
- Upper Lachlan Destination Action Plan 2020 – 2025;
- Southern NSW Destination Management Plan 2018-2020;
- Upper Lachlan Streetscapes Themes Guide;
- Privacy Management Plan;
- Complaints Management Policy;
- Bribes Gifts and Benefits Policy;
- Grievance Policy; and
- Any other relevant legislation and guidelines as applicable.

VARIATION TO POLICY

Council reserves the right to vary the terms and conditions of this policy.