



Policy

Tourist, Street Name, Community Facility and Service Signs

2021

Information about this document

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Further Document Information and Relationships

Related Legislation	Australian Standard 1742 Tourist Signposting – Roads & Traffic Authority 2003 The Roads Act 1993 – section 162 Roads (General) Regulation 2018 – section 7 The Geographical Names Board – “Guidelines for the Naming of Roads”
Related Policies	
Related Standards, Procedures, Statements, documents	Council approved list of suitable names #DM354461 Council Standard Drawing No R12

Note: Any reference to Legislation will be updated in the Policy as required. See website <http://www.legislation.nsw.gov.au/> for current Acts, Regulations and Environmental Planning Instruments.



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1. Objectives

- 1.1 To provide signage in compliance with legislative requirements
- 1.2 To aid the safe and orderly movement of traffic, pedestrians and cyclists
- 1.3 To see signage as part of a wider Wayfinding network
- 1.4 To provide a signage network that is aesthetically acceptable, clear and consistent
- 1.5 To align signage and wayfinding with Council's Town Centre Master Plans and Access and Movement Strategies
- 1.6 To provide a signage network that is sensitive to the culture and character of the area and Australia

2. Policy statement

2.1. The Policy establishes the framework for:

- a) Applying Wayfinding principle to signage;
- b) Identifying who is responsible for signage within road reserves;
- c) Identifying what type of sign applicants should apply for;
- d) How signage applications are to be assessed;
- e) Road Naming process;
- f) Identifying signage design requirements (i.e. sign face design and locating signage);
- g) Determining what fee's must be paid.

2.2. This Policy focuses specifically on:

- a) Tourist signage;
- b) New street signage and road naming;
- c) Renaming of existing roads;
- d) Guide signs for community facilities and services;
- e) Place names.

2.3. This Policy does not include:

- a) The provision of Regulatory, Warning, Wildlife and Guide signs intended for road design, road safety and traffic regulation.
- b) Signage relating to beaches, parks, swimming pools and reserves. Refer to Signs and Remote Supervision Policy 4.25.
- c) Signage requiring a development application. Such as sandwich boards, billboards, business signage and hoarding signs. Such signage is typically located adjacent to Roads but outside the road reserve. Refer to Council's DCP Chapter B10 – Signage for these situations.

2.4. Signage, relevant to this policy, is to be provided in accordance with the relevant Australian Standards, Austroads, RMS, Geographical Names Board of NSW and legislative requirements, including, but not limited to:

- a) Australian Standards



- AS 1742 series – Manual of Uniform Traffic Control Devices ;
- AS 1743 - Road Signs – Specifications.

b) Austroads

- Guide to Traffic Management Part 10: Traffic Control and Communication Devices;
- Guide to Road Design Part 6A: Paths for Walking and Cycling;
- Bicycle Wayfinding.

c) Roads and Maritime Services

- Supplement to AS 1742, Manual of Uniform Traffic Control Devices parts 1-15;
- Supplement to AS 1743, Road Sign – Specifications;
- Supplement to Austroads Guide to Traffic Management, Part 10: Traffic Control and Communication Devices;
- Tourist Signposting.

d) Geographical Names Board of NSW

- Fact Sheets;
- NSW Place Name Policies;
- NSW Addressing User Manual.

e) Legislation

- Roads Act 1993, Section 162 – Naming of Public Roads;
- Roads Regulation 2018 Section 7 - Procedure for naming roads;
- Geographical Names Act 1966.

2.5. To minimise the potential for signage / visual clutter and wayfinding confusion, the following is recommended:

- a) Undertake road signage audits at least once every 5 years to identify unnecessary signage that can be removed, amended or consolidated.
- b) Consolidate signage where multiple requests are received for common areas.
- c) The following questions should always be asked:
 - Are certain signs really needed?
 - Do they serve any practical function?
 - Can they be read and acted upon by a driver?
 - Can an excessive number of signs be replaced by a smaller number of larger signs that are more rationally designed and located?
 - Is a particular type of sign being used so often for purposes of lesser importance that its value in solving more serious problems is degraded?



3. Wayfinding

3.1. What is Wayfinding

Wayfinding is an interconnected network wide approach to navigation, designed to help people find their way to unfamiliar destinations. It is intended to be a consistent, intuitive and clear approach to directing cars, pedestrians and cyclists and focuses on the questions: Where am I?; Where is my destination?; How can I get there?

Within Wayfinding various navigational elements can be adopted, such as:

- a) Architectural (artwork, landscaping, iconic buildings, lighting, districts);
- b) Digital (google maps, websites, mobile apps, and QR codes);
- c) Signage (street signs, monoliths and totem poles);
- d) Graphics (line markings, paintwork, symbols on footpaths and walls, printed maps);
- e) Personnel (visitor centres, Council Officers, Parking Officers, and Library);
- f) Audible (music, noise, visitor centres, personnel);
- g) Mobility accessible (Braille, handrails, talking digital map systems, pedestrian crossing beeps).

This policy is concerned specifically with digital and signage wayfinding only, as defined under Section 2.1 and excludes signage under Section 2.3.

3.2. Wayfinding principles

To ensure a consistent, intuitive and clear approach to signage the following wayfinding principles are to be encouraged:

- a) Consider your audience: pedestrian, cyclists, locals, visitors;
- b) Consider preferred pathways and access networks;
- c) Minimise the number of signs wherever possible;
- d) Eliminate redundant signage;
- e) Consolidate multiple signs on to one wherever possible;
- f) Utilise existing signage wherever practicably possible;
- g) Utilise existing roadside furniture where appropriate, such as: pay parking machines, bins, light poles, bus stops;
- h) Minimise the number of words on all signs for ease of legibility;
- i) Use appropriate symbols rather than words when appropriate;
- j) Use generic names for facilities on directional signage;



- k) Do not permit advertising signage in the road reserve;
- l) Classify as advertising any directional signage to commercial or community facilities where that signage is not on, or adjacent to, the subject site;
- m) Employ a consistent template to distinguish wayfinding signage from Regulatory, Warning and Guide signs.

3.3. Wayfinding for Pedestrians & Cyclists

To ensure a consistent appropriate approach to pedestrian wayfinding signage refer to the Austroads Guide to Traffic Management Part 10: Traffic Control and Communication Devices, Section 3.

4. Who is responsible for signage within road reserves?

4.1. RMS are responsible for signage on state roads. State roads within BSC include:

- a) RM10: Pacific Motorway;
- b) MR65: Lismore Road;
- c) Hinterland Way.

4.2. Concurrent approval from Byron Shire Council and RMS is required for signage along Classified roads.

Refer to RMS – Road Classification website for a list of Regional and Classified roads and associated maps. Refer also to Appendix 1 to see a map of Regional and Classified roads in Byron Shire.

Regional and Classified Roads with BSC include:

- a) MR545: Ewingsdale Road, Shirley Street, Jonson Street, Bangalow Road and Broken Head Road;
- b) MR689: Gulgan Road, Tweed Street, Brunswick Valley Way;
- c) MR463: Mullumbimby Road, Argyle Street, Burringbar Street (to Dalley Street);
- d) MR679: Tweed Valley Way;
- e) MR65: Granuaille Road.

4.3. Council has been delegated responsibility from RMS for signage along all the remainder of the public road network.

4.4. Council is not responsible for:

- a) Signage within Crown Roads: The Department of Industry is responsible for all works, including signage, within Crown Roads.



- b) Signage within National Parks: The National Parks and Wildlife Service is responsible for all works, including signage, within National Parks.
- c) Signage associated with individual properties.

5. Tourist signposting

5.1. General

The purpose of tourist signposting is to:

- a) Inform visitors of key attractions in Byron Shire;
- b) Direct visitors to key attractions.

Types of tourist attractions may include, but are not limited to:

- a) Townships;
- b) Natural attractions (beaches, waterfalls, rivers);
- c) Heritage sites (indigenous sites, historic sites, museums);
- d) Commercial attractions (distilleries, farms, marinas, markets, skydiving).

Tourist signposting does not include:

- a) The type of community facilities and services listed under Section 7.1;
- b) National Park attractions.

5.2. Assessment process

The process for determining the eligibility of a tourist sign is outlined within the RMS document Tourist Signposting. Within this process the following key steps must be undertaken prior to authorising a tourist sign:

- a) Regional, Classified and State road reserves

For signage within a Regional or Classified road reserve an application form must be submitted in accordance with RMS Tourist Signposting, Chapter 4.

- b) Classified and Council road reserves

For signage within Classified or Council road reserves the following application is to be submitted to Council.

Where signage is proposed to be located within a Classified road reserve documentary evidence must be submitted with the application indicating the facility has been accepted by

For signs listed under Section 5 approval must also be obtained from the Tourist Attraction Signposting Assessment Committee (TSAC) and detailing the level of signage permitted.



Council must verify that the facility to be sign posted is an approved use.

Council should assess the signage request against the Wayfinding Principles outlined in Section 3.2.

5.3. Signage

Tourist signs in NSW are typically brown signs with white writing:



Refer to Section 10 for details on how to design sign faces.

5.4. Fees

For signage on state, classified and regional roads refer to RMS Tourist Signage.

For signage on Council roads:

- a) Signage application fees are to be in accordance with Council's adopted schedule of fees and charges - Road naming in a new subdivision;
- b) Signage installation fees are to be paid by the applicant. Price on application;
- c) Maintenance due to vandalism, fading or similar is to be at the expense of the community facility or service;
- d) Council will provide a quote for the erection of signage and prepayment must be made prior to their installation.

6. Street signage and road naming

6.1 New roads

New street signage, with associated road naming, may be required as part of a new subdivision or to formalise an existing unnamed road. A consistent approach to road naming benefits emergency services, transport and goods and service delivery.

The road naming process is to be in accordance with:

- a) Geographical Names Board (GNB) [Addressing User Manual](#). GNB must be notified of all road naming proposals;
- b) [Roads Regulation 2018, Section 7](#);



- c) Roads Act 1993, Section 162 – Naming of Public Roads.

Where more than one road is being named, a common theme should be chosen. Suggested themes include (but are not limited to):

- a) Poets
- b) Pioneers
- c) Maritime
- d) Aboriginal names
- e) Australian native flora and fauna
- f) Sports
- g) Geographical

Where there is an established theme in the area, new road names within the area should reflect this theme.

6.2 Renaming of Existing Roads

Where an existing street has an existing name an application may be submitted to rename the road in accordance with:

- a) Geographical Names Board (GNB) [Addressing User Manual](#). GNB must be notified of all road naming proposals;
- b) [Roads Regulation 2018, Section 7](#);
- c) Roads Act 1993, Section 162 – Naming of Public Roads.

Where the application is made by a member of the public;

- a) Council must receive an overwhelming majority, written concurrence on the proposed name from owners and residents of the subject road, prior to advertising the proposed change;
- b) The onus for obtaining this concurrence of owners/residents rests with the applicant;
- c) A road name may not be altered if it bears historical, local, regional, indigenous or family significance.

6.3 Signage

Street name signs shall be consistent throughout the Council area and to be in accordance with Councils Street Name Register (DM354461).



6.4 Location

They shall be designed and located in accordance with Council Standard Drawing No R12A.

6.5 Fees

Fees associated with signage applications are to be in accordance with Council's adopted schedule of fees and charges and are to be paid prior to the applications determination.

Fees associated with signage applications are to be paid as follow, in accordance with *Road naming in a new subdivision*:

- a) New Street Signage for new roads to be paid by the applicant;
- b) New Street Signage for an existing unsigned road to be covered by Council;
- c) Renaming of Existing Streets to be paid by the applicant.

Street signage installation fees are to be paid as follows, prior to signage installation:

- a) New Street Signage for new roads to be paid by the applicant;
- b) New Street Signage for an existing unsigned road to be covered by Council;
- c) Renaming of Existing Streets to be paid by the applicant.

7. Community facilities

7.1. General

Community facilities are generally of a non-commercial nature and likely to be sought by a significant number of residents and visitors unfamiliar to the area.

A community facility is not a substitute for a tourist attraction, which is assessed under a different scheme (refer above to Section 5).

Types of community facilities may include, but are not limited to:

- a) Churches and religious institutions;
- b) Civic Centre, Town Halls, Public Offices;



- c) Emergency Services such as Police, Fire Brigade, & Ambulance Stations;
- d) Hospitals;
- e) Shopping centres (not individual commercial establishments);
- f) Sporting and recreational facilities;
- g) Public amenities.

7.2. Signage

Community facilities signs are typically blue signs with white lettering.



Refer to Section 10 for details on how to design sign faces.

7.3. Fees

For signage on state, classified and regional roads refer to RMS Tourist Signage.

For signage on Council roads:

- a) Signage application fees are to be in accordance with Council's adopted schedule of fees and charges - Road naming in a new subdivision;
- b) Signage installation fees are to be paid by the applicant;
- c) Maintenance due to vandalism, fading or similar is to be at the expense of the community facility;
- d) Council will provide a quote for the erection of signage and prepayment must be made prior to their installation.

8. Commercial, event and services signage

8.1. General

Types of commercial facilities may include, but are not limited to:

- a) Individual commercial establishments - Pharmacy, Medical Centre, Physiotherapy;
- b) Motel, Caravan Park, B&B;



- c) Post Offices, service station;
- d) Tertiary institutions;
- e) Breweries, Distilleries;
- f) Events – Splendour in the Grass, Bluesfest, Markets, Sporting Events.

This policy does not address temporary signage associated with temporary events and Traffic Control Plans.

8.2. Signage

Commercial, Event and Service signs are typically blue signs with white lettering.



8.3 Fees

For signage on Council roads:

- a) Signage application fees are to be in accordance with Council's adopted schedule of fees and charges - Road naming in a new subdivision;
- b) Signage installation fees are to be paid by the applicant;
- c) Maintenance due to vandalism, fading or similar is to be at the expense of the commercial facility, event or service;
- d) Council will provide a quote for the erection of signage and prepayment must be made prior to their installation.

For signage on Classified roads RMS concurrence is required and may attract additional fee's. Council has no delegated authority to approve signage on State Roads.

9. Safety mirrors

Safety Mirrors are no longer installed or supported by Council. While they have been used historically industry standard now recognise the risk factors they introduce to the road environment no longer make them recommended.

Due to the convex nature of mirror they are known to distort images making it difficult to judge distances, their efficacy is quickly negated due to dust, algae and vegetation growth over the mirror, they typically require a high level of maintenance to maintain their efficacy



which Council is not able to achieve. Reliance on mirror when pulling out creates a false sense of security.

Rather than installing mirrors alternate measures are recommended that create safer long term solutions. Such measures include applicant relocating or widening driveways, maintaining vegetation and installation of advanced warning signs.

However, public / organisations can install safety / convex mirrors on private property for private / personal. Such works to be at the public / organisations expense. Council accepts no responsibility for the maintenance and upkeep of these mirrors and no liability in the case of an accident.

Prior to the installation of a mirror it is recommended the public / organisation undertake a risk assessment addressing the appropriateness of a mirror as a solution and the proposed mirror location.

10. Signage design details

10.1. Design of sign faces:

The design of sign faces are to be in accordance with:

a) Street Names:

Street name signs shall be designed and located in accordance with Council Standard Drawing No R12A.

b) Tourist, Community facility and Services signage:

- RMS – Tourist Signage;
- Austroads Guide to Traffic Management Part 10 – Traffic Control and Communication Devices;
- RMS Supplement to Austroads Guide to Traffic Management Part 10: Traffic Control and Communication Devices;
- While limited words are permitted symbols are preferred with a maximum of 4 symbols per sign;
- Signage is to include the Council logo where the public facility is owned and/or operated by Council;
- The commercial name of a business eligible will not be included on the sign. For example a Bed and Breakfast owned by ABC will state on the sign the words “Bed & Breakfast”, NOT “ABC Bed & Breakfast”.

10.2. Location and placement of Tourist, Community facilities and service signs:

Approved signage is to be located in accordance with:

a) RMS Tourist Signage;



- b) Austroads Guide to Traffic Management Part 10 – Traffic Control and Communication Devices;
- c) RMS Supplement to Austroads Guide to Traffic Management Part 10: Traffic Control and Communication Devices;
- d) Signage will be installed at a maximum of two locations;
- e) A maximum of 4 signs are to be installed at any intersection.

These signs and associated symbols are to be designed in accordance with the following standards:

- a) RMS - Tourist Signposting;
- b) AS1742.5 - Street names and community facility name signs;
- c) AS1742.6 - Service & Tourist signs for motorists;
- d) Austroads Guide to Traffic Management Part 10 – Traffic Control and Communication Devices.