

Bathurst Region Signage Strategy 2013

Tourism Tier modelled from:

The Tourist Signing Guidelines
Vic Roads
Infrastructure
Community Support Fund
Tourism Victoria

With assistance from:

The Roads & Maritime Service (RMS)
The Tourist Attraction and Signposting Assessment Committee (TASAC)

With reference made to:

The NSW state-based 'Tourism Signposting' guidelines

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INTRODUCTION

Signage is a powerful communication tool that can serve many functions. It is important to help orientate residents and visitors, to and, around the Region so they can easily identify places and landmarks, as well as, provide clear direction to pedestrians and drivers. It can help define where the Region starts and stops through the use of bill boards and town entrance signage. It can assist the central business district operate more efficiently without unnecessary congestion and contribute to road safety.

The Bathurst Region Signage Strategy 2013 has been developed to assist in defining the main principles of the Region's Signage, including the identification of industry standards and legislation that exists in terms of signage, and identification of the current signage used. The Strategy aims to develop a standard for all signage within Bathurst under Bathurst Regional Councils management that adds to the Region's overall identity.

'Place Branding' or 'Destination Branding' through the use of signage, is an important tool in communicating an area's identity to a wider audience of visitors, potential residents and/or investors. Successful place branding will strengthen positive perceptions and correct negative perceptions about the city or region. Branding that is dated, of poor quality or beginning to physically deteriorate will send a strong message in the wrong direction.

Effective town entrance signs need to encapsulate the feel of a town/city which would make visitors want to stop and experience the region for themselves. Directional Signage also helps visitors and local residents navigate through the region using appropriately colour coded, branded and sited signage.

Signage will play an increasingly important role as the Region continues to grow and serve as a premier centre for retail, industrial, cultural, entertainment, tourism and other services.

In essence effective signage ascends to the experience the Bathurst Region has to offer – the experience of a growing, vibrant, innovative place to visit or live.

1.1 Purpose of Strategy

The purpose of the Bathurst Region Signage Strategy 2013 is to:

- Identify the extent and quality of the current signage within the Bathurst Region including existing billboards, town entrance signs, village signs, directional signage, roundabouts and street signage along the entrances to and within the Bathurst CBD;
- Identify relevant and applicable legislative frameworks and other principles which guide the erection, maintenance and site selection of signage;
- Plan for a coordinated approach to update and replace signage within the Bathurst Region; and
- Establish a corporate standard design for signage within the Bathurst Region particularly with regards to colour, size and location of signage.

1.2 Types of signage

The Bathurst Region's suite of signage can be identified as:

1. Main Billboard Regional markers
2. Main Town Entrance Signs
3. Village Identity Signs
4. Street Signs
5. Information Boards
6. Parks and Recreational Reserve Signs
7. Ordinance Signs
8. Tourism Signs
9. Other (Dual Name, Heritage)

This Strategy focuses on Council controlled signs as well as adopting the Tourist Attraction and Signposting Committee (TASAC) standard for tourism signs on Council controlled roads.

1.3 Current situation

The signs within the Bathurst Region currently lack consistency, with some in a state of disrepair. Directional signage is inconsistent, displaying various colour schemes and branding. The Bathurst Regional (Interim) Development Control Plan 2011 acknowledges the commercial and visual importance of the contribution of signage and directional signage to the life of the City and Region both from a corporate and tourism perspective.

A signage strategy was developed in 2003 by the Environmental, Planning & Building Services Department but was never formally adopted by Council. The strategy was developed to create a record of current main road directional signs, central Bathurst directional signs, banners, street signs and information guides. The Strategy then recommended how these can be improved. Since this period of time the Region's signage has not changed.

1.4 General principles

Signage within the Bathurst Region shall be managed in accordance with the following general principles:

a) Promotional and information signage:

- Council will plan, develop and maintain appropriate signage to inform, direct and guide the community whilst also promoting Council ownership;
- Signage will be developed according to the corporate style guides and relevant procedures;
- Parks and Recreational Reserve name signs - identify the Park, and/or the reserve and may also identify permanent user groups pending Council's discretion;
- Suburb/Village name signs - located predominantly on major roads at the entry to individual suburbs;
- Welcome signs - located on main roads at the entry gateways to the city; and
- Interpretation signs - located at various places throughout the city that are identified as having heritage significance (eg Heritage, Scientific or Environmental).

b) Ordinance signage:

- Road safety and traffic management signage shall comply with AS 1742 and any applicable requirements under the Australian Road Rules;
- Ordinance signage installed by Council to give effect to any relevant legislation concerning access to or use of public land that is required under section 632 (part 2 of Chapter 16) of the Local Government Act 1993.

1.5 Signage principles

Primary considerations in sign design are:

- the size of lettering required according to the prevailing traffic speed;
- the amount of information to be included; and
- road conditions and location constraints.

Directional signs should contain the minimum amount of information to avoid sensory overload and wherever possible are to bear the shortest name by which the facility is commonly known.

Signage in the Bathurst Region should follow the following principles:

- Well designed (including the need to meet relevant industry standards, legislation and state and local policies);
- Consistent, clear and logical;
- Well located;
- Attractive;
- Organised;
- Easy to see, easy to use and legible; and
- Up to date.

Signage within the Bathurst Region should be durable; manufactured with high quality materials that last, be positioned so it does not add clutter or contribute to visual pollution nor dominate the streetscape.

1.6 Legislative framework and other principles

The design and installation of directional signage in the Bathurst Region is guided by a number of legislative frameworks, regulations and guidelines.

Signage can be located on the following road classifications:

- Local (Local Government area owned, funded and maintained)
- Regional (State Government funded through RMS, Council maintains)
- State (State Government funded, Council contracted under 'Road Maintenance Council Contract' to maintain or
- Federal (Federal Government)

Depending on the road ownership and type of sign, should the signs be located on a State or Federal owned road, then permission is required from the governing body (State of NSW: Roads and Maritime Services).

Key legislative frameworks, regulations and guidelines include: -

Legislation:

- Transport Administration Act 1988,
- Local Government Act 1993,
- Roads Act 1993
- Road Transport (Safety and Traffic Management) Act 1999.

Regulations:

- The Australian Road Rules and the NSW Road Rules 2008, which “provide rules to be followed by road users”.
- Road Transport (General) regulations 2005
- State Environmental Planning Policy 64 – Advertising and Signage
- State Environmental Planning Policy (Infrastructure) 2007

Standards:

- Australian Standard AS 1742 – Manual of Uniform Traffic Control Devices. Consisting of 15 parts relating to various sign types, its purpose is “to regulate, guide and warn drivers about road conditions”.

Guidelines:

- Ausroads Guide to Traffic Management Part 10: Traffic Control and Communication Devices. “Covers the various control devices used to regulate and guide traffic, including signs, traffic signals, pavement markings, delineators and traffic islands”.
- Transport Corridor Outdoor Advertising and Signage Guidelines.
- RTA Traffic Signal Design Manual.
- RTA Guide to Signs and Markings.
- RTA Sign Register and a range of Technical Directions on the use of signs for specific situations.
- NSW Tourist Signposting Guidelines – Administered by the RTA and Destination NSW via the Tourist Attraction Signposting Assessment Committee (TASAC), these provide guidance for the approval, design and installation of “white on brown” and “white on blue” signage for key tourist attractions, regions and drives.

These key documents provide some very specific information on signage, but do not cover every possible situation, and often require a certain level of interpretation. Furthermore, they do not provide general advice on what sorts of signs are required in the Bathurst Region, what things should be signposted, and to what level. The aim of this strategy is to provide an appropriate level of information to allow Bathurst Regional Council to determine suitable directional signage for vehicles, while still maintaining the standards required from these key documents.

TIER ONE – Boundary Billboards (outdoor advertising)

2.1 Current situation

Council currently leases four (4) billboards located at various entrances into Bathurst. The billboards are located on:

- Great Western Highway at Glanmire and Meadow Flat
- Mitchell Highway at Vittoria
- Mid Western Highway on the way to Blayney (exit sign)

Table 1 details approximate sizes and ownership of the existing billboards:

Table 1

Site address	Visual size (w x h) (m)	Finish size (w x h) (m)	Finishing	Skin type	Installer
NSW, Meadow Flat Great Western Highway (Lithgow East)	12.61 x 3.3 (Super 8)	12.61 x 3.3	Kedar Rope Edge	Frontlit	oOh!media Regional
NSW, Bathurst East, Great Western Highway,	8.28 x 2.2 (Supersite)	8.28 x 2.2	Kedar Rope Edge	Frontlit	oOh!media Regional
NSW, Bathurst South West, Mid Western Highway,	8.28 x 2.2 (Super 8)	8.28 x 2.2	Kedar Rope Edge	Frontlit	oOh!media Regional
NSW, Bathurst West (Vittoria), Mitchell Highway,	12.61 x 3.3 (Supersite)	12.61 x 3.3	Kedar Rope Edge	Frontlit	oOh!media Regional

Note: These names and dimensions are as per oOh! Media

The Billboards were replaced with new skins in early 2012. The Meadow Flat Billboard was replaced with an Evocities design. The remaining billboards have been replaced with a design similar to the cover of the Bathurst Region Visitors Guide (2011 version).

2.2 Objectives

Billboards present large advertisements to passing pedestrians and drivers. Typically showing large, slogans, and distinctive visuals, billboards are highly visible in the top designated market areas.

Located primarily on major highways, expressways or principal arterials, boundary billboards are used to:

- Command high-density consumer exposure to traffic;
- Create big impact by its sheer size, outdoor advertising demands attention and creates high impact;
- Provide a blank canvas for a vast array of creative opportunities to generate brand standout and dominate different environments, outdoor cannot be avoided; and
- Advise motorists when they have entered the Bathurst Region.

2.3 Examples of boundary billboards

The following images represent examples of how billboards can be used to their full potential. They are bright and engage drivers passing by or entering a town fulfilling the purpose of a boundary billboard.



Grafton



Wagga Wagga

2.4 Current locations

The following billboards are located at various boundaries to Bathurst



Mitchell Highway Vittoria: Entering Bathurst Region from Orange (oOh! Media)



Great Western Highway: Glanmire Entering and exiting the Bathurst Region from Sydney (oOh Media)



Great Western Highway Meadow Flat Entering Bathurst Region from Sydney (oOh Media)

2.5 Legislative framework and other principles

Large billboards are permissible with consent within the Bathurst Region under the Bathurst Regional (Interim) Local Environmental Plan 2005 only where they direct the travelling public to tourist facilities and places of scientific, historic or scenic interest with the LGA.

The existing Boundary Billboards have Development Consent issued by the former Evans Shire Council. The relevant Development Application's are:

Table 2

Development Application	Location
EDA2000/0116	27 Oakley Creek Lane, Vittoria
EDA2000/0117	76 McManus Road, Meadow Flat
EDA2003/0015	1850 Mid Western Highway, Bathampton
EDA2003/0019	4660 Great Western Highway, Glanmire

The existing Billboards are able to be reskinned without consent.

2.6 Specifications

Replacement of Billboard Skins

In order for the billboards to maintain performance it is recommended that the billboard's skins be replaced every 18 months to two (2) years and meet Council's regulations and Australian Standards. The regular replacement of skins will enable the billboards to remain maintained and refreshed, promoting a positive and renewed image for visitors and residents.

Design

The design and images must reflect aspects of the region. The design must be created around the dimensions of the billboard. The skin design of the billboards should be one or two clear, crisp images that reflect the Bathurst Region or be reflective of a recent marketing initiative rather than a one off event to ensure longevity of the sign. As motorists are travelling of speeds up to 100km/hr they are only able to pick up simple imagery and messages.

It is recommended that a consistent approach to the designs of the main entrance signage be undertaken. The imagery may differ however consistency in terms of call to action, header and key messages should be applied. The relevant city image branding including logo and motivational website of www.bathurstregion.com.au should be incorporated.

Cost of Replacement of Skin

Approximate costs have been obtained from oOh! Media in 2011 for the erection of replacement skins on the existing billboards (Noting these estimates do not include artwork design):

Table 3

Sign Type	Sign Size	Estimated cost (excluding GST and design)
Super 8	12.61m x 3.3m	\$2400
Supersite	8.28m x 2.2m	\$1300

Skin Artwork Specifications

The Digital Artwork Specifications are included as Appendix B.

Department Responsible

The Environmental, Planning & Building Services Department will be responsible for enquiries and any changes to the boundary billboards. Any suggestions on improvements or enquiries should be directed to this Department the first instance.

Other Billboards

There are other billboards within the Bathurst Region such as Dunkeld, Wattle Flat, Peel or on the reverse of all existing locations.

TIER TWO – Welcome Signs (Main Town Entrance)

3.1 Current situation

The welcome signs (also known as Gateway or Main Town Entrance Signs) are located on the entrances to Bathurst from Sydney, Blayney and Orange. The current welcome signs are made of rolled steel, being blue, yellow and white in colouring and feature a range of fonts at various sizes.

The current welcome signs are in a state of disrepair – outdated and faded. The signs are in need of being refreshed and updated as they are not sending an inviting message to visitors and residents.

The location of the Sydney Road entrance sign is next to a speed camera zone which also sends a negative image when entering the town. The welcome signs also reflect the incorrect population figures.

3.2 Objectives

Welcome signs are important for a number of reasons. The town entrances are a place to present an image of the town and community, and the place to initially welcome visitors and road users to a community. As such the focus is on notifying people in travelling vehicles in high speed zones they have entered the Bathurst Region. The current signage is located in a 100km/h speed limit zone.

The key locations of this type of signage is generally not a place for individual business, community groups, tourism attractions or event advertising particularly if they detract from the visual amenity or effectiveness of the welcome entrance precinct. In addition the appeal of town entry precincts should be simple and distinguishable as the entrance to Bathurst and not compromised by unnecessary signage.

The key objectives of welcome signage are to:

- Be inviting and current.
- Be located in an area that is visible to drivers.
- Be consistent on all entrances into Bathurst.

3.3 Examples

The following images illustrate other examples of welcome signage from Australia. It is important to note the minimal wording of the signs, reflecting the core purpose of a town entrance sign, to notify people they have entered a town, region or city.





3.4 Current locations



Entering Bathurst from Orange



Exiting Bathurst towards Orange



Entering Bathurst from Sydney



Exiting Bathurst towards Sydney



Entering Bathurst from Blayney



Exiting Bathurst towards Blayney

3.5 Legislative framework and other principles

The proposed Bathurst Welcome signs are located on State Roads and therefore require consensus from the NSW Roads and Maritime Services (RMS).

The Attraction Signposting Assessment Committee's Tourist Signposting Guidelines (Destination New South Wales/ Roads and Maritime Services) and Australian Standard AS 1742.6 Design and Use of Gateway Signs provide guidance as to the specifications for the signage.

In addition the signage is required to comply with the Bathurst Regional (Interim) Local Environmental Plan 2005 with respect to obtaining consent for the erection of the Welcome signage.

The Australian Standard (AS 1742.6) and the Tourist Signposting Guidelines restrict and provide guidance on the content, location and style of the Welcome signs.

These guidelines are summarised below:

Table 4

Content	<ul style="list-style-type: none">• Welcome road users to a local government area name.• They must show a permanent message of six words or less• May contain simple graphics• May be retro-reflective• They must not contain photographic images <p>The welcome signs are not designed or intended to:</p> <ul style="list-style-type: none">• Direct traffic• Contain distance information to towns in the Region• Provide information about road user services• Provide information about tourist facilities and attractions except for the location of a Visitor Information Centre
Style	<ul style="list-style-type: none">• Signs are to be designed to be recognisable and readable by approaching traffic for at least two seconds
Location	<ul style="list-style-type: none">• Concurrence of the RMS as to the suitability of the location and design is required under Section 138(2) of the Roads Act 1993.• All signs are subject to a space being available in the road reserve for their erection.• Signs are not to be located where they will distract driver's eg major intersections, bends or crests.

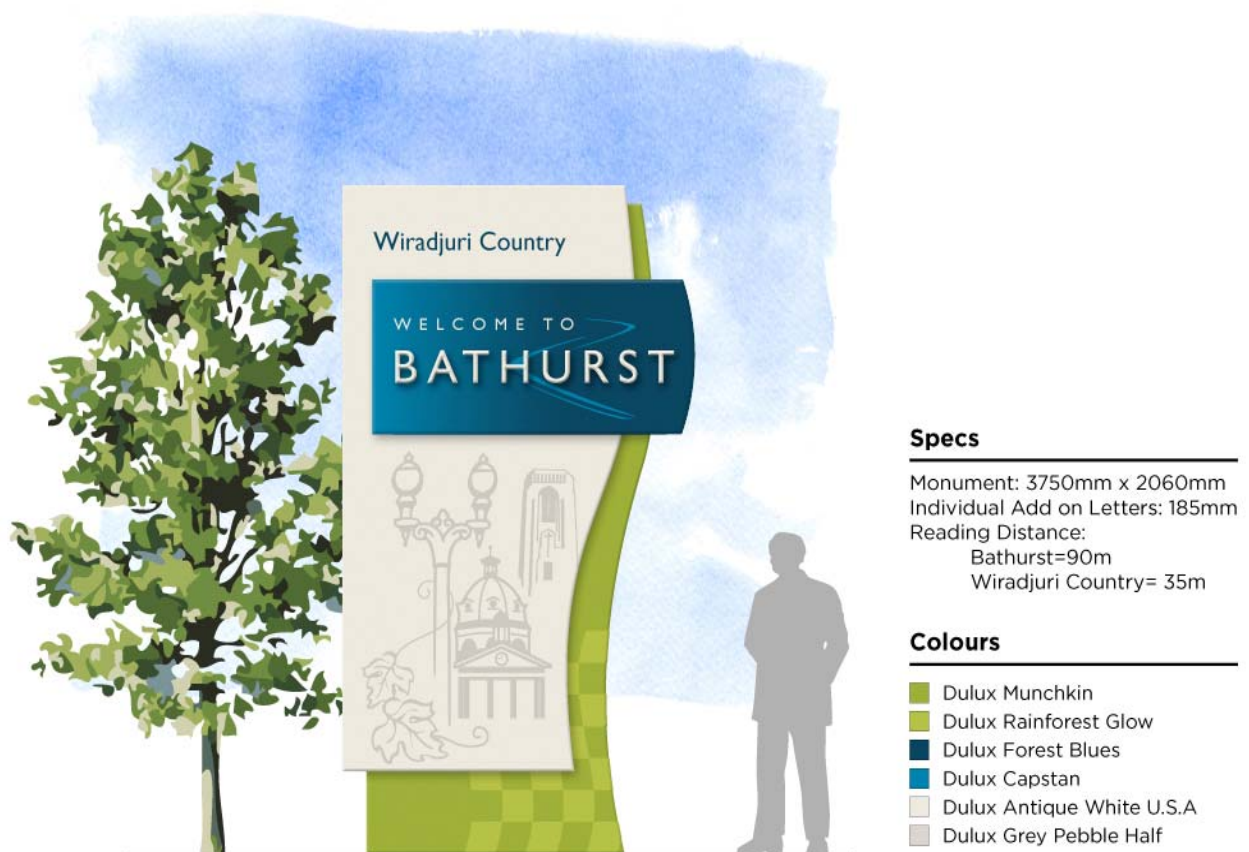
3.6 Specifications

To be inserted on adoption of designs.

3.7 Recommendations

That Council:

- Replace the current Welcome Signs with new, refreshed signs as per the design below.
- Review the location of the welcome signs to ensure the sites are consistent with the RMS Guidelines.
- Manager of Economic Development and the Maintenance Supervisor to monitor the state of welcome signs and refresh/replace if necessary (subject to funding availability).



TIER THREE – Rural Village Signage

4.1 Current situation

Bathurst has 9 (nine) villages defined as Georges Plains, Hill End, Peel, Rockley, Sofala, Sunny Corner, Trunkey Creek, Wattle Flat and Yetholme. Currently, not every Village has a village sign. The entrances to main villages do not have consistent signage that connects them as part of the Bathurst Region. All of the rural villages currently have plain locator signs on the outskirts of the centre of the village. Many of these have lost their reflectivity and are in state of disrepair. Some villages have multiple signs at different locations to identify the village.

4.2 Objectives

Rural village entrance signs should:

- Have a consistent style and design;
- Bring unity to the Bathurst Region;
- Be appropriately located as determined by Council and the RMS (where appropriate).

4.3 Examples



4.4 Current village signage

The following is a sample of the current signage within a selection of the Bathurst Regions rural villages.

Rockley



Perthville



Georges Plains



Trunkey Creek



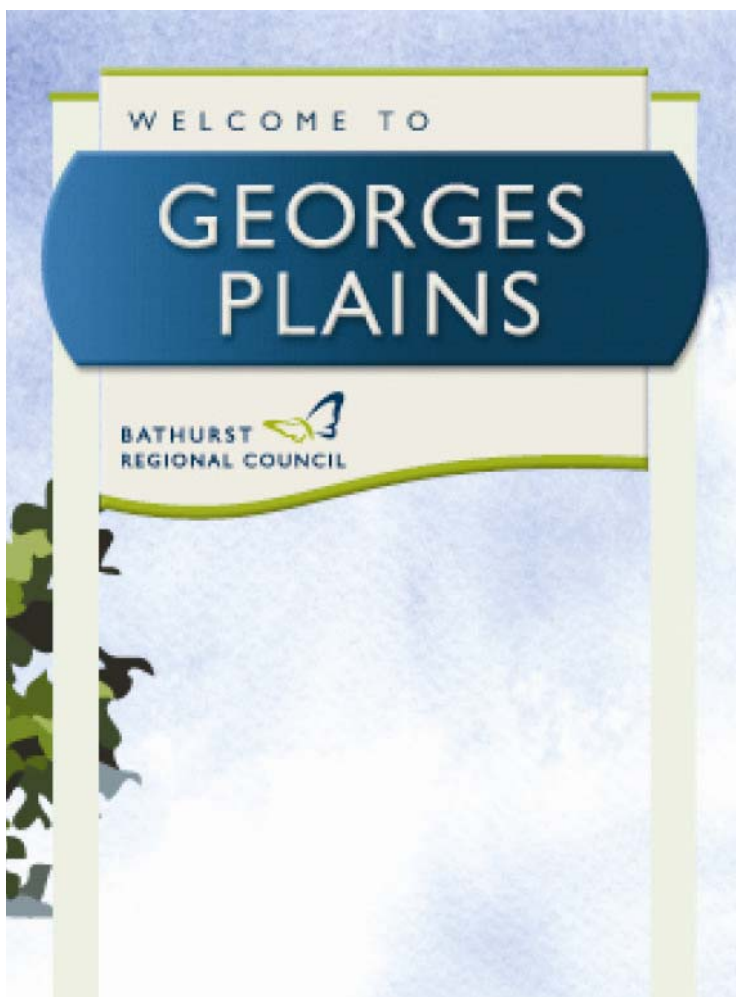
4.5 Legislative framework and other principles

Signs located on a classified road may require approval from the RMS pending location. Village signs are defined as Tourism Attraction signage under TASAC Guidelines. Each sign location for the rural villages will define if approval is required.

4.6 Recommendations

That Council:

- Implement the appropriate rural village signage in areas defined as; Georges Plains, Hill End, Peel, Rockley, Trunkey Creek, Sofala, Sunny Corner, Wattle Flat and Yetholme.
- Replace the current 'locality' signs with the new design as detailed below.



TIER FOUR – Secondary Welcome Signs (Billboard)

5.1 Current situation

Secondary welcome signs are located closer to the central business district of a City. They are used to showcase elements and features of the town including seasonal or other events in the region and the nearest visitor information centre. Currently, Bathurst does not utilise this tier of signage.

5.2 Objectives

Secondary signage should:

- Have a consistent style and design
- Inform visitors the location of the Visitor Information Centre
- Allow for the promotion of local events

5.3 Examples

The following is an example of a secondary welcome sign proposed for the Bathurst Region (structure only). This town entrance sign is located approx 12km from the CBD of Orange. It features a double sided skin and an events section to display upcoming events in the region. Orange City Council manages the sign including images on event selection.



5.4 Legislative framework and other principles

Development consent requirements: The secondary entrance signs can be considered as exempt development under Clause 65(3)(c) of State Environmental Planning Policy (Infrastructure) 2007, as it could be considered as an information board given the changeable event information section.

5.5 Specifications

Table 5

Area	Comment
Sign Construction and Dimensions	<p>The proposed signs be double sided with stretched banners fitted to the galvanised back plate. The sign size will be 8m x 2800 with galvanised steel backing. The bottom section will have sheets on both sides 750 x 10m to show upcoming events with a removal section and will be easy to make changes when required.</p> <p>There will also be an area for local service groups that operate in the region to display their logos to alert drivers of the active groups servicing the community.</p> <p>View Entering Bathurst not proposed design layout/design.</p>
Sign Location	<p>The secondary welcome signage is to be located in an 80-60km speed zone so that drivers are able to read the sign whilst doing a manageable speed. It has been noted that drivers are not able to capture the essence of a sign whilst doing 100-110km per hour.</p>
Sign Design	<p>The layout of the secondary billboards should feature the Bathurst Region branding, colours and have a maximum of three images. The use of three images in the design of the billboards is beneficial as motorists will be able to get a vision of Bathurst clearly. The billboard must have Bathurst Region Full of Life logo and the Bathurst Region website address featured (www.bathurstregion.com.au).</p>
Replacement of Artwork / Replacement of Interchangeable Sign	<p>The Secondary Billboard's main image is to be replaced every 12 months to maintain quality of skin and to refresh images of Bathurst. The sign comes made with an interchangeable section to show coming events. If a local event is coming up, the interested parties should contact Councils Economic Development section to have event to be displayed approved. If approval occurs, they are then directed to appropriate Sign Company to get interchangeable sign created for the event. Preference will be given to those events that maximise external visitation and increase length of stay by visitors.</p> <p>An initial quote has been gathered to give an estimate of the cost for supplying, manufacturing and installation of second town entrance signage. Events listed on bottom panel will be changed at Council's decision; these will be major events that bring significant economic benefits to the City.</p>

5.6 Recommendations

That Council:

- Install Secondary billboard signage in accordance with the engineering design detailed below.
- Consult with the RMS for the location of the secondary entrance signs on Sydney Road, the Mitchell Highway and Mid Western Highway.

Welcome to... **BATHURST**

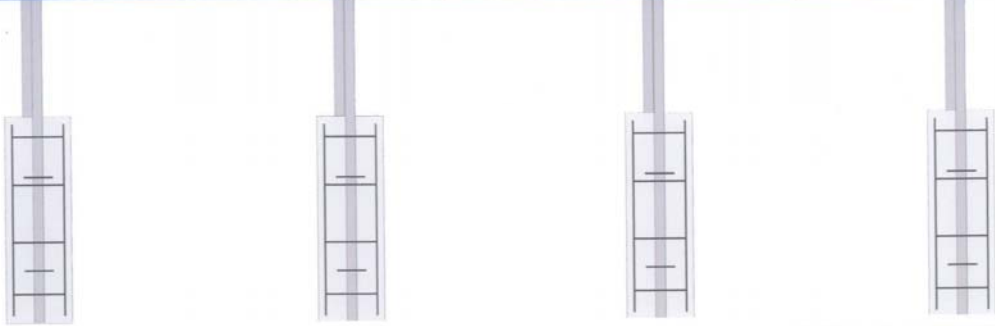
wine · food · culture · theatre · racing & much more...



Bathurst Super Cheap Auto 1000
October 2011



Visitor Information
Free Call
1800 069 486



TIER FIVE – Roundabouts

6.1 TIER 5A Main City gateway roundabouts

6.1.1 Current situation

There is currently one main City Gateway entrance roundabout located on the Mitchell Highway and Bradwardine Road intersection. This roundabout has decorative signage and landscaping which creates a visible feature when entering the town. The roundabout clearly informs drivers that they have arrived in Bathurst.



6.1.2 Objectives

Main City gateway roundabouts should:

- Have a consistent style and design;
- Be located at all major entrances into the Bathurst Region where appropriate; and
- Be a visible feature that informs drivers they have arrived in Bathurst.

6.1.3 Legislative framework and other principles

The design of roundabouts is controlled by the Australian Standard (AS 1742 & AS 1743) and various other guidelines. The Australian standard provides guidelines for the installation of traffic control devices such as street name blades signs, and directional elements of the roundabouts.

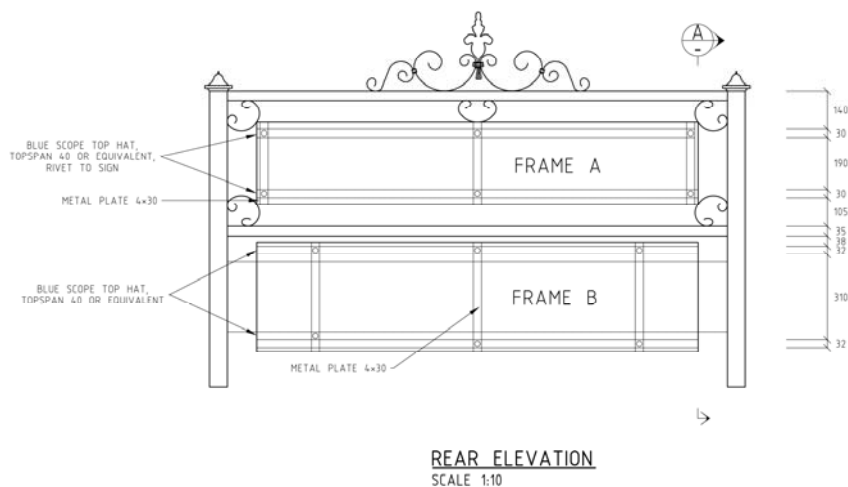
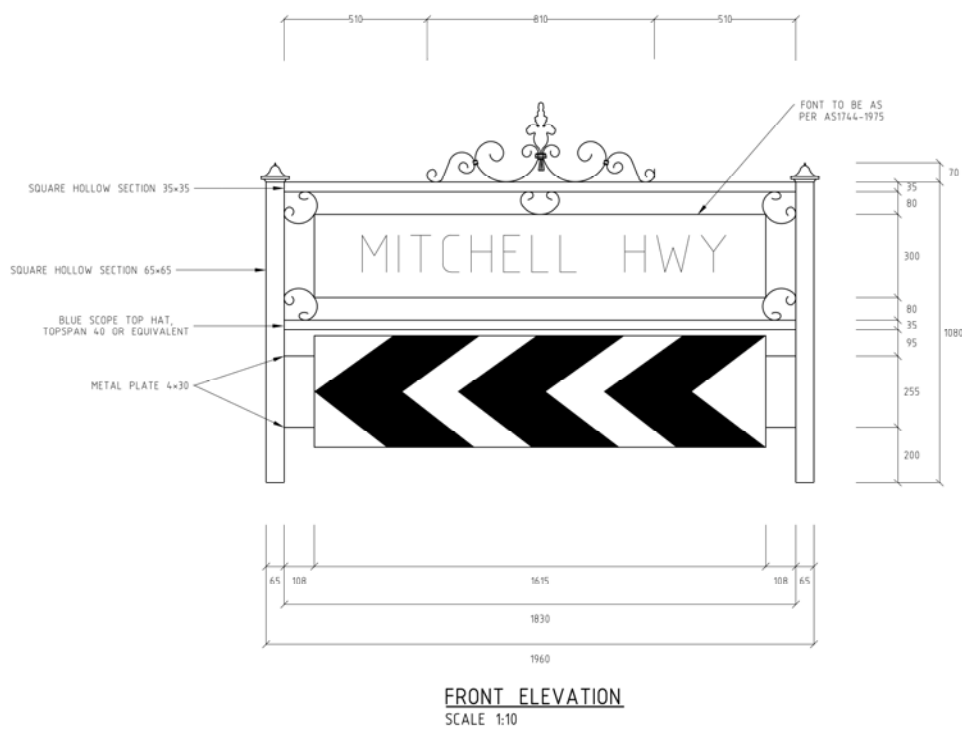
The design of roundabout needs consent from the RMS if it is located on a classified or state road.

6.1.4 Specifications

Table 6

Feature	Colour	Font	Current Manufacturer (Note street signs tender through CENTROC)	Size
Iron Frame	Wrought Iron powder coated black	N/A	Bathurst Regional Council	

Street Name Sign	Heritage Green	100mm Arial Bold	Artcraft Sydney	1600mm x 300mm
Chevron	Black and White reflective	N/A	Artcraft Sydney	1600mm x 400mm
Iron "Bathurst" Lettering	Wrought Iron powered coated black	Baskerville Bold	Lumax Engineering	As determined
Height	The Roundabout frames and signage should not exceed 1100mm (to top of heritage cap) and the base of the chevron should be no higher than 200mm from the garden bed in height to allow for maximum viewing by motorists and pedestrians			



6.1.5 Recommendations

That Council:

- Retrofit the existing roundabouts deemed as a City Gateway roundabout with the design elements above.
- Adopt the specifications.

6.2 TIER 5B Secondary CBD and other roundabouts

6.2.1 Current situation

The current CBD roundabouts are inconsistent in design and appear outdated, utilising different layouts, sign frames and colours. There are currently 34 roundabouts in the CBD and other areas. The roundabouts currently identify the street names of the intersection.

6.2.2 Objectives

Secondary CBD and other roundabouts should:

- Have a consistent design and style
- Inform visitors and residents of their location

6.2.3 Examples of current roundabouts

The following images show the various styles of CBD and other roundabouts. Each show different coloured frames and features.



Roundabout Eleven Mile Drive
/Eglinton



Roundabout William Street



Roundabout William and Rocket
Streets



Graffiti on Roundabout William and
Rocket Streets

6.2.4 Current locations

Table 7

<p>Abercrombie</p> <p>Abercrombie Dr - Pryce Pde roundabout</p> <p>Farmgate Dr - Country Way roundabout</p>
<p>Bathurst CBD</p> <p>Russell St - Bentinck St roundabout</p> <p>Keppel St - Bentinck St roundabout</p> <p>Rocket St - Bentinck St roundabout</p> <p>Brilliant St - Bentinck St roundabout</p> <p>Stanley St - George St roundabout</p> <p>Howick St - George St roundabout</p> <p>Russell St - George St roundabout</p> <p>Keppel St - George St roundabout</p> <p>Piper St - George St roundabout</p> <p>Howick St - Rankin St roundabout</p> <p>Russell St - Rankin St roundabout</p> <p>Keppel St - Rankin St roundabout</p> <p>Rocket St - Havannah St roundabout</p> <p>Brilliant St - Stewart St roundabout</p> <p>Keppel St - William St roundabout</p> <p>Piper St - William St roundabout</p> <p>Rocket St - William St roundabout</p> <p>Brilliant St - William St roundabout</p>
<p>Eglinton</p> <p>Wellington St Hamilton Street & Eleven Mile Drive roundabout</p> <p>Ranken St - Hobson Cl - Logan St - Hamilton St roundabout</p>
<p>Kelso</p> <p>Ashworth Drive - Emerald Drive roundabout</p> <p>Hereford St - Gilmour St - Marsden Ln roundabout</p> <p>Hereford St - Gilmour St - Marsden Ln roundabout</p> <p>Tweed Pde - McBrien Dr roundabout</p> <p>Roundabout Willow Dr - Cypress Cr</p>
<p>Robin Hill</p> <p>Boundary Rd - Hinton Rd roundabout</p>
<p>South Bathurst</p> <p>Russell St - Havannah St roundabout</p> <p>Keppel St - Havannah St roundabout</p>
<p>West Bathurst</p> <p>Durham St - Mitre St roundabout</p> <p>Howick St - Mitre St roundabout</p> <p>Keppel St - Mitre St roundabout</p> <p>Suttor St - Alexander St roundabout</p> <p>Bradwardine Road roundabout</p>

6.2.5 Legislative framework and other principles

The design of roundabouts is controlled by the Australian Standard (AS 1742 & AS 1743) and various other guidelines. The Australian standard provides guidelines for the

installation of traffic control devices such as street name blades signs, and directional elements of the roundabouts.

The design of roundabout needs consent from the RMS if it is located on a classified or state road.

6.2.6 Specifications

Table 8

Feature	Colour	Font	Manufacturer	Size
Iron Frame	Wrought Iron powdered coated black	N/A	Bathurst Regional Council	1770mm x 900mm (footings 350mm)
Street Name Sign	Heritage Green	100mm Arial Bold	Artcraft Sydney	1600mm x 300mm
Chevron	Black and White reflective	N/A	Artcraft Sydney	1600mm x 400mm
Details	Signs to be <Street Name> (double space) <Type abv> eg. RUSSELL ST			

6.2.7 Recommendation

That Council install and upgrade identified secondary city and other roundabouts to the following specifications.

TIER SIX – Street name blades

7.1 Current situation

A street name sign is a type of traffic sign used to identify local roads. Street name blades are most often found posted at intersections, and are usually in perpendicularly oriented pairs identifying each of the crossing streets. Street name blades are critical for:

- Wayfinding
- Safety – clear direction helps people find their way around without congestion or confusion
- Reflecting and adding to the character of the City

A noticeable trend of street name blades in Bathurst is that there are a variety of styles throughout the City. Included amongst the different styles are:

- Older signs with decorative posts and brackets
- Black writing on yellow background
- Black writing on white background
- Newer signs with white writing on green background and a chequered flag logo
- White writing on green background without logo

7.2 Objectives

The following objectives have been set to in order to improve the image of street signage in the Bathurst Region:

- To have clear, concise signs identifiable to the general public.
- To have consistency in design and colour scheme to unify signage in the Bathurst Region.
- Must be manufactured to reflect and shine at night so they are highly visible, especially to those in cars.
- Are constructed of high quality material, using the latest technology to ensure longevity.

7.3 Examples



Black on yellow Street name blades



White on green Street name sign with Bathurst chequered flag symbol



Black on white Street name blades



White on green and black on yellow Street name signs



Decorative post and bracket Street



Larger Black on white Street name blades



Black on yellow Street name blades

7.4 Current specifications

Table 9

Sign Type	Size	Font	Colour	Logos
Rural	1000mm x 150mm	Baskerville Bold	Black on White	Nil
Urban	1200mm x 150mm	Baskerville Bold	White on Green	Bathurst 1000 logo

7.5 Legislative framework and other principles

Street signs are considered exempt development under the Bathurst Regional (Interim) Local Environmental Plan 2005. These signs can be erected as required and do not require a development application.

Street name blades fall under the Australian Standard 1742.5 Manual of Uniform Traffic Control Devices.

Part 5: Street Name and Community Facility Name Signs

General Street name blades are located at intersection to enable ready recognition of the street name by all road users, including pedestrians and cyclists as well as people in motor vehicles. To achieve this purpose, the following general requirements and recommendations are applicable:

- a) *Street name blades shall be installed at every intersection for the benefit of all road users including pedestrians, except that it is not necessary to display the name of major street at all minor street intersections along that major street. However, it is essential that the major street name is displayed at regular intervals, normally at major intersecting streets and more significant side streets.*
- b) *Signs should be located where road users expect to look for them and where they are readily visible and conspicuous.*
- c) *Colour combinations used on signs shall maintain the legibility of the legend in both day and night conditions, and should contrast with the background setting.*
- d) *Either retro reflective material shall be used on the signs or they shall be internally illuminated.*
- e) *Signs should be legible at an appropriate distance, i.e. designed and installed so that they may be identified and read by an approaching driver sufficiently far in advance.*

Shape and Size

Street name blades shall be rectangular with the long axis horizontal. Words shall be written horizontally. Ends shall be cut square. The depth of the reflectorised or internally illuminated section of the sign shall be at least 130mm, within a minimum signboard depth of 150mm. The depth permits only the street name, and if used, property numbers under the street type abbreviation (e.g. RD, ST). Where an additional line of information is to be included, the depth of the sign board shall be at least 200mm, with the reflectorised or internally illuminated section of the sign at least 180mm deep.

7.6 Specifications

Table 10

Sign Type	Substrate	Size	Font	Colour	Logos
Urban / Rural	150mm I beam aluminium extrusion.	1200mm x 150mm	Arial	White on Green	Nil
Sign Allocation	There should be no more than four signs in total at any road intersection or junction				

7.7 Recommendations

That Council:

- Street names shall be non-reflective white legend on reflectorised standard heritage green background.
- Have one street name sign design for the Bathurst Region including villages.
- No sign may be erected on the road without the consent of the Council or delegate.
- There should be no more than four signs in total at any road intersection or junction.
- Signs should be located in such a manner as to ensure they are visible to motorists travelling from all directions and the number of posts should be kept to a minimum.
- Words shall be kept to a minimum to ensure that a sign is only a directional sign, and business or organisational emblems shall not be displayed.
- Signs shall conform to Australian Standard AS 1742.2 unless a contrary intention appears.
- Spelling to be checked with the Environmental, Planning & Building Services Department prior to ordering.

TIER SEVEN – Community Information Boards

8.1 Current situation

There is no adopted Australian Standard for Community Information Guides. These can be erected by both public and private enterprise. Information Guides act as an information portal for both residents and visitors. They can include a myriad of information including maps, advertising, imagery, things to do and localised events. Local community groups have expressed interest in having a designated community information board to notify residents of local events.

Civic Guides

Civic Guides is a private company whom erect and source advertising for information boards. These information guides consist of a display board incorporating a city map, information about regional tourist attractions and details of various tourist related businesses within the City. The guides act as an easy reference point for travellers by providing basic interpretive information and are seen as a useful tool for conveying information to visitors. There are 7 Civic Guides located in Bathurst.

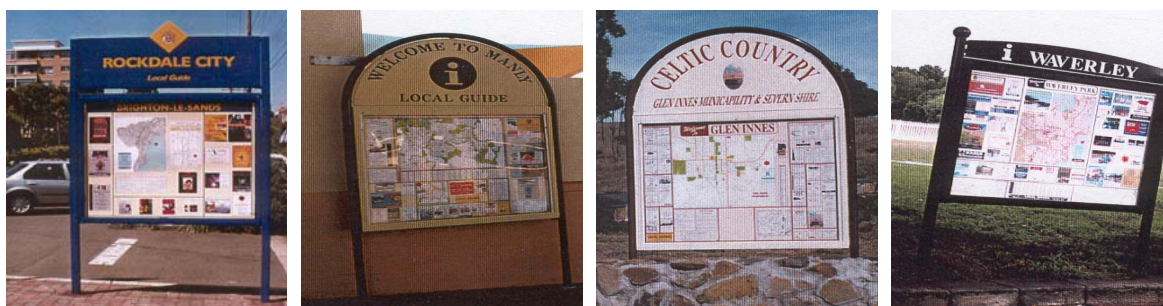
Event information

Event information is presently displayed on the street banner in William Street. There is a proliferation of unauthorised event signage located throughout the Region.

8.2 Objectives

- To have information boards displayed in points of interest in CBD and suburbs and villages in the Bathurst Region.
- All must have distinctive design and be consistent.
- That consultation is held with relevant community groups as to the location of the community information boards.
- That the key community body within the village or suburb be responsible for the erection of relevant community messages.
- That community information boards be manufactured and erected on an as needs basis and as budget permits.

8.3 Examples of information boards



8.4 Current locations

Civic Guides have information boards in the following locations:

- Gold Panner Motor Inn
- Bathurst Historical Society
- Outside the National Motor Racing Museum
- Bathurst Railway Station
- Hungry Jacks Bathurst
- Panthers Leagues Club
- Bathurst Post Office

8.5 Legislative framework and other principles

The erection of a Community Information Board falls under Clause 16 of the Bathurst Regional (Interim) Local Environmental Plan 2005.

- 16 Development for the purpose of advertisements
- (1) Despite the zoning control table, development for the purpose of an advertisement described in Schedule 3 may be carried out without development consent, but only if:
 - (a) the advertisement is displayed in conjunction with a permissible use and situated on the land on which that use is conducted, and
 - (b) the development is carried out in accordance with the conditions (if any) imposed by Schedule 3, and
 - (c) the proponent has consulted the consent authority and has been informed that, in the opinion of the consent authority, the advertisement will not be visually detrimental to the streetscape.
 - (2) Despite any other provision of this plan, the consent authority may grant consent to the erection of an advertisement on any land for the specific purpose of directing the travelling public to tourist facilities and places of scientific, historic or scenic interest, if the consent authority is satisfied that:
 - (a) the advertisement relates to a specific building or place within the local government area of Bathurst Regional, and
 - (b) the principal purpose of the advertisement is to direct the travelling public to that building or place, and
 - (c) the dimensions and overall size of the advertisement are not larger than would reasonably be required so to direct the travelling public.

8.6 Recommendations

That Council:

- Place community information boards in suburbs (when requested by community organisation) such as Trinity Heights, Perthville, Eglinton and Raglan.
- That a uniform community information board be designed for all communities.
- Investigate the use of electronic and notice board signage to display events.

TIER EIGHT – Parks and Recreational Reserves

9.1 Current situation

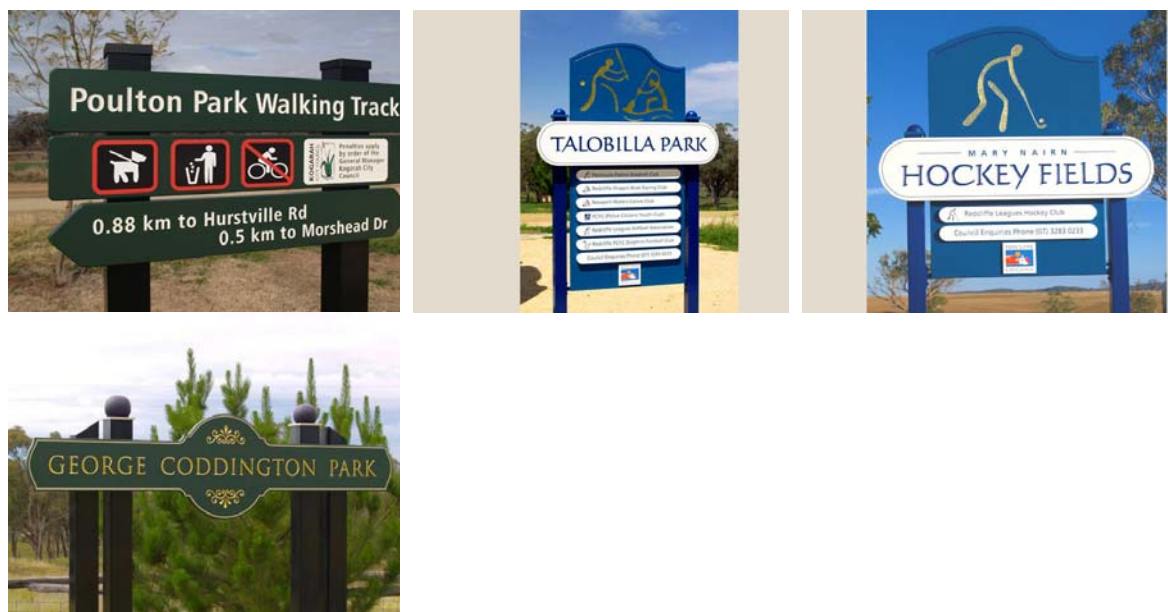
There are currently over 30 parks and recreational reserves in the Bathurst Region. The signage at these locations is inconsistent in terms of frame design, content, font, colour, and size.

9.2 Objectives

For a more consistent signage it is beneficial that:

- All parks have the same signage design
- That ordinance signs be kept separate from the main park sign

9.3 Examples



9.4 Examples of current parks signage in the Bathurst Region



Walter. J McPhillamy Park (Mount Panorama)

Hector Park (Vittoria Street)(no signage)

John Matthews Sporting Complex (Durham Street)



Victoria Park (Adventure Playground)
(Durham Street) (no signage)



George Park 1 (Brilliant Street)



George Park 2 (Brilliant Street)



Learmonth Park (Sydney Road)



Carrington Park (Howick Street)



Morse Park (Sydney Road)



Allan Morse Park (Sydney Road)



Proctor Park (Front) (Gorman's Hill
Road Bathurst)



Proctor Park (Back) (Gorman's Hill
Road Bathurst)



Centennial Park (no signage) (Corner
Lambert and Bentinck Streets)



Machattie Park (Russel Street)



Berry Park (Sydney Road)



Macquarie River Bicentennial Park
(Peace Park) (William Street)

9.5 Legislative framework

Park signs can be considered exempt development under Clause 66 of State Environmental Planning Policy (Infrastructure) 2007.

9.6 Recommendations

That Council:

- Implement a tiered signage design for the two levels of parks/recreational centres (main park/recreational signs, other parks).
- That ordinance/regulatory signs be kept separate.
- That the Parks and Garden section be responsible for the maintenance and identification and erection of new signs.

MAIN PARK SIGN

Dimensions: 1540mm x 610mm



OTHER PARK SIGNS

Dimensions: 1200mm x 300mm
Posts: 74mm x 1645mm

NOTE: All Minor parks to
be smaller



TIER NINE – OTHER Signage

10.1 Ordinance signage

The NSW Local Government Act allows for the creation of ordinance signage within Local Government areas to improve access to parking and public spaces, for public safety and to assist in preventing disorderly behaviour.

10.2 Dual name signage

The dual naming system applies to already named geographical features such as rivers, creeks, waterfalls, beaches, harbours, islands, mountains and caves—specifically those cultural and environmental features of significance to the local Indigenous community.

The Geographical Names Board of Land and Property Information administers and approves Dual Naming signage.

10.2.1 Dual naming guidelines

A dual name must be indigenous to the local area within New South Wales. It can only be assigned where there is definite evidence, preferably historic and in the form of written or oral tradition, that the feature has two names. Once a dual name proposal is assigned, signposts, maps and directories relating to the area will feature both names. The location and spelling of a name resides in the hands of the traditional owner or the organisation that represents them. If there are none, the proposal should be referred to linguistic experts.

It should be noted that the dual naming policy applies to geographical and environmental features; it does not apply to suburbs, towns or streets.

Under the *Geographical Names Act 1966*, the Geographical Names Board (GNB) has the power to assign names to places, to investigate and determine the form, spelling, meaning, pronunciation, origin, history of any geographical name and to determine the application of each name.

Anyone can submit a dual naming proposal to the GNB. All submissions should:

- follow the guidelines obtained from GNB
- have the support of the local council, the local aboriginal land council and the tribal elders group of the area

Proposals should be submitted to:

The Secretary
Geographical Names Board
Land and Property Information
PO Box 143
BATHURST NSW 2795

A dual naming proposal also needs to have the written support of Bathurst Regional Council. It is strongly advised that proponents should seek comment from appropriate local residents and community groups which can be used as supporting information for council's consideration.

Contact information for Dual Naming

Geographic Names Board
PO Box 143
BATHURST NSW 2795
T 02 6332 8214
F 02 6332 8217
E gnb@lpi.nsw.gov.au
www.gnb.nsw.gov.au

10.3 Interpretive signs

Interpretive Signage is managed by Council's Departments Environment Planning and Building Services. Sign styles vary depending upon the circumstances of the case.

10.4 Prohibited signs

Prohibited signs refer to signage placed within the road reserve without the proper consent.

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.)

TIER TEN – Tourism Signs

These guidelines have been produced solely for the Bathurst Regional Council Local Government Area and relate only to Local roads where Council is the Road Authority.

Tourism Signs are broken into two (2) sub-tiers – Private and Road Reserve.

Private Signage is managed by the Department of Environment, Planning and Building Services at Bathurst Regional Council

If on local Road where Council is road authority the sign is managed by the Department of Engineering Services, Bathurst Regional Council.

If signs are to be placed on major RTA or “classified” roads the application process for those particular signs is administered by the RTA through the Tourist Attraction Signposting Assessment Committee (TASAC).

[More information](#)

APPENDIX C – CONTACT INFORMATION

11.1 Private Tourism signs (located within the premises)

Permission for tourism signs on private land is governed under Bathurst Regional Council’s Local Environmental Plan (LEP).

If the sign meets the LEP condition, the sign specifications are then governed by the Bathurst Regional (Interim) Development Control Plan 2011, Section 12 Signage and Colour Schemes:

- Council may only grant consent to advertisements (other than directional signs) where they are used in conjunction with a permissible use and situated on the land on which that use is conducted.
- The size of the sign and its contents/design (letters, number and symbols) must complement the scale of the building to which they relate and its streetscape. A scale drawing of the building elevation is to be submitted with the development application showing that the sign and its contents/design are in proportion to the building.
- Signs must not visually dominate the area of building walls. No more than 5% (2% within a heritage conservation area) of the front and return elevations of a building, or any other building elevation that is visible to a public place, is to be covered by signage (excluding the fascia signage). The total number of signs must not detract from the overall aesthetic character of the building.
- Council must not grant consent to the erection of advertisements outlined in the table below unless the advertisement complies with the development standards listed in the table below for that advertisement type.

Table 11 outlines Section 12 of the Bathurst Regional (Interim) Development Control Plan 2011.

Table 11

Sign Type	Development Standards
Above awning sign	<ul style="list-style-type: none"> The height of the sign must not exceed the eave height of the building to which it relates. The size of the sign panel must not exceed 4 square metres. The sign must not obscure windows and architectural features of the building.
Building Identification sign	<ul style="list-style-type: none"> Signs must be placed in an appropriately or purposely designed space on new buildings or within the original historic signage space on existing building. If backing boards are used, their shape and size must be of the right proportions for the allocated space on the building so that signage does not cover the architectural features of a building.
Business identification sign	<ul style="list-style-type: none"> Signs are to be placed in an appropriately or purposely designed space on new buildings or within the original historic signage space on an existing building. If backing boards are used, their shape and size must be of the right proportions for the allocated space on the building so that signage does not cover the architectural features of a building.
Directional sign	<ul style="list-style-type: none"> The sign must not interfere with sight lines for drivers.
Fascia sign	<ul style="list-style-type: none"> The size of the sign must not extend beyond the depth of the existing fascia.
Floodlit sign	<ul style="list-style-type: none"> Floodlights must point downwards.
Flush wall sign	<ul style="list-style-type: none"> Signs must be placed in an appropriately or purposely designed space on new buildings or within the original historic signage space on an existing building. If backing boards are used, their shape and size must be of the right proportions for the allocated space on an existing building. Signs must not exceed 6 square metres in area or 5% of the elevation of the building whichever is the lesser.
Public notice sign	<ul style="list-style-type: none"> The sign must not interfere with sight lines for drivers.
Projecting wall signs	<ul style="list-style-type: none"> Signs must not exceed 4 square metres in area. The sign must be constructed so that it is structurally adequate to withstand the dead and live (wind) loads that may be imposed on it.
Pylon signs	<ul style="list-style-type: none"> The height of the sign must not exceed the roof height of the building to which it relates. The size of the sign panel must not exceed 5 square metres. The sign must be constructed so that it is structurally adequate to withstand the dead and live (wind) loads that may be imposed on it.
Real Estate sign	<ul style="list-style-type: none"> The sign must be located wholly within private property.
Roof sign	<ul style="list-style-type: none"> The height of the sign must be below the ridge height of the building.
Temporary sign	<ul style="list-style-type: none"> The sign must not interfere with sight lines for drivers.

Council must not grant consent to the erection of advertisements in a Heritage Conservation Area or on a building which is a Heritage Item unless the advertisement also complies with the development standards listed below:

- Signs must not visually dominate the area of building walls. No more than 2% of the front and return elevations of a building, or any other building elevation that is visible to a public place, is to be covered by signage (excluding the fascia signage). The total number of signs must not detract from the overall aesthetic character of the building.
- Signs must be placed in appropriately or purposely designed space on new buildings or within the original historic signage space on an existing building.
- If backing boards are used, their shape and size is to be of the right proportions for the allocated space on the building so that signage does not cover the architectural features of a building. In this regard signs painted directly on the building fabric are preferred (except on fabric that has not been previously painted).
- Signs must take into account the shape and proportion of the space they will fill and be in sympathy with that space.

11.2 Road / Reserve Tourism signs

Signposting within the road reserve is one of the more significant issues within the tourism industry in Bathurst Regional Council area because most of the businesses are small to medium enterprises located on roads that are “off the beaten track” and take advantage of the area’s natural and scenic landscape.

It is hoped that in providing a tourism signage standard for the Bathurst Regions tourism industry, 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 visual amenity of our roadsides and the scenic beauty of the Bathurst Region.

Generally, there are two determining authorities relating to tourist and service signage approvals - The Roads and Maritime Services (RMS) and the Bathurst Regional Council. Depending on the location of the required tourist or service signs, one or both of these organisations may need to be involved in the application process. This section explains who to contact for each situation.

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 by visitors;
- increased business activity for tourist and service operators;
- a high standard of coordinated and complementary directional signage; and
- widely available, highly relevant marketing material.

In addressing this objective, these guidelines aim to:

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

11.3 Why have Guidelines?

Tourist and services signs are primarily provided for the guidance of traveller's 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 which 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 traveller's that they are travelling in the right direction;
- give immediate notice of an attraction or service and facilitate safe access; and
- direct traveller's to sources of tourist information, such as the visitor information centre, information bays, interpretation centres or visitor radio.

11.3.1 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 Bathurst Region;
- the adoption and implementation of high quality, uniform tourist and services signage practices throughout the Bathurst Region;
- a clear definition of the roles and responsibilities of all stakeholders, including administrative, financial, implementation and maintenance responsibilities; and
- the opportunity for the Bathurst Region to brand and promote the area.

11.4 Role and Responsibilities

Tourist signposting cascades down from the State Government which has responsibility for signing state roads such as the Sydney Road 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

Bathurst Region may involve the Roads & Maritime Services (RMS) through the Tourist Attraction Signposting Assessment Committee (TASAC) and various departments within the Council. Each group has specific responsibilities in relation to signage.

11.4.1 Role of the State-based Tourist Attraction Signposting Assessment Committee (TASAC)

In NSW the Roads and Maritime Services (RMS) and Destination NSW has established the Tourist Attractions Signposting Assessment Committee (TASAC) to evaluate applications for tourist attractions signposting on state roads (ie, the Sydney Road). This agency'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. It is also to:

- establish fundamental criteria to assess the suitability / eligibility of attractions for signposting;
- establish fundamental principles for sign design and siting practice; and
- articulate the administrative procedures which apply to the assessment of applications and the maintenance of standards.

Part of this process has also resulted in the development of the 'Tourist Signposting Manual – Version 4.0'. A copy of this document can be found on the Roads and Maritime Services website.

11.4.2 Role of Bathurst Regional Council as the Road Authority

Bathurst Regional Council is the road authority for signage on roads NOT controlled by the RMS. 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.

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

"An establishment providing holiday accommodation or recreation such as a camping ground, caravan park, holiday cabins, hotel, houseboat or motel and may include a boat shed, boat landing facilities and marina, playground, refreshment room, water sports facilities or the like or a club used in conjunction with such an activity".

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

In all cases, applications will initially be dealt with by Council's Traffic Engineer.

Council's Engineering Services Department – on the road reserve (Council Road)

Council's Engineering Services Department maintains responsibility for signage on the road reserve, which is usually the land that lies between the road and the nearest boundary line to private property.

Types of signage managed by this department include:

- town and locality signage
- street name blades
- advance warning signs
- speed limit signs
- information bays
- reassurance signs
- roadwork signage

Applications for signage to be located in the road reserve need to be made to the Engineering Services Department.

Information on completing the application form can be found in Appendix E – Application Form Information – Tourism Signage.

[Council's Environmental, Planning & Building Services Department – located on private land or CBD footpaths](#)

Council's Environmental, Planning & Building Services Department is responsible for signs located on private land or CBD footpaths. Types of signage include:

- billboards;
- advertising signs; and
- footpath signage.

The Tourism Manager is an officer employed by the Council to coordinate tourism planning and marketing for the Council area. The role of the Tourism Manager in relation to signage is to:

- provide a point of reference for Council in establishing whether a business qualifies for tourist or services signage; and
- provide initial advice and assistance to tourism businesses wanting to obtain tourist signage.

The Tourism Manager knows and understands the requirements of tourist signage within the Bathurst Region, especially in relation to eligibility criteria. In most cases, applications for tourist signage will commence with contacting Council's Tourism Manager for advice.

Operators seeking signage should contact the Tourism Manager about their needs in the first instance. Contact details can be found at Appendix C – Contact Information.

[11.5 Types of Tourist Signs](#)

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

- a guide sign positioned within the road reserve (responsibility of RMS or local council),
- an advertising sign on private property (generally the responsibility of local council – excepting those falling under the provisions of SEPP 64),

- a notice in an information bay or rest area (responsibility of RMS or local council), or
- identification within the property at the attraction (responsibility of local council / proprietor).

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 themes are explained in more detail in the following section.

11.5.1 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. Tourist attraction signs include:

- 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.

Purpose: Tourist attraction signs signal commercial and non-commercial tourist establishments and features of tourist interest which meet the criteria in Section 11.7 - 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 best practice models including the New South Wales' and Victorian models, that determines whether a business qualifies for tourist attraction signage.

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. For further information please refer to Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

Types of Tourist Attraction Signs

Tourist attraction signs (white on brown) come in a number of forms. These signs can refer to single tourist attractions or to a number of tourist attractions.

Advance Signs (Tourist)

(White lettering on a brown background)



Purpose: Advance signs provide traveller's 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. For further information please refer to Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

Intersection Signs (Tourist)

(White lettering on a brown background)



Purpose: Intersection signs are placed at intersections to indicate the turn-off 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. For further information please refer to Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

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. For further information please refer to Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

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 traveller's can be confident that they are still travelling in the right direction.

Cost: Paid for by the applicant. For further information please refer to Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

Services Signs

(White lettering on a blue background)



Service signs, with white lettering on a blue background, direct traveller's to facilities and services that may benefit them.

With the exception of some accommodation facilities, signage to other services uses Australian Standard symbols.

Service signs include those for:

- accommodation facilities;
- caravan and camping parks / areas
- visitor information centre;
- tourist information bays;
- service stations;
- public toilets;
- rest areas; and
- parking areas.

Purpose: Service signs direct the travelling public to essential and desirable facilities and service businesses (as endorsed by the Council as the road authority, often in consultation with the Tourism Manager / Officer).

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. For further information please refer to Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

11.5.2 Service Signs

Signage to service establishments can take the form of advance, intersection and position signage – whichever is most appropriate.

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 can not be readily seen by approaching traveller's and thus may constitute a traffic hazard. Advance signs in the Bathurst Region Local Government Area are positioned in information bays whereby traveller's can safely break their journey and be informed / reassured of accommodation and tourism attractions along the route.

Cost: Paid for by the applicant, except for signing to non-commercial facilities. For further information please refer to Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

Intersection Signs (Service)

(White lettering on a blue background)



Outside of built up areas, where a service is on a non-designated road, a sign can be erected at the intersection of that road with the nearest designated 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. For further information please refer to Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

Position Signs (Service)

(White lettering on a blue background)



(In some 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 are placed to indicate the point of entry. In the Bathurst Region only the type of service will be signed not the name of the business.

Cost: Paid for by the applicant, except for signing to non-commercial facilities. For further information please refer to Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

11.5.3 Community Facilities Signs



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;
- golf courses;
- racecourses;
- swimming pools; and
- airports / aerodromes.

Note: Community Facility signs are generally a blade-type sign of extruded construction, featuring a maximum legend height of 100mm - Except in cases where the facility is of significant nature or early warning for traveller's is necessary.

Cost: In some cases, signage for Council owned community facilities using generic references is 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. a Golf Club.

More information

Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

11.5.4 Advertising Signs

Purpose: Advertising signs for businesses or services are generally discouraged but limited signage for major developments such as large shopping centres or car parking areas may be considered.

Note: Advertising signs (located off the road reserve - ie private property) may include billboards or entrance signs to businesses and are covered in the Bathurst Regional (Interim) Development Control Plan 2011 which can be obtained from Bathurst Regional Council's Environmental, Planning & Building Planning Services Department.

Development consent is required for this type of signage.

Cost: Paid for by the applicant. For further information please refer to Section 11.9 Cost, Ownership, Installation and Maintenance of Signs.

General

A high standard of sign design is essential to ensure that roadside signage not only communicates effectively with traveller's, 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; and
- signs do not present a safety hazard.

11.6 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; and
- 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 RTA will act as a guide.

To ensure that tourist signs are of maximum value to traveller's, they should include, where appropriate, an indication of distance. This should be expressed in whole numbers (for example 3km not 2.9km and 8km not 7.5km except in circumstances of extreme directional difficulty.)

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.



Appendix D illustrates the full range of Australian Standard symbols for tourist signs.

The following illustrates the internationally recognised approved symbols for tourist signs.



Logos

Logos are generally unsuitable for use on road signs because they cannot usually be clearly distinguished from a moving vehicle.

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.

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

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 one fingerboard sign** 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.

11.7 Eligibility for Tourism Signage

11.7.1 Criteria for Tourist Attraction Signage

In order to qualify for tourist attraction signage as set out in Section 11.5 - Types of Tourist Signs, a tourist attraction (other than a natural feature) must satisfy all the essential criteria and is preferable they also meet at least one of the desirable criteria.

11.7.2 Essential Criteria

Tourism must clearly be a core business activity of the business. In addition, the attraction must:

- provide a substantive tourism experience in addition to or as part of any commercial / retail nature of the establishment;
- 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;
- be open to the public at appropriate times such as week-ends, school holidays etc. depending on the nature of the attraction or business;

- be listed on the database of the Bathurst Region accredited visitor information centre (with opening hours, admission prices, location and directions).
- have a documented promotional plan which should incorporate promotional literature, on-site signage and other relevant initiatives;
- be appropriately signed within the property line so that it is easily identifiable by passing traveller's; and have appropriately trained visitor contact staff.

11.7.3 Desirable Criteria

It is also desirable if the attraction:

- provides a parking area for coaches and other large vehicles;
- maintains a record of visitor numbers and comments; and
- is a partner in the Bathurst Region Tourism Partnership Program.

Automatic Eligibility

Applicants that can demonstrate that they have already have met the eligibility requirements from the RTA through formal application to TASAC (if previously applied for signage on the highway), automatic eligibility will be assumed.

11.7.4 Specific Criteria

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

Golf Courses

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

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

Antique Galleries / Stores

The requirement to meet essential criteria detailed in Section 11.7.2 - Essential Criteria.

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.

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; and
- where appropriate, provide sampling of the product available as part of the visitor experience.

Council's Tourism Manager / Officer will be consulted when applications are received under this category.

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.

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 Bathurst Region Visitor Information Centre, through brochures and local advertising.

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. These signs should be discussed with TASAC prior to approval.

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 Symbols in Appendix D of these guidelines) 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.

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); and
- open to the general public (not exclusively for coach tours or other organised groups.)
- the facility must be located within two kilometres of the intersection;
- The name of the business will not be placed on the sign only its sector type (Motel, Hotel, B&B etc) and
- further reassurance signs will be considered only in cases of extreme directional difficulty.

Desirable:

- A member of the Bathurst Region Tourism Partnership Program.

Specific Criteria:

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 RTA's Tourism Signposting Manual as a guide.

In addition to the general criteria above the following accommodation facilities must satisfy the criteria set out below:

Caravan Parks

Caravan Parks must:

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

Camping areas

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

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; and
- 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.

Farmstays / Host Farms

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

Resorts

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

- a 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; and
- a range of activities conducted by suitably experienced staff are provided in order to extend the holiday experience.

11.8 Eligibility for Service Signage

11.8.1 Criteria for Service Signage

As there are so many establishments that provide services to travellers, and Council is committed to non-proliferation of signage, eligibility for this type of signage will be at the sole discretion of the Council dependent on the type and location.

In order to qualify for service signage as set out in Section 11.5.2 - Service Signs, a service provider must provide one or more of the following services:

- Hospital
- 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 / BBQ facilities
- Rest area
- Accommodation - including caravan parks and camping areas. (Criteria for this category is covered in Section 11.7.4 - Tourist Accommodation Signage)

Symbols to indicate this type of service can be found in Appendix D - Tourism Symbols.

11.9 Cost, Ownership, Installation and Maintenance of Signs

11.9.1 Overview

When an application is received by Council, the Engineering Services Department shall determine the eligibility. If eligible, the applicant will be advised by Council of the total cost including sign design, construction, installation, permit fees and on-going maintenance.

11.9.2 Cost

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; and
- 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.

11.9.3 Ownership

The signage shall always remain the property of Bathurst Regional Council only on public land.

11.9.4 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.

APPENDICES

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 the 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

An area with substantial development, generally defined by the limits of a speed limit other than the relevant open road limit (100 or 110km/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 and regional tourism organisations may also be taken into consideration when assessing the “core” business of a tourism operation in order to determine its eligibility for tourist signage.

A tourist facility as outlined in Council’s Local Environmental Plan 2005 is:

“An establishment providing for holiday accommodation or recreation (such as a camping ground, caravan park, holiday cabins, hotel, houseboat or motel) and may include a boat shed, boat landing facilities, marina, playground, refreshment room, water sport facilities or the like or a club used in conjunction with such an activity”.

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, or other body.

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.

Traffic Engineer

A person employed by Bathurst Regional Council who has the role of ensuring high standards of sign design, manufacture and installation throughout the region, including the management of applications from businesses.

Tourism

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

Tourism Manager / Officer

A professional officer typically employed by a Council or Regional Tourism Organisation to coordinate tourism planning and marketing for a Council or region.

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 applies.

Tourist Drive or Driving Experience

A tourist drive or driving experience may be:

- geographically based
- tourist attraction based, for example, "Family Fun Trail";
- thematically based, for example, 'wine trail'; and
- 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.



Digital Artwork Specifications

Print Specifications

Mini-Supersite | Supersite | Super8 | 24 Sheeter | 4x2

Artwork Requirements

- Files must be supplied at 10% of the original size. Please see sizes below
- Accurate Colour Proofs or PMS colours must be supplied
- Create artwork in CMYK format
- All fonts should be either supplied with the artwork or converted to paths
- All images should be linked, rather than embedded. Images must be 300DPI at 10% or greater.
- Acceptable file formats are Illustrator, InDesign, Photoshop, QuarkXPress and high resolution PDF

Supersite (12.61m x 3.3m)	630.5mm x 165mm
Super 8 (8.28m x 2.2m)	828mm x 220mm
Mini Super (6.28 x 3.3m)	628mm x 330mm
24 Sheeter (5.95m x 2.95m)	595mm x 295mm
4x2 (3.75m x 1.75m)	375mm x 175mm
TriVision (5.035x2.76m)	503.5mm x 276mm

Artwork Approval

Please email a low-res PDF of artwork with your material instructions to daniels@oohmedia.com.au prior to printing obtain display approval.

Print Production Service

For clients using S&OM print production service all artwork is required 12 days (at latest) prior to the campaign start date. Place all files (including linked images, fonts, etc) onto CD or DVD along with a colour print out. Please contact daniels@oohmedia.com.au for artwork delivery address.

FTP uploads are also available - please contact a member of our production team for instructions.

Delivery

All material is required by 4pm on the Wednesday prior the campaign start date. Late delivery of material will cause your campaign start date to be delayed or additional installation charges.

Contact




















daniels@oohmedia.com.au

Guidelines are only to be used in conjunction with Outdoor Large format Display. Sports & Outdoor Media 2011.

Appendix C – Contact Information

Contact	Area
Tourism Manager Bathurst Regional Council Private Mail Bag 17 Tel: (02) 6332 1444	Discuss your initial signage requirements. It is recommended to this before anything else.
Tourist Attraction Signposting Assessment Committee (TASAC) Roads and Traffic Authority Traffic and Transport Directorate PO Box K198 HAYMARKET NSW 1238 Tel: (02) 9218 3908	Application forms and guidelines are available through the Tourism website: http://www.rta.nsw.gov.au/trafficinformation/downloads/touristsignsV2.pdf Make application for a tourist attraction or service sign that is located on a RTA state or classified regional road. (ie, the State Road)
Traffic Engineer Engineering Services Department Bathurst Regional Council Cnr William and Russell Sts BATHURST NSW 2795 Tel: (02) 6333 6100	Lodge an application for a tourist attraction or service sign that is located anywhere other than a major RTA road. See Section 11.4.2 - Role of Bathurst Regional Council as the Road Authority

Appendix D – Tourism Symbols

 <p>S1 – hospital – 24hr emergency facilities available</p>	 <p>S2 – public phone - available to the public 24hrs/day and is not readily visible from the road</p>	 <p>S3 – petrol – petrol must be available 16hrs/day See also S3a</p>
 <p>S3a – petrol – petrol must be available 24hrs/day</p>	 <p>S4 – accredited visitor information centre See also S4a</p>	 <p>S4a – for use with Information bay or lay-by ONLY</p>
 <p>S5 – restaurant – sit-down meals available 16hrs/day</p>	 <p>S6 – bed (accommodation) – accommodation of at least 5 units and listed by the NRMA</p>	 <p>S7 – refreshments – take away meals or light refreshments available 16hrs/day</p>
 <p>S8 – camping area – must provide toilets and drinking water</p>	 <p>S9 – caravan park – provides at least 20 spaces and listed by the NRMA</p>	 <p>S11 – airport with commercial services timetable</p>
 <p>S12 – rest area – identified by NSW Centre for Road Safety as a rest area</p>	 <p>S13 – truck parking area</p>	 <p>S14 – parking</p>
 <p>S15 – petrol and repairs – petrol and minor repairs for parts such as exhausts, radiators and windscreens available at least 16hrs/day</p>	 <p>S16 – public toilets – toilets must be open 16hrs/day. For new or replacement signs, toilets must have disabled access</p>	 <p>S20 – drinking water – used only where town water is supplied</p>
 <p>S21 – boat ramp – surfaced boat ramp available to the general public</p>		

Appendix E – Application Form Information – Tourism Signage

To be favourably considered for signposting (where Bathurst Regional Council is the Road Authority - ie, non-RMS road network), applicants must demonstrate that they meet all the relevant criteria. Please provide as much detail as possible, including documentary evidence and supporting material, to demonstrate that all eligibility criteria are met in all relevant parts of the application form. Generally, simple 'Yes / No' answers are insufficient. Don't feel limited by the space provided on the application form and attach additional pages if required.

If you have any questions about the application process, please contact the Tourism Manager or Traffic Engineer at Council. Contact details can be found in Appendix C.