

COUNCIL POLICY

Council Policy Title:	Tourism Directional Signing
Council Policy ref. no:	8.6
Responsible Department:	Sustainable Planning & Development
Date of adoption/review:	27 November 2013

1. PURPOSE

The purpose of this policy is to provide a clear and consistent standard for the management of tourism directional signage on road reserves throughout the Colac Otway Shire where Council is the coordinating road authority.

2. INTRODUCTION

Colac Otway Shire is obliged to manage the installation and control of directional signage under its obligations as a coordinating road authority pursuant to Section 66 of the *Road Management Act 2004* (the 'Act'). VicRoads is the relevant coordinating authority for all freeways and declared arterial roads and local government is the relevant coordinating authority for municipal roads.

The primary purpose of directional signage including tourist and service signs is to reinforce precise locations and reassure motorists that they are travelling in the right direction.

Directional signs include and provide directions to;

- towns and cities
- tourist attractions
- services, for example, accommodation including caravan parks, visitor information centres, tourist information bays, restaurants and cafes, service stations, public toilets, emergency medical services, rest and parking areas.

community facilities, for example, arts centres, churches, recreation centres, golf courses, swimming pools, sports facilities

3. SCOPE

This policy applies to the placement, type and design of Tourist Attraction Signs, Services Signs and Community Facilities Signs placed on road reserves under Council's jurisdiction within the Shire. The policy relates to tourism signage to individual tourist attractions within the Shire; and to service signs to facilities provided primarily for the travelling public or which are likely to be sought by travellers or by visitors to a district.

The policy:

- Defines the type of tourism signage used within the Colac Otway Shire
- Encourages the use of standardised signs and symbols that comply with the relevant Australian Standards for signs
- Determines the effectiveness of signs by rationalising their use
- Identifies facilities that will qualify for directional signage through an application process
- Provides administration guidelines that define permit requirements.

The policy does not apply to direction signs with white lettering on a green background. These signs provide direction to towns, cities and particular locations and are provided by the relevant coordinating road authority.

The policy does not apply to signs covered under the *Planning and Environment Act* 1987 and subsequent regulations.

Council's Tourism Signage Policy is relevant for the regulation of all tourism directional signs within the Colac Otway Shire. This policy directly aligns with the VicRoads Tourism Signing Guidelines February 2009. Where Council does not have direct authority over requirements for signs, the Policy recognises that fact and refers to the relevant authority and guidelines.

4. POLICY STATEMENT

This policy promotes high quality directional signage throughout the Shire. It is the policy of Council to ensure a consistent approach is adopted when considering all directional signage within the Colac Otway Shire. Council is committed to providing effective traffic management systems throughout the Shire and to providing strategies that contribute to the amenity and character of a living environment for its community. A key element of these commitments is to ensure the provision of clear and effective directional signage to tourist attractions and supporting services and facilities.

Where Council is the coordinating road authority for a road and signage is required to assist with directions to or guidance about a service, attraction or facility of interest, a permit will be issued by Council subject to an application being lodged and assessed for appropriateness under this Policy as well as the *VicRoads Tourism Signing Guidelines Feb 2009*.

It does not apply to signs which are subject to a planning permit. It does not apply to promotional signs. The primary purpose of tourism directional signs is to assist in directing road users to a specific destination, and not provide a promotional opportunity for a business or service.

All signs will comply with Australian Standards AS1742 and AS2342 in relation to the use of colour, lettering type, size and use of symbols.

5. CRITERIA AND GUIDELINES

5.1 Types of signs

This policy relates to signs which provide road users with information relating to the location of attractions, accommodation and facilities such as restaurants and cafes.

It also relates to signs which provide information relating to community messaging and community services.

It includes advance signs, intersection signs, gateway signs, reassurance signs, route markers, temporary signs and position signs.

5.2 Standards and Legislation

All signs will conform with the relevant legislation and standards. Signs that do not conform with relevant legislation and standards will not be considered. Any signs found to be non-conforming will be removed.

5.3 Roles and responsibilities

It is the responsibility of the coordinating road authority to ensure the safe and efficient flow of traffic within its network of roads. The coordinating road authority will make sure that this responsibility is met by ensuring that nothing is placed on a road reserve that detracts from the drivers field of vision, causes a hazard by distracting the attention of the driver or distracts the drivers attention from a traffic control device.

From time to time, Council will inspect all signs to ensure its obligations are met and that all signs are compliant, up-to-date and in an acceptable condition. Out of date signs will be removed.

Council will maintain signs to Council assets or public community services and facilities such as public toilets.

Operators of attractions and services will be responsible for the development, installation, maintenance and removal of signs relating to their operations. Signs must be maintained to the satisfaction of Council. Signs must be installed by a suitably qualified and insured contractor.

Where a business changes owners, it is the new owner's responsibility to notify Council. If the business changes name or type and requires a new sign, this is the responsibility of the owner. New signs must meet the criteria as outlined in 5.6 of this policy.

5.4 Costs

All costs associated with the design, manufacture, installation, maintenance and removal of signs will be borne by the applicant.

5.5 Rationalisation

Where two (2) signs for a similar attraction or service already exist at one intersection, the introduction of a third sign will result in the rationalisation of signs at that intersection. This could include the removal of old or outdated signs and the aggregation of existing signs by way of the use of generic references.

5.6 Criteria for signage

When considering any proposal or application for directional signage, the following basic criteria will be taken into consideration.

In the case of tourist attractions, the main consideration will be whether tourism is a core business activity of the attraction and whether the attraction complies with the criteria for tourist attractions set out in the *Tourism Signing Guidelines 2009*.

In the case of services facilities, consideration will be given as to whether the service which the facility is likely to be sought by travellers, and whether the facility complies with the criteria for services facilities set out in the *Tourism Signing Guidelines 2009*.

In the case of community facilities, consideration will be given to whether the facility is likely to be sought by visitors to the district, and whether the facility complies with the criteria for community facilities set out in the *Tourism Signing Guidelines 2009*.

It will also be considered as to whether the signage is necessary to help people not familiar with the area to find their way and also whether good maps/street directory in combination with a clear system of street names and numbering are the most appropriate aids to locating the facility.

Consideration will also be given to whether the facility/attraction is a significant attraction in the Colac Otway Shire area that warrants special treatment.

6. APPLICATION PROCESS

Applications for signs are assessed for eligibility under *the Act, the Tourism Signing Guidelines 2009* and the criteria outlined in section 5 of this policy. Applications should be made on the form which is available through Vic Roads and the Colac Otway Shire.

7. PERMIT

- Permits will be valid for a period of five (5) years, after which time the appropriateness and efficiency of the sign may be reassessed. The sign may be removed by Council if it is considered that the business no longer conforms to the criteria and guidelines or there is a need to rationalise the signs.
- Permits will be held on a secure database of permits. Inclusion on this database is subject to Council's Information Privacy Policy
- Permits will be issued by the relevant delegated officer of Colac Otway Shire.

8. RELATED LEGISLATION

- *Local Government Act 1989.*
- *Road Management Act 2004*

9. RELATED POLICIES/PROCEDURES/STANDARDS/GUIDELINES

- Vic Roads Tourism Signing Guidelines Feb 2009
- Victorian Planning Provisions
- Australian Standard AS1742, Uniform Traffic Control Devices
- Australian Standard AS2342, Development, Testing and Implementation of Information and Safety Symbols and Symbolic Signs
- Australian Standard AS1743, Road Sign Specifications.
- Australian Standard AS1744, Standard Alphabets for Road Signs.
- Vic Roads Traffic Engineering Manual, Volume 2.
- Colac Otway Shire Information Privacy Policy 2009

ADOPTED/AMENDMENT OF POLICY

Policy Review Date	Reason for Amendment
27 November 2013	Adopted by Council