



DIRECTIONAL SIGNAGE (TOURIST, SERVICES & COMMUNITY FACILITIES) POLICY

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Responsible Officer: Director of Engineering Services
Department: Engineering Services

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1	OM-0086	21 April 2010	Review April 2015
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3	Internal Review	14 July 2020	Review July 2025
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1. BACKGROUND

Goondiwindi Regional Council is committed to providing information that assists both the local community and visitors to further appreciate the infrastructure, facilities and attractions within the Goondiwindi Regional Council area.

Directional signage is a useful tool to assist the general public to navigate their way to and between infrastructure, facilities and attractions, and has the potential to enrich public awareness and experiences.

2. POLICY STATEMENT

- Assist with the efficient and safe direction of the general public to infrastructure, facilities and attractions;
- Introduce a consistent standard of directional signage;
- Regulate the erection of directional signage;
- Control the impact of visual pollution; and
- Directional signage is not intended for promotional or advertising purposes.

3. PURPOSE/OBJECTIVES

The purpose of this policy is to regulate the erection of directional signage throughout the Goondiwindi Regional Council area and to ensure that Council:-

- Establishes consistent guidelines and specifications to assist in the regulation and control of directional signage;
- Increases community and visitor awareness of local facilities and public places within the regional area;
- Avoids the impact of visual pollution or to detract from the amenity of the area;
- Prevents the proliferation of signs at any one location causing the reduction of its intended purpose;
- Ensures that signage complies with the relevant Acts, Australian Standards, Department of Transport & Main Roads Manual Uniform Traffic Control Device Manual (MUTCD), Codes of Practice, Industry Standards, and any other relevant department requirements;

- Ensures that directional signage does not create a traffic hazard, either through size or design; and
- Clearly identifies facilities that may qualify for directional signage and the conditions under which they may be permitted.

4. SCOPE

This policy applies to all urban and rural streets or roads (including lanes) under Council's jurisdiction.

Applications for directional signage on state controlled roads shall be referred to the Department of Transport & Main Roads.

5. CATEGORIES

There are three (3) major types of directional signage. These are:-

- Tourist Attraction Signs (white on brown);
- Service Signs (white on blue); and
- Community Facility Signs (white on blue).

5.1. Tourist Attraction Signs

Tourist attraction signs identify commercial and non-commercial tourist establishments and features. In order to qualify, the core business must be tourism orientated.

Typical classifications of tourist attraction facilities permitted to apply for directional signage in accordance with this policy include, but are not limited to, the following classifications:

- Commercial tourist attractions;
- National parks;
- Natural features;
- Wineries;
- Museums;
- Galleries;
- Historic sites and towns;
- Aboriginal cultural centres and sites; and
- Scenic or themed tourist drives.

5.2. Service Signs

Service signs direct travellers to facilities and services that may benefit them.

Typical classification of service attraction facilities permitted to apply for directional signage in accordance with this policy include, but are not limited to, the following classifications:

- Accommodation facilities;
- Caravan and camping parks/areas;
- Visitor information centres;
- Emergency services (hospital, ambulance, fire station);
- Municipal offices, depots and tips;
- Public toilets;
- Rest areas;
- Service stations; and
- Parking areas.

5.3. Community Facility Signs

Community facility signs are 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.

Typical classification of community facilities permitted to apply for directional signage in accordance with this policy include, but are not limited to, the following classifications:

- Art centres;
- Churches and religious institutions;
- Sporting and recreational grounds and facilities;
- Airports;
- Civic centres & halls;
- Post office; and
- Railway stations.

6. FACILITIES PERMITTED TO DISPLAY DIRECTIONAL SIGNAGE

For the purpose of this policy, facilities classified as tourist, service or community facilities, as described in section 5, shall be permitted to make application to Council for directional signage.

Other facilities may make application for directional signage and will be required to demonstrate a genuine need.

Facilities not permitted to display directional signage in accordance with this policy shall have recourse to make application for advertising signage.

7. APPLICATION PROCESS

Applications for directional signage must be lodged with Council's Department of Engineering Services on the prescribed form.

Council reserves the right to amend the application as necessary to comply with the relevant Australian Standards, Department of Transport & Main Roads MUTCD, or relevant codes.

8. ASSESSMENT

Directional signage shall not be erected unless it can be shown to significantly aid vehicular and/or pedestrian traffic flow and does not constitute a form of advertising.

Council's assessment will take into consideration a range of factors including, but not limited to, the following:

- Traffic levels;
- Existing signage;
- Facility classification;
- Likely extent of community need;
- Visibility;
- Aesthetics; and
- Safety.

Approval for all applications for directional signage shall be at the discretion of Council.

9. FEES & CHARGES

The cost to supply, install and maintain directional signage shall be borne by the applicant, unless otherwise stated, in accordance with Council's Fees & Charges.

10. SPECIFICATIONS OF SIGNAGE

10.1. Size & Design

Signage shall be approved in accordance with the Department of Transport & Main Roads MUTCD.

10.2. Permitted Information

Signage shall contain the facility name (where approved by Council), standard description or symbol of the facility (eg. bowls club, swimming pool, caravan park etc.), with a chevron pointing horizontally (or pointing up or out at 45 degrees) in the general direction of the facility. The distance to the facility may also be indicated by a whole number adjacent to the concave side of the chevron.

10.3. Installation

The responsibility for the installation of directional signage shall be the sole responsibility of Council. The installation of new signage, or the interference with existing signs without the authority of Council, is an offence. No sign will be erected on the road reserve without the formal consent of Council.

10.4. Location

The location of directional signage shall be at a mutually agreed location. Where practical, signage shall be installed on the same post that supports the street name sign.

10.5. Clearance

Signage shall be erected a minimum of 2.0 metres above the level of the kerb or footpath (urban areas) or a minimum of 1.5 metres above the road surface (rural areas) to prevent obstruction to pedestrians or vehicles. There should be a clearance of 150mm between the bottom of the street name sign.

10.6. Orientation

Signage should face towards approaching traffic approximately at right angles to the line of sight, and where possible, orientated in the same direction as the street name sign.

11. NUMBER OF DIRECTIONAL SIGNS PERMITTED

A proliferation of directional signage, together with road name signs at the same location can render all signs ineffective, as motorists will have difficulty scanning all the information and making decisions in a safe manner.

To maintain the effectiveness of directional signage, the following shall apply:

- (a) Where a facility abuts a major road, signage other than on the property, should not be provided in the vicinity of that major road;
- (b) Where a community facility abuts a street which runs directly off a major road, no signage should be provided to it unless there may be uncertainty about the direction to take, as may be the case when the street name is the same on both sides of the major road;
- (c) A preferable maximum of two (2) facilities and an absolute maximum of three (3) facilities should be signposted at any one location, on a first served basis; and
- (d) The number of directional signs for each facility shall be limited to two (2) signs per facility for each township within the regional area.

In built up areas, Council may make provision for the erection of multi directional signage, in lieu of individual fingerboard signs.

12. MAINTENANCE

The cost of maintenance provided for in Council's application fee, will be limited to the following:

- Removal of graffiti and stickers; and
- Re-instating of an installation where minor damage has occurred.

In the case of an accident or malicious damage to a directional sign, full replacement of the sign will be at an additional cost apportioned to the affected business/s.

13. COMPLIANCE OF EXISTING SIGNAGE

Existing directional signage that does not comply with this policy shall be progressively replaced as funds allow or on an as-needed basis.

14. COUNCIL'S RIGHTS

Council reserves the right to remove, relocate or adjust any directional sign at any time and for any reason.

Where Council determines than an existing sign no longer has a purpose or is misleading (eg. the business has relocated) the sign will be removed by Council. Where practical, reasonable steps shall be taken to notify the service or facility operator of any changes, relocation or removal at least one (1) month prior to taking effect.

15. NECESSITY TO COMPLY WITH THIS POLICY

Nil

16. REVIEW DATE

July 2025

ATTACHMENTS

Nil