

OFFICIAL

Strathbogie Shire Council

Tourism Related Directional Signage Policy

February 2024



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Tourism Related Directional Signage Policy

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Responsible Officer	Director Sustainable Infrastructure

PART 1 POLICY

1. PURPOSE

The purpose of this Policy is to establish clear principles and guidelines to assist the management of tourist attraction, community facility and community services (i.e. tourism related) directional signage within the municipality.

For the purposes of this Policy, tourism related signage is defined as directional signage under Clause 52.05 Planning Scheme - a direction sign is a sign not exceeding 0.3 square meters which directs vehicles or pedestrians. It does not include a sign that contains commercial information. Tourism attraction directional signs have white lettering and symbols on a brown background. Community services and community facility signs have white lettering and symbols on a blue background.

This Policy provides a framework for assessing tourism related signage applications for Council Roads and for referral of applications for roads under VicRoads jurisdiction.

For the purposes of this Policy, applications for signage from horse studs on Council roads will be processed in the same manner as an application for a community facility or community service. However it is worth noting that currently neither VicRoads nor Tourism Victoria recognise these operations as either a Tourist Attraction or Community Facility / Service therefore signage applications can only be considered on Council roads.

2. APPLICATION OF THIS POLICY

This policy shall only apply to permanent signage on Council owned and controlled lands situated within Strathbogie Shire. This shall include road reserves, public recreational reserves and similar lands.

This policy will not apply to road traffic, safety and street name signs and portable advertising signs defined under Council local laws.

Council must give consideration to the VicRoads Tourist Signage Guidelines.

3. ACCOUNTABILITY AND RESPONSIBILITIES

Role	Responsibilities
Director Sustainable Infrastructure	<ul style="list-style-type: none"> responsible for Infrastructure Strategy Receipt and assessment of applications for directional signage for community service facilities and tourism attraction facilities, and enforcement of this Policy
Council	<ul style="list-style-type: none"> 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. will maintain signs to Council assets or public community services and facilities such as public toilets
Operators of attractions and services	<ul style="list-style-type: none"> 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.

4. POLICY

Applications for tourism related directional signage are to be processed by Council's Tourism and Economic Development Teams in conjunction with the Sustainable Infrastructure Directorate.

Approved Applicants are to be issued with a Sign Permit however, the Applicant must agree to, and comply with, all the specified terms and conditions, sign and date the Sign Permit, and return it to Council - in order to validate the approval.

The design and manufacture of approved signage may be organised by the Applicant (in accordance with specific sign design criteria), however, the installation of approved signage may only be carried out by Council or a Contractor approved by Council.

The removal of signage is to be co-ordinated by Council's Community Safety team when it has been illegally installed.

Strathbogie Shire Council is committed to:

- Ensuring a consistent standard in roadside signage design, manufacture, installation and placement throughout the municipality which provides an efficient information delivery system that is able to meet the needs of the travelling public, and which is consistent with other signage throughout Victoria and Australia.
- Ensuring that applications are assessed according to the "Tourist Signing Guidelines" (*produced by Tourism Victoria and VicRoads*), VicRoads Traffic Engineering Manual Volume 2, Chapter 11: Tourist and Services Signs, any relevant Australian Standards for roadside signage, any other relevant State and Commonwealth legislation, and also any other specific Council and VicRoads requirements.
- Ensuring that where an Applicant is not a tourist attraction, community facility or community service, and does not meet the "Tourist Signing Guidelines"; that the Applicant does not qualify for directional roadside signage. Council may grant approval under exceptional circumstances to non-qualifying commercial enterprises, however, a community facility or service aspect would need to be demonstrated. Council may also consider an application for aggregated commercial signage for a business or industrial precinct.
- Recognising that the sole purpose of tourism related directional signage is to indicate direction to the travelling public and is not to act as a substitute for other marketing and promotional activities which should be undertaken by individual establishments.
- Ensuring that restraint is applied (in the assessment of applications) in order to prevent a proliferation of signage, which has been demonstrated to reduce motorist comprehension, reduce road safety and detract from the natural beauty and amenity of the area.
- Limiting the total number of tourism related directional signs to a maximum of six (6) signs on Council controlled reserves, for each individual establishment.
- Ensuring (where practicable) that all tourism related directional signage is current and relevant, this includes limiting signage approvals to a maximum of five (5) years, after which time a review may be undertaken.
- Ensuring that a register for Council issued tourism signage permits in Council's document management system is maintained at all times. This register is to be reviewed

every six (6) months for upcoming expiries of issued five (5) year permits, and permit holders notified.

- Ensuring that only approved directional signage is installed on any Council controlled reserves; this includes the non-processing of applications where the Applicant has not removed other non-conforming and/or non-approved signage.
- Ensuring that Applicants are required to pay all costs associated with the design, manufacture and installation of approved signage; in addition to any ongoing maintenance costs, including cleaning, damage or vandalism, loss of reflectivity, replacement, reinstatement and/or re-installation.
- Ensuring safe works practices are followed by Council or Council approved Contractors when signage installation is taking place. Only Council or Council approved Contractors will be permitted to install or maintain signs on Council controlled reserves. Contractors will be required to obtain a Council permit for works within municipal road reserves before any signage installation works are to take place.

Strathbogie Shire Council may remove any tourism related directional signage, after prior notification, and without compensation, at any time. However, consideration may also be given to the removal of signage under the following circumstances:

- The individual business establishment has closed or no longer operates as an eligible tourist attraction, facility or service.
- The signage is an aggregated sign, displaying the names of several business establishments, and one or more of the business establishments has closed or no longer operates as an eligible tourist attraction, facility or service.
- The signage is in a poor state of repair and/or has become a road safety hazard.
- Council has identified a need to reduce a proliferation of signage in the area.

Strathbogie Shire Council may remove non-conforming and/or non-approved signage after prior notification and without compensation, at any time, particularly when:

- The signage has been installed on land under the control of Council without Council approval.
- The signage does not conform to the requirements of the "Tourist Signing Guidelines" (produced by Tourism Victoria and VicRoads), VicRoads Traffic Engineering Manual Volume 2, Chapter 11: Tourist and Services Signs, any relevant Australian Standards for roadside signage, any other relevant State and Commonwealth legislation, and also any other specific Council and VicRoads requirements.

Non-conforming and/or non-approved signage will be removed as soon as practicable.

The "owners" of the sign and/or the relevant business, are liable for all costs associated with the removal of any non-conforming and/or non-approved signage. However, Council may elect not to pursue cost recovery if special circumstances exist.

The "owners" of the sign and/or the relevant business have 14 days (from the date of removal) to collect any removed signage from Council's temporary holding areas/depots. Any signage not claimed and removed within this time period, will be disposed of by Council, and any costs associated with the removal and disposal will be recovered from the "owners" of the sign and/or the relevant business.

5. DEFINITIONS

Term	Meaning
Council	means the Strathbogie Shire Council
Tourist Attraction	A commercial or non-commercial attraction or establishment, or an attraction that is actively managed by a government agency or committee of management. This facility caters primarily for tourists (for which a charge may or may not be applied)
Tourism Related Signage	is defined as directional signage under Clause 52.05 Planning Scheme - a direction sign is a sign not exceeding 0.3 square meters which directs vehicles or pedestrians. It does not include a sign that contains commercial information. Tourism attraction directional signs have white lettering and symbols on a brown background.
A Direction Sign	is a sign not exceeding 0.3 square meters which directs vehicles or pedestrians. It does not include a sign that contains commercial information. Tourism attraction directional signs have white lettering and symbols on a brown background.

6. RELATED POLICIES AND LEGISLATION

The following Council, State, regional and national plans and policies are relevant to this policy under each subtitle.

Legislation

- *Road Management Act 2004*
- *Local Government Act 2020*
- VicRoads Tourism Signage Guidelines 2009
- Australian Standards AS1742, Uniform Traffic Control Devices
- Australian Standard AS1743, Road Sign Specifications
- Australian Standard AS1744, Standard Alphabets for Road Signs
- Australian Standard AS2342, Development , Testing and Implementation of Information and Safety Symbols and Symbolic Signs

7. POLICY REVIEW

Council may review this policy at any time and at least two years from the date of adoption.

Minor amendments to the policy may be authorised by the CEO at any time where such changes do not alter the substance of the policy (eg a change to the name of a related document, or a change in legislation).

8. CHARTER OF HUMAN RIGHTS AND RESPONSIBILITIES ACT 2006 AND THE EQUAL OPPORTUNITY ACT 2010

The Council acknowledges the legal responsibility to comply with the *Charter of Human Rights and Responsibilities Act 2006* and the *Equal Opportunity Act 2010*. The *Charter of Human Rights and Responsibilities Act 2006* is designed to protect the fundamental rights and freedoms of citizens. The Charter gives legal protection to twenty fundamental human rights under four key values that include freedom, respect, equality and dignity.