



DIRECTIONAL ROAD SIGNAGE POLICY

P1.0005.5

DIRECTIONAL ROAD SIGNAGE POLICY

DIRECTORATE: Community Assets
BRANCH: Traffic, Depot and Building Services
CATEGORY: 2

1. Purpose

- 1.1. This Policy outlines the process for seeking approval and installation of appropriate signposting for community facilities, services and tourist attractions.

2. Alignment with Community Strategic Plan

- 2.1. Council's Community Strategic Plan 2025-2040 identifies five key directions to guide Council towards achievement of the vision that "Camden is a diverse, vibrant community embracing sustainable growth, honouring heritage, and protecting our environment together". The following objectives and strategies are applicable to this Policy and relevant to the key direction of Liveable:

- LB 3.1 - Improve public transport links, roads and transport options that support the growing community
 - LB 3.1.1 - Manage vehicle and pedestrian movement in public places for safety and amenity

3. Background

- 3.1. Directional road signage assists in wayfinding for drivers, riders and pedestrians. It is particularly useful for community attractions that have regular visitation from a wide catchment with people less familiar with the precinct. Directional signage can help promote visitor attractions but should not be used as commercial advertising.
- 3.2. Excessive or unclear use of directional signs can lead to confusion, causing distraction and increasing the road safety risk. They can also impact on visual amenity.

4. Scope

- 4.1. This Policy applies to standard directional signs proposed by Council or third parties.
- 4.2. This Policy applies to fingerboards and guide signs.

- 4.3. This Policy does not apply to visitor signage from the State Road network. Applications for such signs need to be submitted to Destination NSW (<https://www.destinationnsw.com.au/destination-nsw-business-support/signposting>).
- 4.4. This Policy does not apply to signage within parks and open space, Local Government Area and suburb welcome signs, or otherwise non-standard Council-approved wayfinding schemes.

5. Objectives

- 5.1. This Policy provides a standard means of signposting community facilities, services and tourist attractions without detriment to road safety and surrounding amenity.
- 5.2. This Policy aims to minimise sign clutter and avoid inappropriate signage placement.

6. Policy Statement

6.1. Guidelines for Sign Type, Style and Placement

- 6.1.1. Consideration will be given to guide signs for major facilities where:
 - Signage is in accordance with traffic signs standards and guidelines;
 - An assessment of traffic generation of the facility is undertaken, demonstrating high visitation from out of area.
- 6.1.2. Fingerboards shall be placed on posts that support street name signs, wherever available. The signs should align with and be placed under the street name sign. A maximum of three facilities shall be signposted at any one location.
- 6.1.3. Fingerboards shall be designed in accordance with Australian Standard AS 1742.5 with white text on blue background, Council's logo and a chevron arrow. Consideration will be given to using brown background where a facility is primarily of interest to tourists. Only one line of text shall be used on a single blade.

- 6.1.4. Typical facilities that may be considered for signage include:

- Council facilities and parking areas
- Waste disposal / recycling facilities open to the public
- Council sporting facilities and recreational grounds
- Lookouts
- Emergency services and hospitals
- Post Offices
- Public transport interchanges

- Education facilities
- Places of worship
- Airports and airstrips
- Town and neighbourhood centres
- Museums and galleries
- Heritage and historic sites
- Tourist facilities
- Visitor attractions.

6.1.5. Applications for visitor attractions will need to demonstrate that they have regular visitation throughout the year, in particular by visitors from out of the area.

6.2. Procedure for Application

6.2.1. Applications from third parties should be made in writing to Council.

6.2.2. Council will determine if signage is approved and will advise the applicant, the cost, for undertaking manufacture installation of signs as per Council's Fees and Charges schedule. This cost will not incorporate a maintenance component. For signage in new subdivisions, Council may consent to the applicant undertaking the works as part of the Subdivision Consent.

6.2.3. Any sign in disrepair or no longer applicable may be removed at the discretion of Council following notification to the facility operator.

6.2.4. The initial installation cost and ongoing maintenance and replacement of signage shall be at the full cost of the applicant. Installation, maintenance and replacement of the signs other than by Council is only permitted if written approval is given by an authorised Council Officer.

7. Roles and Responsibilities

7.1. Manager Traffic, Depot and Building Services

The Manager Traffic, Depot and Building Services will be responsible for this Policy and will coordinate the following functions in relation to the Policy:

- Periodic review of the Policy
- Provision of advice to internal and external stakeholders.

7.2. Team Leader Traffic Engineering and Planning

The Team Leader Traffic Engineering and Planning will be responsible for the following functions in relation to the Policy:

- Advising internal Clients proposing directional signage
- Processing written applications for directional signage, including assessing suitability, advising about fees and charges and managing installation through Work Instructions.

8. Reporting

8.1. There are no reporting obligations required under this Policy.

9. Evaluation

9.1. The success of this Policy will be measured by

- No reported breaches of this Policy
- All individuals engaged by Council to undertake assessment of applications are suitably qualified.

10. Review

10.1. This Policy will be reviewed every three years or more frequently as required.

11. Definitions

Directional sign Road sign that aids navigation.

Fingerboard Horizontal metal blade attached to a single post (180mm high and a maximum of 1100mm long, subject to the text displayed).

Guide sign Authorised traffic sign listed on the Transport for NSW Traffic Sign Register

(<https://www.transport.nsw.gov.au/operations/roads-and-waterways/traffic-signs>).

12. Related Materials

12.1. Related Legislation

- *Roads Act 1993*

12.2. Related Policies, Procedures and Other Guidance Material

- Australian Standards AS 1742.5 and 1742.6

Camden Council
Directional Road Signage Policy

Approval and Review	
Responsible Branch	Traffic, Depot and Building Services
Responsible Manager	Manager Traffic, Depot and Building Services
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Version Control				
Version	Date Adopted	Approved By	EDMS Ref.	Description
1	25/06/1990	Council		New policy
2	27/07/1998	Council	15/224577	Minor amendments
3	25/06/2019	Council	19/186599	General revision, amendments and removal of street name signs
4	13/05/2022	N/A	19/186599	Reviewed without change
5	29/07/2025	Governance	19/186599	Minor amendments



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