



## Signage on the Pacific Highway

Roads and Maritime Services is responsible for authorising, installing, maintaining and removing signs on State roads such as the Pacific Highway.

As part of the Pacific Highway upgrade, many towns become bypassed in the process of delivering a safe and efficient dual carriageway for motorists. Roads and Maritime is committed to working with these bypassed communities to provide adequate signage to encourage tourists and road users more generally to visit those towns.

This report identifies the current signage initiatives Roads and Maritime is planning to deliver on the Pacific Highway as part of the upgrade program.

## Types of signage

Roads and Maritime is currently involved with various agencies, councils and community stakeholders to implement a range of signage along the Pacific Highway. This signage is listed below and detailed further in this chapter.

- Directional signage
- Tourist signposting
- Service signposting
- Visitor information signage in rest areas
- Location markers.

### Directional signage

Directional signposting is provided to assist road users to safely and efficiently navigate the road network. These signs indicate the direction and sometimes distances, to towns and villages, the names of roads or routes and the route marking.

As part of the Pacific Highway upgrade, directional signage plans are prepared for each project to show the wording and location of new signs to be installed as part of the project. Along with major directional signs, the plan outlines a signposting scheme for creek and river crossings, the service centre and tourist route signage. Directional signage is green with white text as on the examples shown below.

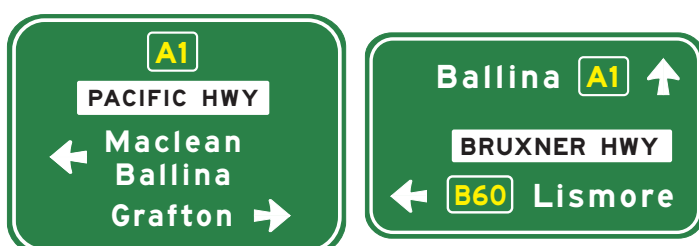
#### What is the role of Roads and Maritime?

Roads and Maritime is responsible for authorising, installing, maintaining and removing directional signage on the Pacific Highway. As part of this process, Roads and Maritime consults with Councils and community stakeholders when developing proposed signage. This consultation is based on the destinations to be included and location of new signs to be installed on the Pacific Highway.

#### How are the sign legends determined?

Roads and Maritime ensures that all signs to be installed on the highway comply with a range of guidelines and criteria to ensure motorists are able to find locations and make timely journey decisions.

Not every desired destination can be signposted from main routes such as the Pacific Highway. The key towns or villages along adjoining roads are generally signposted. Road users are expected to undertake some prior research on their journey to navigate to their specific destinations.



Examples of directional signage

### Tourist signposting

Tourist signs in NSW have a white legend on a brown background and are installed to assist road users in locating major tourist attractions. Their purpose is to:

- Indicate to visitors establishments, features or places that are major tourist attractions
- Identify and guide visitors along touring routes, or
- Welcome visitors to NSW and its tourism regions.

See below for examples of tourist signposting.



Examples of tourist signposting

#### What is the role of Roads and Maritime?

Roads and Maritime in partnership with Destination NSW cater for the needs of road users by planning and implementing tourist signposting systems which:

- Safely and efficiently guide visitors to their destination, whether that be a town of tourism interest or a particular attraction, and
- Inform visitors of the range of attractions and services available at a destination.

#### How is tourist signposting determined?

The Tourist Attraction Signposting Assessment Committee (TASAC) has long been established to ensure a consistent approach to tourist signposting throughout NSW. The committee is made up of representatives of Destination NSW, Roads and Maritime and the regional tourism organisations.



Tourist operators apply to TASAC for tourist signposting of their attractions. TASAC assesses applications against criteria outlined in the tourist signposting guidelines to determine whether the attraction can be signposted. If the attraction meets the criteria the tourist operator is responsible for funding the installation of the signs.

If existing tourist signposting is affected by the upgrade of the Pacific Highway, Roads and Maritime adjusts signposting to suit the new route in accordance with the Tourist Signposting guidelines. If the new highway is to "Motorway" standard, then only attractions designated as "State Significant" are signposted on the new highway.

Tourist drives are also adjusted if affected by the highway upgrade. This is usually through extension of the current Tourist Drive signposting to the highway upgrade, as long as the local Council continues to support and maintain signposting along the remainder of the route.

Navigating to tourist attractions or towns also requires following the white on green direction signs discussed before.

## Service signposting

Service signposting identifies to road users where they can access service and accommodation facilities. These include services such as food and fuel, where they can rest and where public services such as hospitals or airports are located.

These signs have a white legend on a blue background. Service sign symbols are often displayed on directional and tourist signage. Examples of service signposting is shown below.

### What is the role of Roads and Maritime?

Roads and Maritime is responsible for authorising and installing service signs on State roads such as the Pacific Highway. Council has the delegated responsibility on regional and local roads.

### How is tourist signposting determined?

Roads and Maritime works closely with Destination NSW to determine on policy issues regarding service signposting.



Examples of service signposting

## Visitor information signage in rest areas

Visitor information signage was first installed in 2012, at various locations along the Pacific Highway between the Hawkesbury River and the Queensland border. An example of the visitor information signage in rest areas is shown below.

The signs include a series of four panels which include information on:

- Local tourism opportunities
- Regional Aboriginal heritage
- Nearby national parks
- How to avoid driver fatigue
- The Legendary Pacific Coast.

### What is the role of Roads and Maritime?

Roads and Maritime is responsible for developing, installing and maintaining visitor information signage on the Pacific Highway. Roads and Maritime is also responsible for consulting with Aboriginal groups, Destination NSW and Legendary Pacific Coast to develop the signage.

### How is tourist signposting determined?

Roads and Maritime is in the process of establishing a state wide road side rest area signage strategy that aims to place local Aboriginal community, cultural and tourism information on panels in rest areas across NSW.



Example of rest area signage

## Location markers

Location markers were first installed in early 2016 on the Coopers Creek to Herons Creek Pacific Highway upgrade. The bypassed towns of Moorland, Johns River and Kew were nominated to have location markers built on their approaches to help direct motorists to the town centres. Location markers are designed to help guide motorists into regional towns bypassed as part of the Pacific Highway upgrade program. These signs are reflective of the local communities and complement existing directional signage.

The project will continue with installation of location markers at Bulahdelah, Ballina and Woolgoolga, with more location marker sites to be confirmed in accordance criteria established by Roads and Maritime, as other Pacific Highway projects continue to open.

### What is the role of Roads and Maritime?

Roads and Maritime is working with local communities to develop and install location markers to identify villages and towns which were bypassed by the Pacific Highway upgrade.

### How is location marker signage determined?

Roads and Maritime is establishing a location marker guideline which identifies the criteria for determining bypassed town's eligibility for location markers and the criteria required to deliver the signage. Roads and Maritime is responsible for authorising, installing and maintaining the location marker signage.

In the preparation of the location marker signage, Roads and Maritime will consult to determine a theme for the signage that is reflective of the community or communities it is bypassing. This image or theme is to be determined through consultation with the local Council in conjunction with applicable community groups, local tourism groups or Chamber of Commerce. An example of the location marker signage is shown below



## Service centres and tourist information

Roads and Maritime has worked with the Department of Planning and Environment to identify locations where Highway Service Centres could be developed along the Pacific Highway.

Highway Service Centres are proposed to provide services and facilities for road users at regularly spaced locations along the Pacific Highway. Roads and Maritime encourages developers to also include tourist information as one of these services. Where Highway Service Centres are proposed on land owned by Roads and Maritime, tourist information is required as part of the development. Highway Service Centres featuring tourist information are currently proposed at Ballina and Nambucca Heads.

## Bypassed towns

Tourists and visitors are encouraged into bypassed towns through a combination of each of the sign types described above as well as through materials made available through Destination NSW, Regional Tourism Organisations and the Legendary Pacific Coast organisation.

Diagrammatic signs showing the tourist drive through the bypassed towns are also provided where possible on the road network. The aim of these signs is to show that bypassed towns can be visited without the need to backtrack. The distance that road users need to travel to drive through the bypassed town and back to the highway is also shown. An example of this type of signage is shown below.



## For more information

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