Bypassed Town signage

Fact sheet

February 2019

We recognise appropriate image selection helps ensure Bypassed Town signage is effective. We are committed to working with local government to develop and install signage that will encourage travellers to stop and visit bypassed towns.

What is Bypassed Town signage?

The NSW Government has introduced a new type of image-based road signage which aims to promote bypassed towns in rural and regional NSW. These signs will be positioned close to intersections on state roads and use colour images to show key features of the bypassed towns to encourage visitation. Bypassed Town signage also displays service symbols to highlight available services and facilities to assist travellers on their journeys and encourage rest breaks.

Community consultation

We will work in consultation with local government to determine appropriate images for use on Bypassed Town signage. Local government is responsible for engaging key community stakeholders to assist with the selection process. This may include a workshop or discussion with the local Chamber of Commerce and tourism organisations to consider suitable options that represent the town or area.

Selecting an image

The image chosen for the signage must be of the town or represent the area's tourism or cultural heritage. It should promote a unique aspect of the destination and entice road users to stop and explore the local community.

We will arrange professional photography of the feature once a decision has been made. Advice will also be given on the type of imagery that suits the size and high speed environment of the sign.

The following should be considered when selecting an image:

- simple images with contrasting colours are best
- must be suitable for cropping or enlarging to suit sign size requirements
- should not contain people, especially if they are the main detail
- avoid images with large areas of very light or very dark colouring
- no commercial advertising or logos
- must be easily interpreted at a glance by drivers.
Image examples

Effective

✓ Simple image with contrasting colours
✓ Easily interpreted at a glance
✓ Promotes a unique aspect of the town
✓ High resolution image
✓ Represents the area’s cultural heritage
✓ Suitable for cropping or enlarging

Unsuitable

✗ Large area of dark colouring
✗ Not easily interpreted at a glance
✗ Town is not clearly identifiable
✗ Lack of contrasting colours
✗ Displays commercial advertising and logos
✗ People are visible

Sign types

There are three sign types which can be used to promote bypassed towns in conjunction with other wayfinding guide signs.

Option 1: Bypassed town services sign

This is the standard sign treatment and is available for use where an image is not required.

Option 2: Bypassed town services sign with image

This option incorporates a colour image along with accredited service symbols.

Option 3: Combined historic village services sign with image

This option can only be used where the bypassed town is an accredited historic town approved by the NSW Government Tourist Attraction Signposting Assessment Committee (TASAC).
Service symbols

Bypassed Town signage should display service symbols in accordance with Australian Standards.

The following symbols may be used on the signage:

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>🚑</td>
<td>24 hour emergency facilities available</td>
</tr>
<tr>
<td>🛡</td>
<td>Petrol must be available 14hrs/day</td>
</tr>
<tr>
<td>🏢</td>
<td>Accredited visitor information centre</td>
</tr>
<tr>
<td>🍽️</td>
<td>Restaurant sit down meals available 14hrs/day</td>
</tr>
<tr>
<td>🛋️</td>
<td>Accommodation</td>
</tr>
<tr>
<td>☕️</td>
<td>Refreshments, take away or light meals available 14hrs/day</td>
</tr>
<tr>
<td>🕒</td>
<td>Camping area – must provide toilets and drinking water</td>
</tr>
<tr>
<td>🛴</td>
<td>Caravan park</td>
</tr>
<tr>
<td>🚁</td>
<td>Public toilets – must be open 14hrs/day</td>
</tr>
<tr>
<td>🚕</td>
<td>Accessible toilets – must be open 14hrs/day</td>
</tr>
</tbody>
</table>

We must agree with and approve all symbol selections.

Sign sizes

There are three sign sizes available to choose from. The correct size must be used to ensure the sign integrates appropriately with the road environment.

Signage size will depend on:
- number of lanes in the direction of travel
- distance from edge of driving path to the sign
- speed zone
- size of other wayfinding signs on approach to the intersection or interchanges
- sign clutter from competing signs such as billboard advertising.

More information

To find out more about the Bypassed Town signage initiative, please visit rms.work/bypassedtown or contact your Roads and Maritime regional office.

It is the responsibility of local government to determine which symbols are appropriate for use.

Local government must work together with the community to determine which symbols should be shown.

Up to four service or accommodation symbols may be shown on Bypassed Town signage where an image is featured. Signs without images can display five symbols.

If an accredited visitor information centre is located in the town, the italicised yellow ‘i’ symbol must be used in addition to the other symbols.

Where a hospital with emergency facilities is available the hospital symbol must be included.