

TAMWORTH REGIONAL COUNCIL

ENTRANCE STRATEGY



PREPARED BY: STEWART SURVEYS PTY LTD AND DANTHONIA DESIGNS PTY LTD | REPORT VERSION 6 | 13 JUNE 2023



This Signage Strategy report has been prepared by our office for endorsement by Tamworth Regional Council. To the best of our knowledge, the content of this strategy is true in all material particulars and does not, by its presentation or omission of information, materially mislead.

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ACKNOWLEDGMENT OF COUNTRY

We acknowledge and respect Aboriginal Peoples of Australia, as the traditional custodians of our lands, waters and seas. We recognise their ability to care for Country and their deep spiritual connection with Country. We honour Elders past and present whose knowledge and wisdom ensure the continuation of Aboriginal culture.

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Project Background & Strategic Context

1.1 INTRODUCTION

Stewart Surveys has been engaged by Tamworth Regional Council to produce an entrance strategy for the Tamworth Regional Council Local Government Area (LGA). This strategy will guide the embellishment of key vehicular entry points into Tamworth and surrounding towns and villages.

The strategy will include entry signage, landscaping along entry corridors and public art. The key goals of the project are:

- To improve the physical amenity with statement landscaping;
- To strengthen the Tamworth brand with city and town signage; and
- Celebration of the regional culture through recognition of the lands Traditional Owners.

The signage suite will include four types of signs being an entrance sign at the LGA boundaries and three scales of entry signs based on population. These signs are classified as Tier 1 to Tier 4. The Tier 2 signs will include a unique theme that represents the character of the location. The signs will all have a consistent format to strengthen the Tamworth brand but also celebrate and represent the character of each location.

This signage strategy is intended to facility the development of well designed and positioned entrance signage and corridor enhancement through landscaping to create a unique, welcoming experience for motorists entering and travelling around the Tamworth LGA.

The presentation of signage in this strategy has been developed in partnership by Stewart Surveys and Danthonia Designs. The range of signage presented in this strategy is one component of a wider wayfinding system, which includes tourism signage, printed maps, vehicle GPS systems, websites, phone applications and marketing materials.

1.2 PLANNING FRAMEWORK

TAMWORTH REGIONAL COUNCIL LOCAL ENVIRONMENT PLAN 2010 AND ROADS ACT, 1993

The Tamworth Regional Local Environment Plan, 2010 (TLEP, 2010), is prepared under the Environmental Planning and Assessment Act 1979 (EP&A Act). The TLEP, 2010 breaks land into zones and lists exempt and permissible development with consent, for each zone, to control development within the Tamworth LGA. The TLEP,

2010 references the State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 which outlines a range of signage that is exempt from development consent. Division 2 Advertising and Signage Exempt Development Code applies to this type of signage.

This code states that all signage located in, on or over a public road must be approved under section 138 of the Roads Act. Section 138 of the Roads Act outlines the permissibility of signage within a road corridor. This clause requires the consent of the appropriate road authority before erection of any structure within the road corridor.

It is recommended that development consent under the TRLEP, 2010 be sought prior to any signage structure works being conducted. In the case where the Roads and Maritime Service (RMS) is the controlling road authority, their concurrence will be required prior to issue of a consent to erect the signage.

If the structure is within five (5) metres of any overhead powerlines, Essential Energy will also require referral.

The Roads and Maritime Service (RMS) review each sign location and advise site specific requirements for frangibility, barriers and setbacks.

TAMWORTH REGIONAL DEVELOPMENT CONTROL PLAN 2010

The Tamworth Regional Development Control Plan 2010 (DCP) provides specific, comprehensive guidelines and controls for certain types of development. Compliance with the DCP is reviewed as part of the development application process.

Under section 3, general development specifications of the DCP there are a number of outdoor advertising and signage controls. These controls state:

- Where there is potential for light spill to adjoining properties, all illuminated signage shall be fitted with a timer switch to dim or turn off by 11pm each night.
- Signage must comply with *SEPP 64 – Advertising and Signage* Schedule 1 Assessment Criteria.
- “Special promotional advertisements” may be installed in accordance with clause 25 of *SEPP 64 – Advertising and Signage*, provided that the sign does not compromise any Public Art or the integrity of the space in which it is located in the main streets, public parks and gardens and major venues across the region’s city, towns and villages.
- Advertising in rural zones may only
 - advertise a facility, activity or service located on the land; or
 - direct travelling public to a tourist facility or building or place of scientific, historical or scenic interest within the area. Cannot include names of proprietary

Project Background & Strategic Context

- products or services or sponsoring businesses.
- Each sign must be sited a minimum distance of 1km from each other.
- External illumination to signs must be top mounted and directed downwards.
- The following types of signs are not acceptable:
 - Portable signs within public footways and road reserves including variable message signs, A Frame and Sandwich Boards;
 - Outdoor furniture (including chairs, bollards and umbrellas) advertising products such as coffee, alcohol or soft drink;
 - A roof sign or wall sign projecting above the roof or wall to which it is affixed;
 - Flashing or intermittently illuminated signs;
 - Advertisements on parked motor vehicles or trailers (whether or not registered) for which the principal purpose is for advertising;
 - Signs fixed to trees, lights, telephone or power poles;
 - Signs which could reduce road safety by adversely interfering with the operation of traffic lights or authorized road signs;
 - Any sign which would, in the opinion of Council, be unsightly, objectionable or injurious to the amenity of the locality, any natural landscape, public reserve or public place;
 - Numerous small signs and advertisements carrying duplicate information; and
 - Overhead banners and bunting, except in the form of temporary advertisement.

STATE ENVIRONMENTAL PLANNING POLICY NO 64 - ADVERTISING AND SIGNAGE (SEPP 64)

SEPP 64 has been prepared under the EP&A Act to establish provisions for outdoor signage throughout NSW.

The aims of the policy are:

- (a) to ensure that signage (including advertising):
 - (i) is compatible with the desired amenity and visual character of an area, and
 - (ii) provides effective communication in suitable locations, and
 - (iii) is of high quality design and finish, and
- (b) to regulate signage (but not content) under Part 4 of the Act, and
- (c) to provide time-limited consents for the display of certain advertisements, and
- (d) to regulate the display of advertisements in transport corridors, and
- (e) to ensure that public benefits may be derived from advertising in and adjacent to

transport corridors.

(2) This Policy does not regulate the content of signage and does not require consent for a change in the content of signage.

The provisions of SEPP 64 apply to all signage proposed in this strategy.

1.3 AUSTRALIAN STANDARDS

The design and installation of outdoor road signage is to be in accordance with relevant Australian Standards including:

AS1742 – 2010 Manual of Uniformed Traffic Control Devices Set

AS1743 – 2001 Road Signage – Specifications

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AS2890 – 2009 Parking Facilities Set

1.4 TAMWORTH LOCAL GOVERNMENT AREA CONTEXT

Tamworth Regional Council Local Government Area is located in the North Western region of New South Wales, on the western side of the Great Dividing Range. The traditional owners of the land are the Kamilaroi Aboriginal people. Set on the Peel River, the City of Tamworth is 405 kilometres north-west of Sydney, 208 kilometres from Newcastle and 570 kilometres south of Brisbane. In addition to visitors arriving by vehicle, access to Tamworth is provided by a daily train service operating between Sydney and Tamworth as well as coach services from Brisbane, Newcastle and Coffs Harbour and air travel with multiple flights a day from both Sydney and Brisbane.

The Tamworth LGA encompasses a wide area bound by Gwydir Shire in the north, Uralla Shire and Walcha Shire in the east, Upper Hunter Shire in the south and Liverpool Plains, Gunnedah and Narrabri Shires in the west.

The Tamworth Regional Council area includes the urban centre of Tamworth and the surrounding towns and predominantly rural areas. The Council area encompasses a total land area of over 9,600 square kilometres. Most of the rural area is used for sheep and cattle grazing, lucerne and wheat growing, and poultry farming. The majority of the population live in the urban centre of Tamworth. Tamworth has developed as a regional centre for north-western New South Wales and is well known for its annual Country Music Festival.



Figure 1.2: Regional Context
Image Source: Destination Tamworth



Figure 1.1: State Context
Image Source: Destination Tamworth

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Literature Review

2.1 INTRODUCTION

To provide a sound background for this project, existing Tamworth Regional Council literature has been reviewed and taken into consideration in the development of this signage strategy.

The following key documents have been reviewed:

- Tamworth Regional Council Blueprint 100;
- Tamworth Regional Council's Design and Brand Guidelines;
- Tamworth Regional Council's Urban Street Tree Management Plan; and
- Destination Tamworth Brochure

A brief summary of key findings is outlined below.

2.2 TAMWORTH REGIONAL COUNCIL BLUEPRINT 100

The Tamworth Regional Council Blueprint 100 is a coordinated approach prepared in 2019 to steer the growth, infrastructure delivery and future planning of the Local Government Area of Tamworth Regional Council. Blueprint 100 is an overarching strategy that provides a roadmap to take the Tamworth Region towards its vision of a prosperous economy and high living standard with a population of 100,000 people. The key themes of this strategic document which align with the entrance strategy objectives are:

Theme 2 – Facilitate smart growth and housing choices

Theme 5 – Connect our region and its citizens

Theme 7 – Celebrate our culture and heritage; and

Theme 8 – Strengthen our proud identity.

Pertinent to the Tamworth Regional Council Entrance Strategy, are the residential growth plans and road networks outlined in the Blueprint 100.

The key localities for accommodating future populations are described in three stages. Stage 1 has identified land which is already zoned for residential development and can therefore be delivered in a short timeframe. This includes the areas of Hills Plain and Arcadia as well as growth at Calala and in other existing residential suburbs of Tamworth. Stage 2 is the medium term growth areas, which are supported by current strategies and planning policies. They include Stratheden 1 and 2 at Hallsville, the

expansion of Kingswood, infill development in Tamworth City and modest growth of towns including Kootingal and Manilla. The long term plans outlined in Stage 3 are the areas subject to future detailed investigations and planning including development around Country Road on the western side of Tamworth. These areas are identified in figure 2.2 Tamworth Regional Blueprint 100 Growth Strategic Components diagram.

Development of a strong road network is a critical component of Blueprint 100 to ensure the LGA has strong connections throughout the shire and is well connected with the wider New England and North West surrounding towns, villages and rural communities. Significant strategic road infrastructure proposed as part of this plan is the southern bypass connecting Glen Artney, the Airport and the Oxley and New England Highways. Blueprint 100 also identifies the requirement for further analysis into a bypass link between Glen Artney and Hills Plain. This road infrastructure is depicted in figure 2.2 of the Blueprint 100 Growth Strategic Components diagram.

The Blueprint 100 strategic document is an ambitious strategy which overarches all current and future plans for the Tamworth LGA. The key recommendations from Tamworth Regional Council in their provided summary of the Blueprint 100 for this project are consideration of population growth areas and road networks, particularly proposed bypasses, in the locating of gateway signage.

One key opportunity of this entrance strategy, which aligns directly with the objectives of Blueprint 100 is to create a new narrative that enhances and expands the identity of Tamworth and surrounding towns and villages. To create a sense of arrival at each destination and leave a lasting impression on visitors of which the residents can be proud.



Figure 2.1: Tamworth Regional Blueprint 100

Site Analysis

Figure 2.2: Tamworth Regional Blueprint 100 - Growth Strategic Components

Dated: 26 May 2020

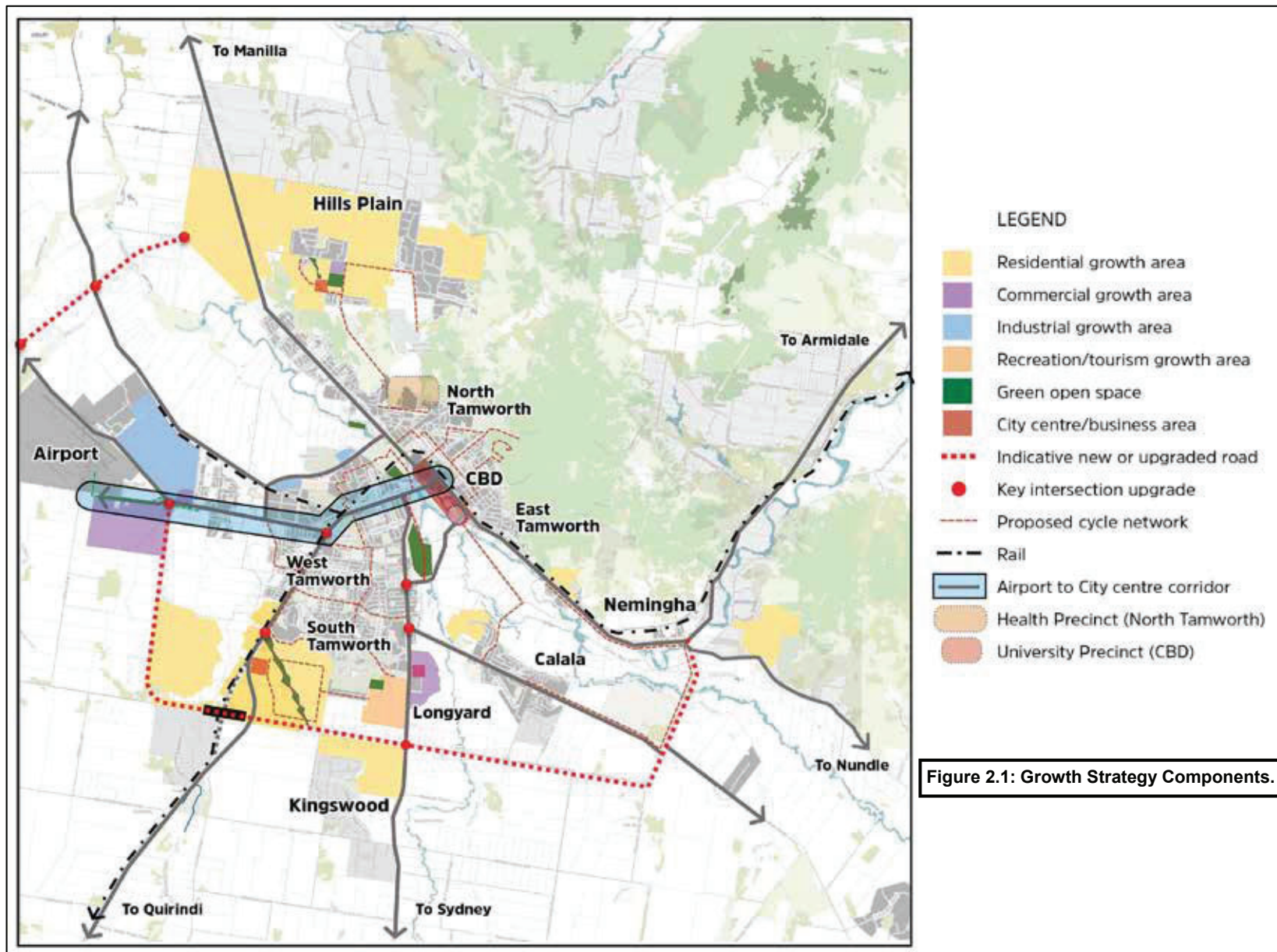


Figure 2.1: Growth Strategy Components.

Literature Review

2.3 TAMWORTH REGIONAL COUNCIL DESIGN AND BRAND GUIDELINES

The Tamworth Regional Council's Design and Brand Guidelines outline strict graphic design logos, colours and templates to ensure a consistent approach to the branding of council infrastructure and documents for a cohesive, well designed and recognised brand. The details of these guidelines have been adopted throughout the proposed signage and entrance strategy.

2.4 TAMWORTH REGIONAL COUNCIL URBAN STREET TREE MANAGEMENT PLAN

Street Tree Planting in Tamworth Regional Council is guided by the Urban Street Tree Management Plan (USTMP). As part of the Entrance Strategy, we have reviewed this plan and summarised the key components which are relevant. The USTMP outlines the desire to create a sense of arrival for each town and village through consistent and distinct street tree planting rather than traditional gateway planting. The plan outlines that each experience should be unique and respond to the individual needs and character of that centre. It states that the use of landmark trees at either end of a centre is less effective in creating a sense of arrival particularly in the Tamworth LGA where such planting would be lost in the complexity and scale of the existing trees and native vegetation. A carefully designed sign, sculpture or garden display may be more effective as an entry statement and in line with the character of the region.

The USTMP states where two or more species have been recommended for one street or avenue, this is to provide a lower growing species for planting under wires and a taller species where no wires are present on the opposite side of the street/avenue.

The strategy notes particular setbacks from driveways, treatments for in-road medians and verges and details a list of acceptable species. All these details have been taken into account in section 5 of this report, which outlines the proposed entrance corridors.

2.5 DESTINATION TAMWORTH

Destination Tamworth is a tourism tool that showcases the city of Tamworth, surrounding towns and villages, the characteristics of each and the tourism opportunity they boast. There was no overarching theme consistent across the LGA and the document identified that each place had its own unique theme to draw visitors to the region. Destination Tamworth has its own design guidelines, which are utilised for tourism material within the Tamworth Regional Council LGA. In this strategy we have adopted the Tamworth Regional Council Design and Brand Guidelines. It was also evident throughout the site analysis that Destination Tamworth had invested in a number of paid billboard advertising media to promote key events in the region, particularly the Tamworth Country Music Festival. The large scale and location of these signs on the approaches to Tamworth cements the pride the city has in the annual festival.

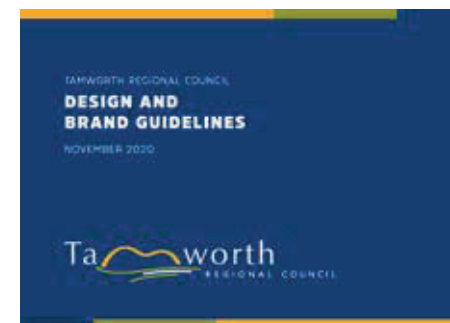


Figure 2.3: TRC Design and Brand Guidelines



Figure 2.4: TRC Urban Street Tree Management Plan

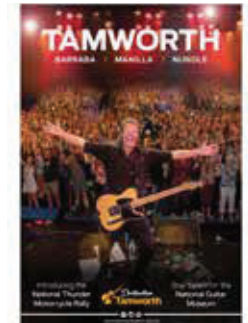


Figure 2.5: Destination Tamworth (TRC publication)

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Site Analysis

3.1 SITE ANALYSIS OVERVIEW

A key component of the project is to conduct a site analysis to review existing entries to the city, towns and villages of the Tamworth LGA.

Stewart Surveys has reviewed the full list of Tamworth suburbs, towns, villages and rural localities which make up Tamworth Regional LGA and have categorised the locations for proposed signage into three tiers.

It is proposed to install Tier 1 scale signage to the six key entrances into the city of Tamworth. In determining the entrances we have considered the current TRLEP, 2010, residential zoning boundaries and the recommendations of the Blueprint 100 for future residential growth areas.

The categorisation of a locality as either Tier 2 or 3 is based on consideration of the following elements:

- Population (Tier 2 typically 1,000+ and Tier 3 typically 100+);
- Through traffic;
- Proximity to other localities; and
- Existing entrance signage scale.

The following tables outlines the locations for proposed Tier 1, 2 and 3 signage and the map in Figure 3.1 shows the locations of each locality within the Tamworth Regional Shire Local Government Area.

TIER 1 - Tamworth City Entrances

Oxley Highway / Gunnedah Road
New England highway / Armidale Road
New England highway / Goonoo Goonoo Road
Duri Road
Manilla Road
New Winton Road

TIER 2 Locations

Barraba
Bendemeer
Kootingal
Manilla
Moonbi
Nundle

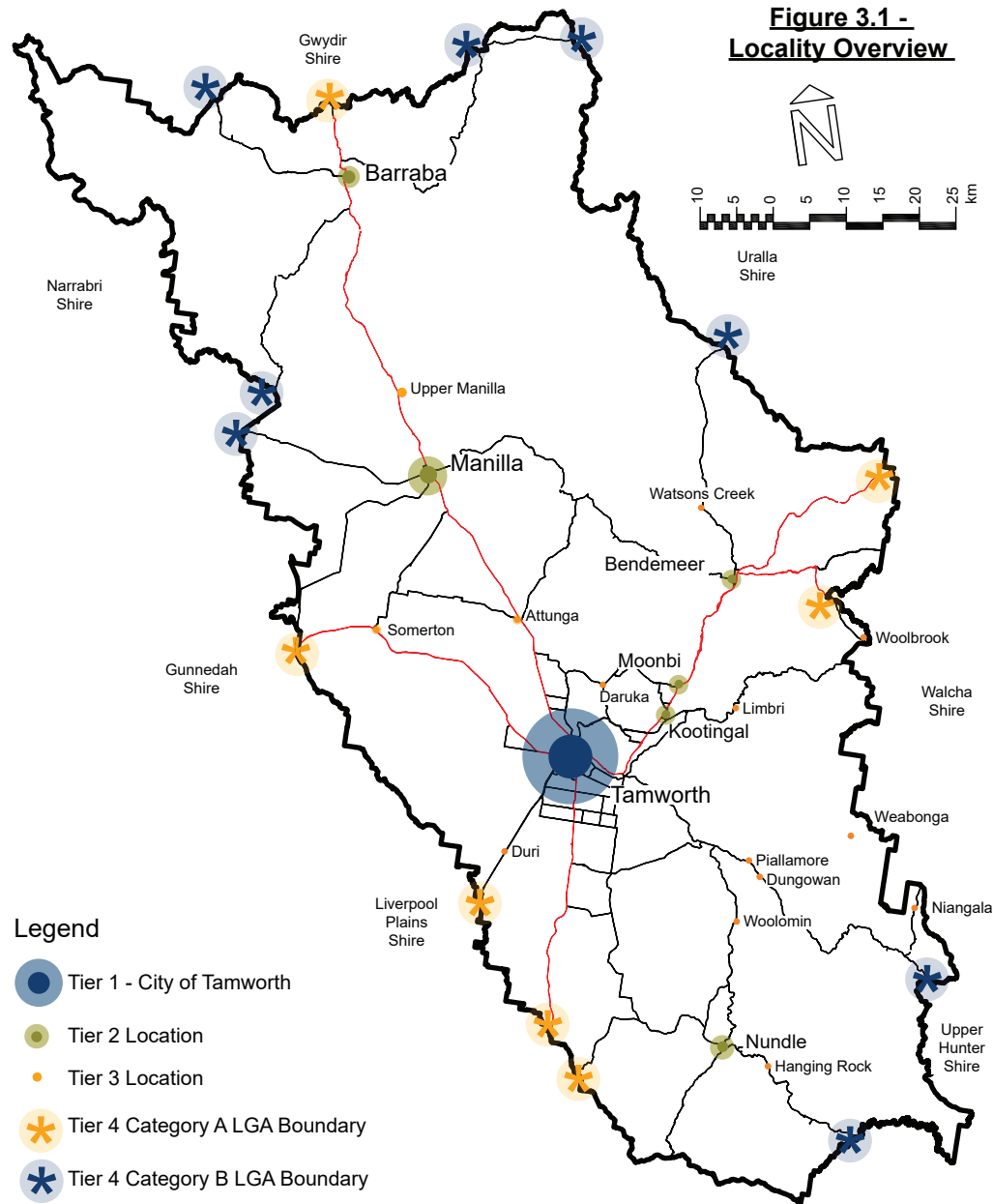
TIER 3 Locations

Attunga
Daruka
Dungowan
Duri
Hanging Rock
Limbri
Nemingha
Niangala
Piallamore
Somerton
Woolbrook
Woolomin

As part of the brief, Tamworth Regional Council conducted a review of the existing signage and flora corridors into Tamworth Regional Council Local Government Area entrances. This review is hereby referred to as the 'TRC review'

Site Analysis

**Figure 3.1 -
Locality Overview**



3.2 LGA ENTRANCE/BOUNDARY SIGNAGE

The TRC review identified that there was no entrance signage into the local government area. As outlined in section 1.4 of this report the Tamworth Regional LGA borders the surrounding shires of Gwydir, Uralla, Walcha, Upper Hunter, Liverpool Plains, Gunnedah and Narrabri Shires. Tamworth Regional Council does not have current LGA boundaries signage except in some locations where there is a small RMS sign parallel to the road indicating the boundary of the shire. Many neighbouring LGAs have welcome signage with 'thank you for visiting' or 'see you again soon' on the reverse. These include Liverpool Plains Shire Council, Walcha Shire Council and Gunnedah Shire Council. The images in this report (refer page 18) show the character of the adjoining shire entrance signage at the Tamworth Regional shire boundary. Proposed LGA boundary signage is referred to as a Tier 4 sign in this report.

3.3 TIER 1 ENTRANCES TAMWORTH CITY

There are six tier 1 entrances to Tamworth City as described in section 3.1 of this report.

Signage themes around the Tamworth Regional Council area are described as poor. Signage does not present a consistent brand or theme and in some cases is not present at all.

The entrance from Armidale Road is marked by a sandstone block entrance wall with manicured landscaping. The logo on this wall is the old Tamworth City Council crest and is inconsistent with the TRC branding strategy.

The entrance to Tamworth from the Goonoo Goonoo Road / New England Highway South contains an assortment of entrance signs with inconsistent TRC branding. The Tamworth Sports and Entertainment Precinct contains an LED Electronic sign which is consistent with the TRC Branding Strategy.

The entrance from the Oxley Highway or Gunnedah Road contains two signs, one being a tourism sign and the other a welcome sign which pays tribute to the traditional owners of the land, the Kamillaroi people. These signs are aligned with the current branding strategy. A large water reservoir on the edge of Westdale also welcomes visitors to the Country Music Capital. This mural only partially complies with the current branding strategy.

There is no entrance signage from Manilla Road or Duri Road except tourism maps located in parks within Tamworth.

The entrance corridors into Tamworth are varied with the only structured flora corridor on the Goonoo Goonoo Road where a three-kilometre central median with mature

Site Analysis

deciduous trees of mixed species including Ornamental Pears and Claret Ash trees creates a welcoming atmosphere and appearance. The entrance from Duri Road contains mature eucalyptus trees between the road and railway corridor. These trees create a visual buffer from the railway line and an attractive approach into the city. The Gunnedah Road entrance continues on from the Airport and contains a mix of light industrial and residential development in Westdale. The road corridor in this area is very wide with no kerb and gutter on the southern side and in some cases the northern side as well. The verge is untidy and poorly maintained. There are several significant roundabouts along this route. Vegetation in the roundabouts is unkept, overgrown and underwhelming. Several roundabouts around Tamworth are stencilcrete, missing an opportunity for placemaking and impact.

At the time of writing this report, significant works are being undertaken on Gunnedah Road and Duri Road. The Tamworth Global Gateway Park (TGGP) and proposed five-legged roundabout at the intersection with New Winton Road will have new landscaping and public art as shown in Figure 6.5 and 6.6 of this report.

The entrance corridor from Armidale is ad-hoc with some areas of mature tree planting along the verge and other gaps which could be filled in to make a more uniformed approach.

The entrance corridor from Manilla Road contains some areas of no landscaping and other areas with dual road carriageways separated by a median and mature Chinese Elm trees and shared path. These areas are attractive, well presented and create a sense of community. There are opportunities to build on this corridor to create a uniformed flora corridor into the city of Tamworth.

Tamworth Regional Airport is located on the western side of town. It is serviced by daily flights between Sydney and Brisbane. Within the airport there are a number of welcome signs and directional signs which are consistent with the current branding strategy. The exterior carparking area contains a lot of hardscapes with no soft planting or trees in the main bitumen area. The wider airport complex and drive along Basil Brown Drive is attractive with established street trees and appealing building facades. A large entry wall at the intersection of Basil Brown Drive and New Winton Road marks the entry to the airport. The drive along New Winton Road into Tamworth is flagged by small rural holdings, overhead power lines and a mix of housing styles and outbuildings. This drive is unattractive with verges unkept and overgrown. Winton Road is a missed opportunity to create a welcoming vibe for visitors arriving by air. This report recommends this entrance is a Tier 1 entry into Tamworth considering it is the first impression for interstate and international tourist arriving in Tamworth by air.

3.4 TIER 2 ENTRANCES

The categorisation of a locality as Tier 2 is based on the consideration of three elements:

- Population (typically 1,000+);
- Through traffic; and
- Proximity to other localities.

The entrance strategy proposes Tier 2 entrance treatment for the following locations Barraba, Manilla, Nundle, Kootingal, Bendemeer and Moonbi.

Barraba

Barraba has an array of signage on the approach and throughout the town. The design of the signage varies with a large custom designed timber sign, accompanied by native landscaping on the southern side of town. Other signage references the Regent Honeyeater habitat, The Fossickers Way and other natural attractions including Horton Falls, Mt Kaputar and Geological trails. Apart from some signage referencing sponsorship of furniture in the Queen Street Public Toilet forecourt, none of the signage in Barraba is consistent with the TRC Branding Strategy and there was no reference to the traditional owners of the land observed in Barraba. Barraba is acknowledged by TRC as having an Arts and Culture theme, although this is not formally adopted. The new Silo Art of the Water Diviner on the edge of town and Horton Falls within Barraba provide popular tourist attractions and create landmarks for visitors.

Landscaping on the entrance to Barraba is defined on the southern approach by the landmark welcome signage with a small garden containing native plantings surrounding the sign. In street tree plantings in the CBD/Queen Street of mature London Plane trees create an attractive streetscape. On the northern side of Barraba the entrance to town is defined by a mature avenue of Ironbark trees on the eastern side of the road and Chinese Elm trees on the western side of the road. The theme of London Plane Trees is continued in streets throughout the town. The approach into Barraba from Trevallyn Road contains some mature and declining Poplar and Bottlebrush trees. There is no formal flora corridor on this approach.

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Manilla

Manilla also contains an array of entrance signage designs, most of which are dated and in poor condition. The signage includes a simple timber sign, signage referencing fisherman's paradise, clubs sign displaying volunteer organisations logo and some coloured portrait signage which is repeated throughout other towns in the TRC LGA. There is an unadopted theme for Manilla of History and Heritage. The main street is characterised by heritage buildings and a central avenue of Chinese Elm trees. There were no landscape entrance corridors observed with some plantings of Evergreen Ash and Crepe Myrtle along the main road and Bottlebrush along a bitumen path linking open space on the southern side of town.

Kootingal

Kootingal is characterised with an entrance park on both the northern and southern turnoff from the New England Highway. On the southern entrance closest to Tamworth there is a distinctive Kootingal sign with each letter of the name on a large granite boulder. Native trees and shrubs provide an attractive background to the signage vista. This signage is highly visible from the Highway. Signage at the northern side of town is a blue TRC dome topped post sign similar to other towns and villages. The approaches to Kootingal are attractive with parklands containing mature Eucalypts and large granite boulders. The coloured portrait signage located through the LGA stating "Kootingal", are located along Chelmsford Street which leads into the CBD. Kootingal, with its parklands containing mature trees, has an inviting and welcoming feel.

Nundle

Nundle is characterised by a picturesque drive through rural localities and the Chaffey Dam area. The approach to town is marked with a blue and green dome shaped two post sign which references the 2014 Tidy Town and Sustainable Communities NSW Award. There is then a second single post brown sign 340 metres to the west, welcoming people to Nundle followed by an attractive avenue of mature Honey Locust (*Gleditsia triacanthos* var. *Sunburst*) trees. These trees were chosen by the Nundle Garden Club as they represent the 'Hills of Gold' theme for Nundle with their yellow Autumn foliage. The main street is signified by the landmark Nundle Pub building. The approach from the east contains the same double posted blue sign. There is no entrance landscaping on this approach. Nundle and nearby Hanging Rocks are known by the unofficial theme of Hills of Gold.

Bendemeer

Bendemeer is located in the north eastern corner of the shire. It is the first impression of Tamworth LGA when arriving from Armidale, Walcha or coastal areas further afield. Set in the hills on the Macdonald River, Bendemeer has a welcoming feel and a range of signage styles including green and red domed welcome signs, timber embossed town name signs with a rural motif and a large timber log with Bendemeer carved into it. Gardens on the southern side of town and mature deciduous Liquidambar trees and other deciduous tree species create a welcoming entrance. Bendemeer is recommended to have tier 2 signage given its prominent location on the entrance to the LGA.

Moonbi

Moonbi is located at the foot of the Moonbi ranges on the New England Highway, 20 kilometres north of Tamworth. Signage on the entrances to the town are two post blue and green domed signs similar to other towns and villages in the Tamworth LGA. There is no theme for Moonbi, however the area is characterised by granite boulders with Moonbi Park off the highway providing spectacular views of the region. A sculpture of a chicken in Moonbi Park is eye-catching. The meaning behind this is not clearly stated at the site but it can be assumed it pays tribute to the poultry industry in this locality. Moonbi could be considered by some as a village but given the growing population in this area and the location along the New England Highway this report recommends the signage be a Tier 2 scale sign.

3.5 TIER 3 ENTRANCES

The categorisation of a locality as Tier 3 is based on the consideration of the following elements:

- Population (typically 100+);
- Through traffic;
- Proximity to other localities;
- Current locality signage; and
- Community facilities such as a hall or school at the location

When determining a village from a rural locality for signage this report has considered villages to be areas with a grouping of housing and generally some community facilities such as a hall or a school. Current signage in the villages in Tamworth LGA

Site Analysis

vary greatly in colour but generally have the same two post domed design. In some areas they just contain the standard RMS black and white single post locality name sign or they have both this sign and second domed sign. The images in this report show the existing signage character (refer page 18).

3.6 REFERENCE TO TRADITIONAL OWNERS OF THE LAND

Tamworth is situated in Kamilaroi land. Current signage across the LGA does not acknowledge or celebrate this heritage with only one entrance sign into Tamworth recognising the Kamilaroi people. A sign in a school in Woolbrook and NRMA advertisement was also noted during the site analysis as the only other acknowledgment of the traditional owners of the land.

3.7 CONCLUDING STATEMENT

Entrance signage and flora corridors are an opportunity for the Tamworth Local Government Area to welcome commuters, tourists and residents alike. Clear signage informing commuters of their location, displays a sense of community pride and can provide education or theming backgrounds on the local area. A review of the existing signage across the TRC LGA identified existing signage is inconsistent, dated, poorly maintained and in some cases non-existent. A sense of arrival is not created for motorists and there is a missed opportunity to excite tourists. In Tamworth a number of Destination Tamworth signs promote the Country Music Festival on main arterial roads but there is a lack of clear entrance identification. Fast food chains billboards dominate the entrance and in some locations an assortment of signs of varying design and themes make the experience seem disjointed, unstructured and in some cases cluttered. Some Towns including Barraba and Kootingal have significant unique placemaking signage which is an important part of the local identity. Some villages have unique signage which lacks cohesion with the rest of the shire. Dedicated entrance corridors are sparse, however where in place are maintained to a high standard. Signage is not lit or headlight reflective. There is some public art along the entrance corridors including the Golden Guitar on Goonoo Goonoo Road. A new public art installation is proposed at the new roundabout on the Gunnedah Road approach to Tamworth. The current signage suite has little to no acknowledge of Country.

There is great opportunity across the shire to create a welcoming and attractive entrance to the city, towns, villages and LGA. The enhancement of existing entrance corridors and creation of new entrance flora corridors will build on the aesthetic and pride of place in each locality. The New Winton Road entrance for visitors arriving by air warrants improvement to create a cohesive approach to the entrances and placemaking of the City of Tamworth, surrounding towns and villages. The images in this report (refer pages 19-21) depict some of the signage styles observed around the Tamworth LGA.

Site Analysis

LGA Boundary Signage



Tamworth Signage

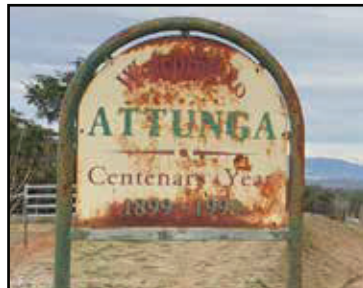
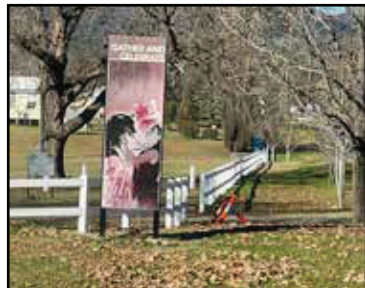


Tamworth Airport



Site Analysis

Existing Town & Village Signage



Site Analysis

Existing Town & Village Signage



Reference to Traditional Owners observed



Left: "Traditional Land of the Kamilaroi People" (Tamworth Approach, Oxley Highway)

Middle: "Dilanang Dunghutti Barri Welcome to Dunghutti Country" Woolbrook School

Right: Paid Advertisement by NRMA "This is Kamilaroi Country" New England Highway, Kootingal

COMMUNITY CONSULTATION

4

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Community Consultation

4.1 CONSULTATION PROCESS

The consultation undertaken to produce the Tamworth Regional Council Entrance Strategy was guided by a Communication and Engagement Strategy which was developed by Tamworth Regional Council. A multi stage approach to this was developed to ensure the community and key stakeholders had the opportunity to contribute to the development of the Strategy, and to ensure that the values and aspirations of the community and stakeholders are reflected in the Strategy.

4.2 ENGAGEMENT MECHANISMS

The following mechanisms were used to engage with the community and stakeholder:

- Community workshops
- Online community survey
- Face to face stakeholder meetings; and
- Email and phone discussions with the Native Title Claimant Group.

4.3 COMMUNICATION AND MARKETING

In line with the project's Communication and Engagement Strategy, the opportunities for engagement were widely promoted across the Tamworth region via the following:

- Media announcements
- Print (Posters, newspaper advertising)
- Community newsletters
- Radio (adverts and interviews)
- Digital (social media, website, EDM)

Council created a series of collateral for use in consultations about the project with stakeholders along with development of posters for display at various businesses and community facilities, art for use in social media.

4.4 STAKEHOLDER MEETINGS

Meetings with key stakeholders provided the opportunity for targeted input into the Tamworth Regional Council Entrance Strategy.

A meeting was held with representatives of the Tamworth Local Aboriginal Land Council (TLALC) to provide an overview of the project and discuss how, as representatives of the traditional owners of the land, they wished to be represented in the entrance strategy. Following this initial meeting the TLALC invited other local indigenous groups within the Tamworth Regional LGA to also provide feedback for this project. Nungaroo Local Aboriginal Lands Council (NLALC) was consulted on the project and formal feedback was provide by the NLALC in March 2022.

Current signage in the local area (Nundle, Woolomin etc.) had little to no recognition of the lands and townships are build on. It was noted that many towns include the traditional custodians of their lands on entrance signage. Recognition of the original custodians on all signage is important to NLALC. The Native Title Claimant Group was contacted via email and phone to discuss this project. Two Native Title claimants, a Traditional Land Owner and member of the Mara Mara group and a Traditional Land Owner from the Tamworth and Manilla region, contacted our office regarding the project. A zoom meeting was held on the 10th November 2021.

4.5 COMMUNITY CONSULTATION

4.5.1 STAGE 1 COMMUNITY CONSULTATION, COMMUNITY CONSULTATION WORKSHOPS

The first phase of community consultation is in the form of five (5) community workshops or pop-up sessions. The purpose of each of the hourlong sessions run by Tamworth Regional Council is to gain an understanding of the communities initial views on the project and to guide the desired signage design.

The dates and locations of the workshops were:

- Nundle, 1 December 2021, 5:30pm;
- Tamworth, 2 December 2021, 5:30pm;
- Barraba, 7 December 2021, 5:30pm;
- Manilla, 8 December 2021, 5:30pm; and

Community Consultation

- Online Zoom Meeting, 9 December, 12pm and 7:30pm.

4.5.2 STAGE 1 COMMUNITY CONSULTATION, KEY FINDINGS

Community comments included:

Signs

- Current signage is terrible;
- Desire uniformity;
- Want the signs to acknowledge TRC;
- Recognition of Traditional Owners is critical;
- Desire unique element for each town / village;
- Bespoke signs, such as Murrurundi & Broken Hill, are amazing;
- The location of the signs is critical; and
- Supportive of tiered sign structure.

Flora Corridor

- Flora corridors are desired;
- Flora Corridors are a great way to draw travellers into villages; and
- The species selection is critical.

Public Art

4.5.3 STAGE 2 COMMUNITY CONSULTATION, DRAFT STRATEGY ON PUBLIC EXHIBITION

The draft Tamworth Regional Council Entrance Strategy was on public exhibition for comment from 22 November 2022 to 23 December 2022. The strategy was available to view online and or download via the Council website and hard copies were available on request.

Stage 2 of community consultation provided the community with the opportunity to comment on the draft strategy and vote on the totem designs for each of the Tier 2 signs.

4.5.4 STAGE 2 COMMUNITY CONSULTATION, KEY FINDINGS

The project web page was visited 1,575 and multiple hard copies of the strategy were collected from Council offices. In total 120 formal submissions were made to Council regarding the project. A summary of the feedback received during this period is below:

- 17 positive responses regarding Strategy on a whole / specific element in strategy / sign designs;
- 11 contributors didn't like the sign design;
- 6 contributors didn't like the corporate styling (colour / fonts);
- 2 contributors like current signage; and
- 95 contributors voted on the design of individual Tier 2 signs.

ENTRANCE STRATEGY

5

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Entrance Strategy

5.1 INTRODUCTION

This section of the report provides site specific recommendations for signage, entrance flora statements and public art. All co-ordinates provided are in Map Grid of Australia (MGA) zone 56, Geocentric datum of Australia (GDA) 94.

The Tamworth Regional Council Urban Street Tree Management Plan (USTMP) guides the planting of trees in the shire. The recommendations in this report are aligned with the USTMP. Future tree species selection, spacing and clearances for flora corridors proposed in this strategy will be guided by the USTMP and council staff.

5.2 RECOGNITION OF TRADITIONAL OWNERS

A key objectives of this strategy is to celebrate regional culture through recognition of the lands Traditional Owners. Consultation with local Aboriginal people and organisations during the preparation of this strategy gave insights into what was important to Indigenous culture and how the traditional owners wished to be represented.

Aboriginal people have resided and moved across this landscape sharing stories of culture and heritage for generations. This has contributed to their identity and gives them a unique perspective on the landscape. To recognise the traditional owners of the land in the entrance strategy we have used four key components being:

- Connection to Country through use of local rock in base of structure;
- Use of local Aboriginal artwork to represent Aboriginal culture;
- Use of themes to tell stories of this land; and
- Acknowledgment of Gamilaroi People

As the entrance signage will be located on the Local Government Area (LGA) boundaries and at the entrances to each village, town and city within the shire, this recognition of the lands Traditional Owners will have a strong presence in the theming and messaging for residences and visitors of the Tamworth Regional LGA. We believe these measures are consistent with feedback from the community consultation on this project. Council will continue to work with the local Indigenous community in the execution of this project to insure recognition of Traditional Owners is appropriate and accurate.

Council will continue to work with the local Indigenous community in the execution of this project to ensure the recognition of Traditional Owners is appropriate and accurate.

5.3 SIGNAGE

This section of the strategy describes the proposed entrance signage for Tier 1 to Tier 4 locations.

Entrance Strategy

5.3.1 TIER 1 SIGNAGE & ENTRANCES

It is proposed to install Tier 1 scale signage to the six key entrances into the city of Tamworth. In determining the entrances into Tamworth we have considered the current TRLEP, 2010 residential zoning boundaries and the recommendations of the Blueprint 100 for future residential growth areas.

Figure 5.1 shows an overview of the City of Tamworth with main roads, future bypasses and residential, commercial and industrial growth areas. The information in this report is taken from the Blueprint 100.

The main vehicle entrances into the City of Tamworth are:

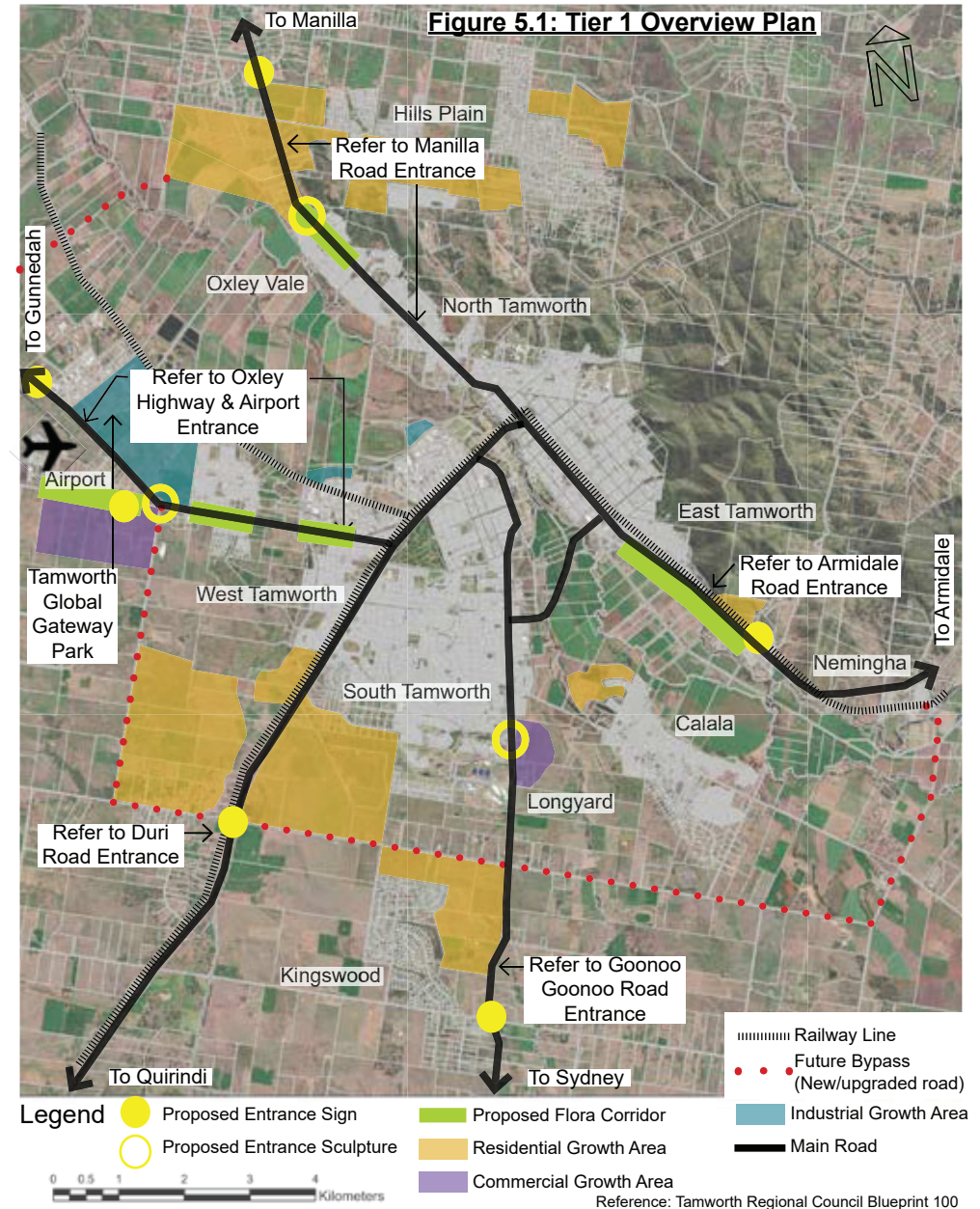
- 5.3.1.1 Oxley Highway / Gunnedah Road and New Winton Road;
- 5.3.1.2 New England Highway / Armidale Road;
- 5.3.1.3 New England Highway / Goonoo Goonoo Road;
- 5.3.1.4 Duri Road; and
- 5.3.1.5 Manilla Road;

Each of these entrances is described in detail in the following section of this report.

Flora Corridors along the entrances will improve the aesthetic and livability of the City by creating an attractive streetscape, reducing stormwater runoff, increasing air quality, storing carbon, providing shade and reducing the urban heat island effect.

It is proposed to create a sense of arrival at each city entrance through the use of public art. These unique public art pieces will be commissioned by Council to celebrate the history of Tamworth and show the city as a vibrant cultural center for business and residences.

Figure 5.1 shows reference to each entrance road and an overview of the proposed signage, flora corridors and entrance statement sculpture / public art. This is overlaid on a cadastral diagram showing future growth areas in Tamworth.



Entrance Strategy

5.3.1.1 Oxley Highway (Gunnedah Road) and

New Winton Road

Observations

The approach to Tamworth City from the Oxley Highway commences with the Lincoln Grove Memorial Cemetery, Tamworth Regional Airport, Glen Artney Industrial Estate, Baiada Poultry Processing Plant and small acreage.

Currently under construction is the 5 legged roundabout at Country Road. When complete, this roundabout will link Country Road, the Airport, the new industrial estate to be known as Tamworth Global Gateway Park and the Oxley Highway, refer Figure 5.2. This roundabout is also identified in the Blueprint 100 as providing a future bypass between the Oxley Highway and New England Highway. This will become a new focal point of the entrance to Tamworth from the west. New Winton Road will be the main entrance into Tamworth for interstate and international tourists.

The Tamworth Global Gateway Park entrance will be marked with signage and landscape mounds with native plantings. The Global Gateway Park signage is shown in Figure 5.4.

The photographs in Figure 5.3 show the character of this approach to Tamworth.

Recommendations

Tier 1 Entrance Signage

Tier 1 entrance signage is proposed to be located at the western edge of the Lincoln Grove Memorial Cemetery. This location is approximately 2.75 Kilometres from the new Country Road roundabout and is identified as the start of the urban area of Tamworth.

Tier 1 entrance signage is proposed to be located on New Winton Road approximately 330 metres west of the new Country Road roundabout. This signage will welcome visitors from the Tamworth Regional Airport into Tamworth.

Flora Corridors

There is an existing avenue of native Eucalyptus trees along the industrial approaches. The current commencement of the residential area is at Marathon Street, Westdale. The character east of Marathon Street is uninviting and in some areas unattractive. An existing avenue of Silky Oak (*Grevillea robust*) trees line the southern verge. There is



Figure 5.2: Oxley Highway and Country Road Intersection Upgrade
Image Source: Tamworth Regional Council



Figure 5.3 Site Photos on Gunnedah Road

Entrance Strategy

no kerb and gutter in this area and wide verges, with the overhead power lines along the northern verge on the property line. This presents an opportunity to plant a row of street trees without impacting the overhead power. The southern verge contains a weaving concrete shared pathway and wide open grass verge.

It is recommended that a second row of street trees is planted parallel to the Silky Oak trees and when new trees mature the Silky Oak trees, which area starting to show signs of decline, should be removed.

It is recommended that this double avenue extend from Marathon Street in Westdale to Flinders Street. There is then a flood way and narrow verges. The avenue should then recommence at Bass Street and extend to Gunnedah Road at Taminda.

The recommendations for Gunnedah Road are shown in plans and typical sections of proposed works, Figures 5.6 to 5.8.

The roundabouts at Cole Road, Dampier Street and Gunnedah Road (refer Figure 5.5), should be rejuvenated. Investigations should be made and if possible drip irrigation should be provided to the Roundabout. Some roundabouts appear to already contain dripper lines. Roundabout planting should be in similar in design to the CBD plantings to provide consistency, through the city of Tamworth.

Public Art

It is recommended that public art installation be located in the new roundabout at the junction of the Oxley Highway and Country Road or at the adjoining land at this location. This roundabout will be a focal point on the entrance to Tamworth and key intersection for passengers arriving by air.

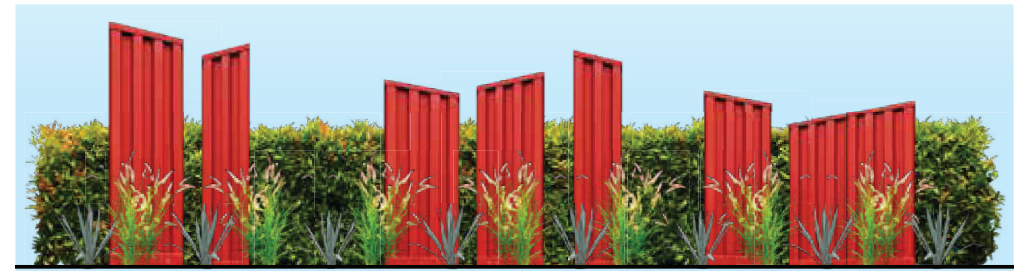


Figure 5.4 Image Source: Tamworth Regional Council Note. Preliminary design subject to change. Dwg No. 1365-007 - 009, Doc ID 562477, version 3 22/07/21

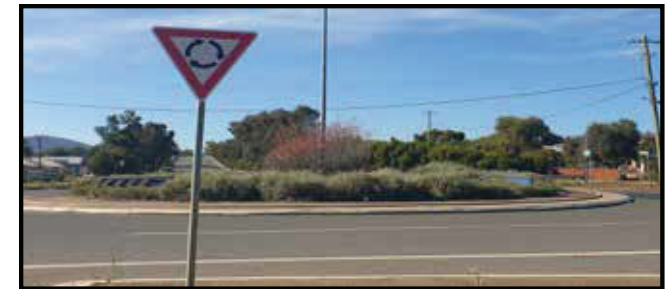
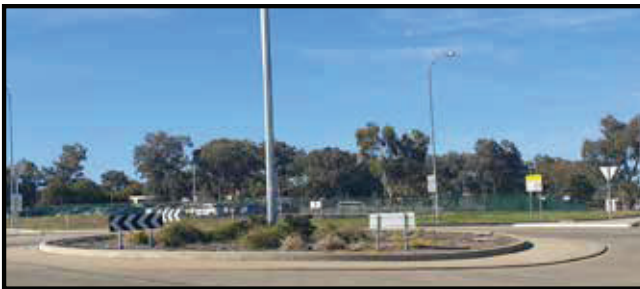


Figure 5.5: Photographs showing the existing character of Roundabouts on the Oxley Highway approach to Tamworth.

Entrance Strategy

Tamworth Oxley Highway - Gunnedah Road

RECOMMENDATIONS

1. Proposed Tier 1 Entrance Signs

Northern side of Oxley Highway at Lincoln Grove Cemetery E 294551, N 6560050

Located on the western periphery of Tamworth the Lincoln Grove Cemetery opposite the Tamworth Regional Airport marks the start of urban development and is located west of the proposed Tamworth Global Gateway Park Industrial development. The lawn cemetery provides an attractive backdrop with mature landscaping.

New Winton Road - E 296233, N 6558069

Located along the entrance from the Tamworth Regional Airport into Tamworth. This location provides visual separation from the new roundabout.

2. Flora Corridor

It is recommended that a flora corridor is established in the following locations, as shown in Figure 5.6 and detailed plans Figure 5.7 and 5.8.

New Winton Road

- Proposed street tree avenue long the southern side of New Winton Road, where there are no overhead power lines. Tree selection to be in accordance with the USTMP.

Gunnedah Road Plan 1 (refer Figure 5.7)

- Proposed Avenue of smaller street trees along northern side of Gunnedah Road (near powerlines) and secondary avenue of large street trees along southern side of Gunnedah Road. Remove existing Silky Oak trees when new avenue mature.
- Consider future implementation of kerb and gutter to northern side of Gunnedah Road to prohibit vehicles traversing the verge

- Consider partnership with local businesses to reinstate turf, where businesses agree to maintain until established.

Gunnedah Road Plan 2 (refer Figure 5.8)

- Continue avenue of street trees along northern side of Gunnedah Road (near powerlines) and secondary avenue of street trees along southern side of Gunnedah Road.
- Recommend roundabout planting be rejuvenated,

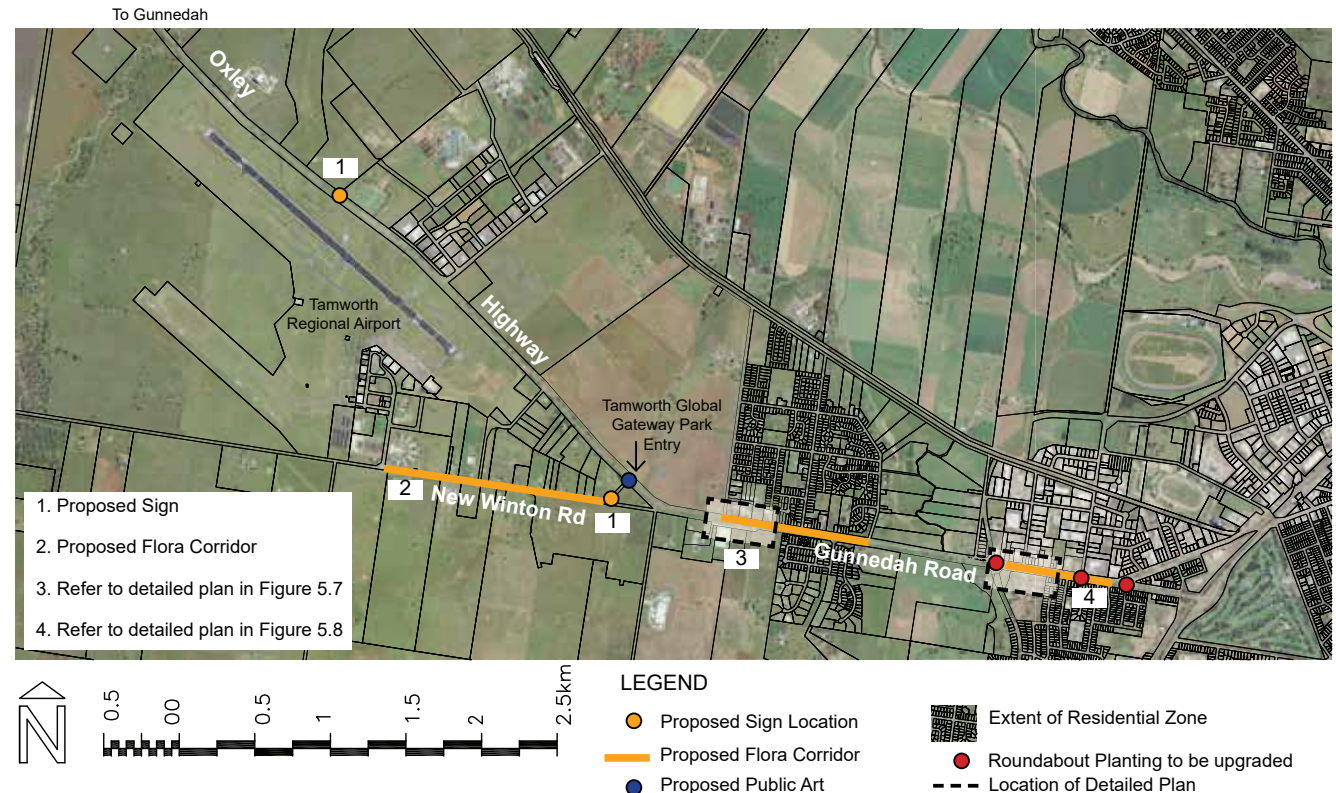
pruned or removed where necessary and new plantings aligned with Peel Street roundabout plantings exact species to be determined by Council Staff.

- Consider partnership with local businesses to reinstate turf, where businesses agree to maintain until established.

3. Public Art

Recommended location for future piece of public art is the Country Road Roundabout.

FIGURE 5.6: OXLEY HIGHWAY PLAN RECOMMENDATIONS



Entrance Strategy

FIGURE 5.7: GUNNEDAH ROAD 1 TYPICAL PLAN AND SECTION

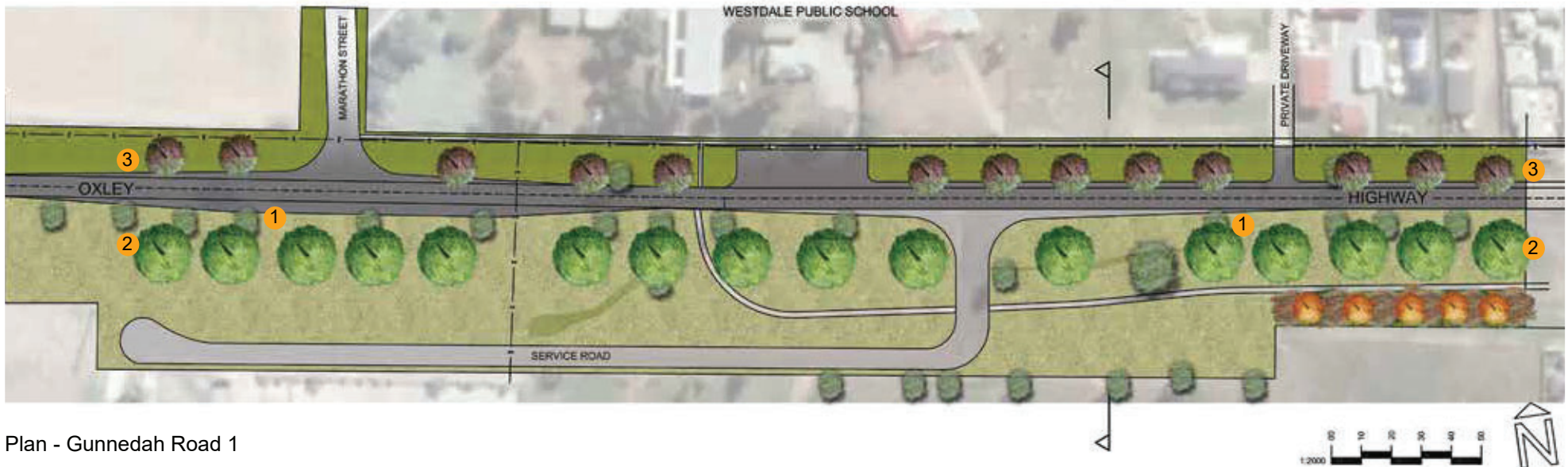
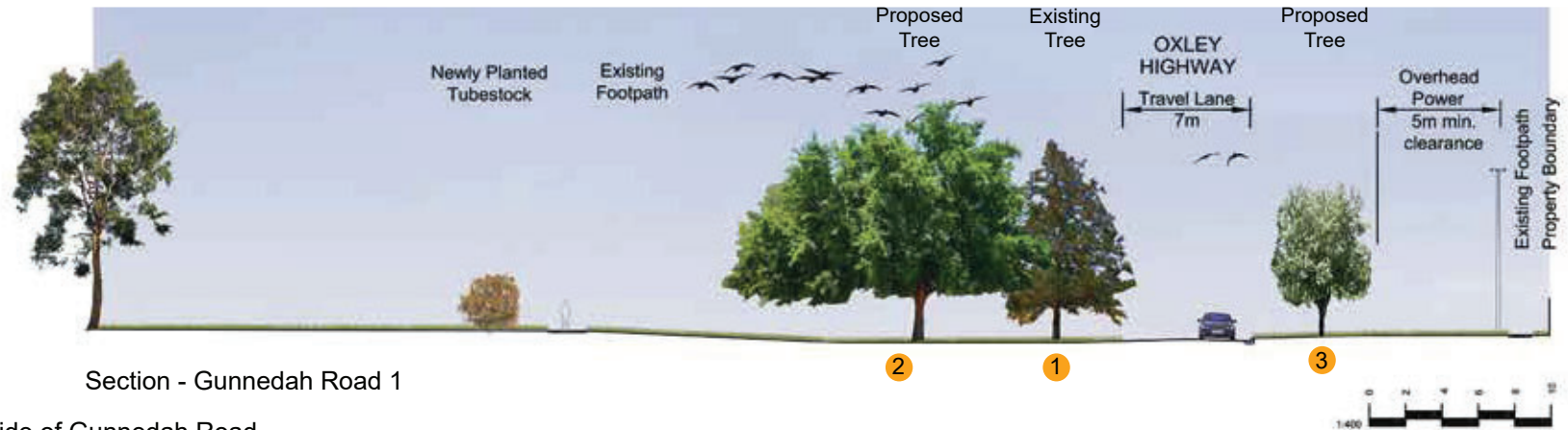
Legend:

- 1 Existing Row of Grevillea Robusta (Silky Oak) Trees to be replaced.
- 2 Proposed Avenue Street Trees (large), remove existing Silky Oak trees once new avenue matures.
- 3 Proposed avenue of Street trees.

Recommendations:

Consider future implementation of kerb and gutter to northern side of Gunnedah Road.

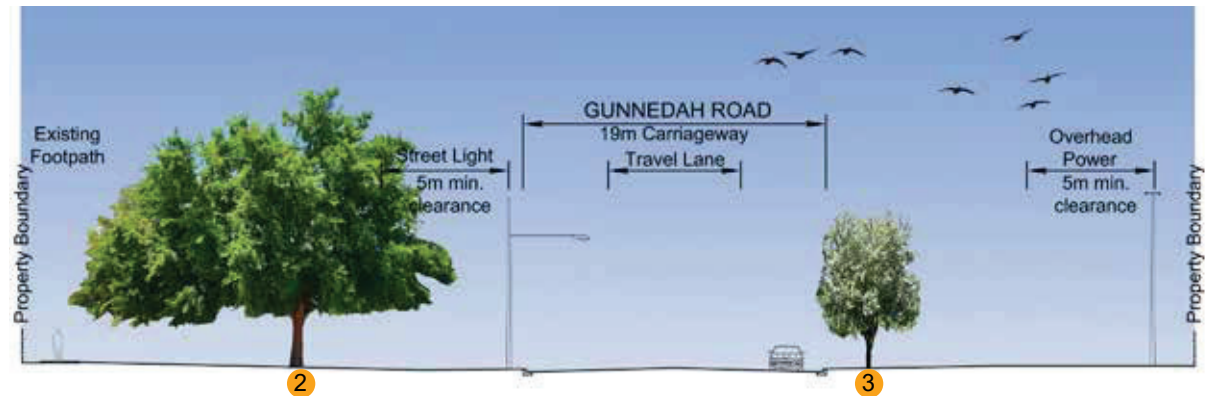
Consider partnership with local businesses to reinstate turf, where businesses agree to maintain until established.



Entrance Strategy

FIGURE 5.8: GUNNEDAH ROAD 2 TYPICAL PLAN AND SECTION

Figure 5.9: Image of Peel Street Roundabout - Upgrade Gunnedah Road Roundabouts to similar planting style



Section - Gunnedah Road 2

Legend:

1 Existing Roundabout - Recommend roundabout planting be rejuvenated, pruned or removed where necessary and new plantings aligned with Peel Street roundabout plantings (refer Figure 5.9).

2 Proposed avenue of street trees.

3 Proposed avenue of street trees.

Recommendations

Consider partnership with local businesses to reinstate turf, where businesses agree to maintain until established.



Plan - Gunnedah Road 2

Entrance Strategy

5.3.1.2 Tamworth New England Highway (Armidale Road)

Observations

The approach into Tamworth from the New England Highway southbound is not clearly defined. The urban area of Nemingha sprawling along the highway fringes almost merges into the north eastern edge of Tamworth. The urban occupation in this area is confined by steep terrain to the north and the Cockburn River to the south with a gap in urban sprawl of about 1 kilometre. In some areas the Main Northern Railway line runs parallel to the Highway separated by a chainwire fence. This approach is not inviting with overhead powerlines highly visible, sparsely distributed street trees along the verge of inconstant tree species, location and distribution.

Recommendations

It is proposed to replace the existing sandstone entrance wall, which contains an old design of the TRC logo with a new city scale sign, in the same location. Street tree plantings are proposed along the northern side of the street, where there are gaps, particularly along the railway line. The street tree species selection should be consistent with other plantings along this road corridor. On the southern side where there are overhead powerlines a smaller species of street tree should be planted.

As you approach further into Tamworth the highway vista changes from residential to commercial buildings with the landmark Powerhouse Hotel. The dual lane highway in this area contains a narrow paved central median. The wide road reserve creates a very hot, dry impression especially when the manicured gardens of the hotels change into car yards.

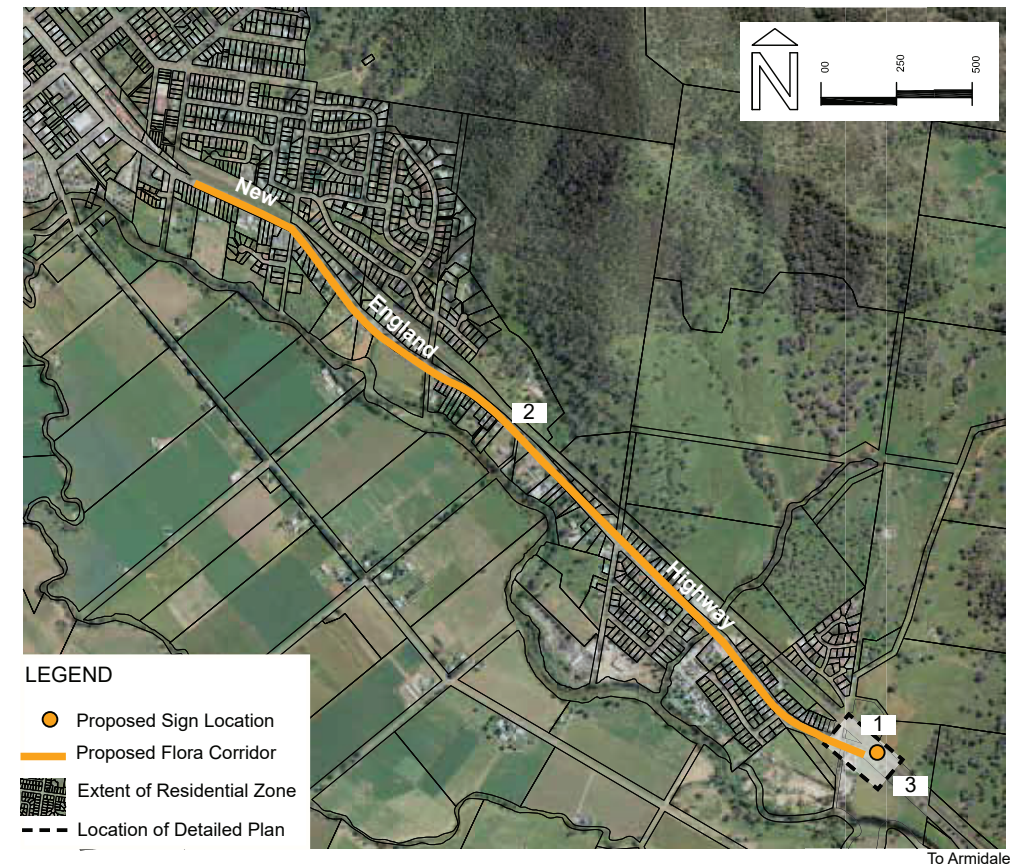


Figure 5.10: Site Photos along Armidale Road

A public art installation should be designed to create a vibrant atmosphere on this entrance to the city of Tamworth.

1. Proposed Tier 1 Entrance Sign
E 306027, N 6555589.
2. Proposed Street tree plantings north side & south side of Armidale Road clear of overhead powerlines. Refer to Figure 5.12.
3. Remove Existing Entrance Wall
E 306027, N 6555589.

FIGURE 5.11: NEW ENGLAND HIGHWAY (ARMIDALE ROAD) PLAN RECOMMENDATIONS

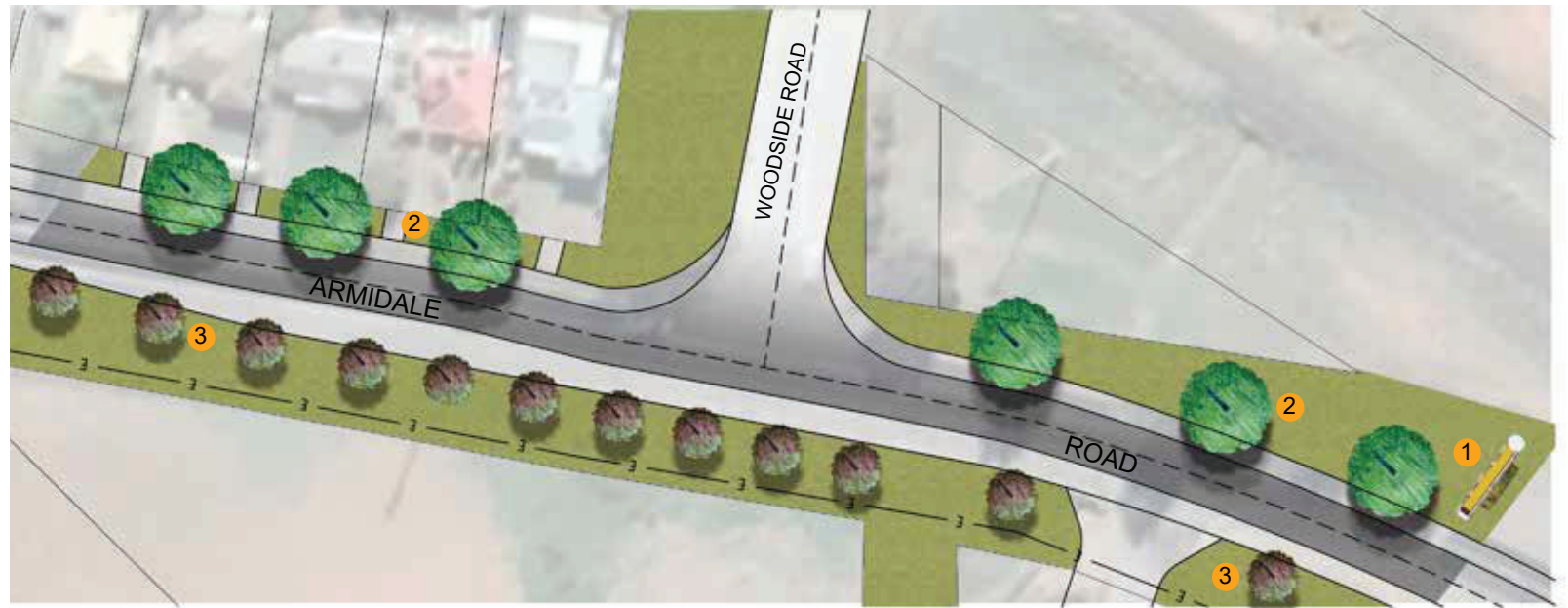
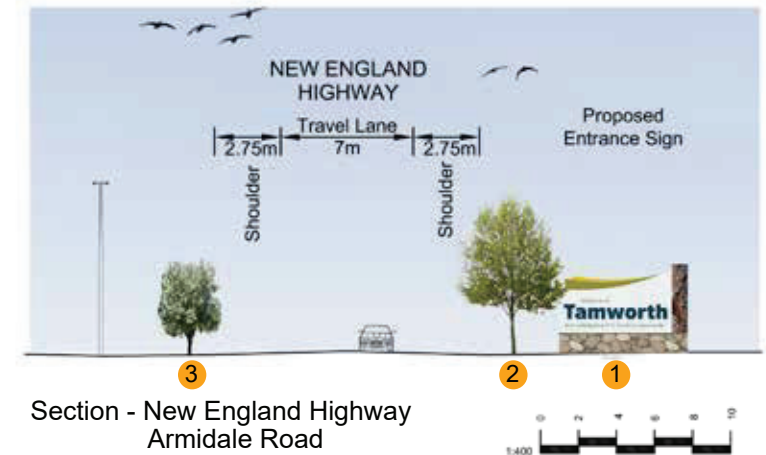


Entrance Strategy

Figure 5.12: Tamworth New England Highway (Armidale Road)

RECOMMENDATIONS

1. Proposed Tier 1 Scale Entrance Wall to replace existing entrance wall in same location.
2. Proposed avenue of street trees where space permits refer to Figure 5.70, page 65, typical street tree planting detail for minimum offsets. Species selection by council staff in accordance with the USTMP.
3. Proposed avenue of street trees (smaller species) clear of overhead powerlines. Species selection by council staff in accordance with the USTMP.



Entrance Strategy

5.3.1.3 Tamworth New England Highway

(Goonoo Goonoo Road)

Observations

The approach northbound into Tamworth City from the New England Highway on Goonoo Goonoo Road commences at Kingswood Estate with the Stockman's Hotel on the corner of Spains Lane and Goonoo Goonoo Road. There are areas of rural land located between this intersection and the Australian Equine and Livestock Events Centre (AELEC) facility. However, this area is identified as future residential development in the Blueprint 100 (refer Figure 5.1).

Recommendations

the proposed sign location is the intersection of the New England Highway and Spains Lane.

The Goonoo Goonoo Road approach into Tamworth does present a well structured road corridor with wide road frontage flanked by business development. The Golden Guitar and Tourist Information Centre at the Longyard Hotel complex provide key landmarks and entrance statement.



Figure 5.13: Site Photos along Goonoo Goonoo Road

Flora corridors commence at the intersection of Spain's Lane with mature Eucalyptus trees along the road verge. Vehicle barriers line both sides of the highway. Due to the earmarking of future residential areas between Spain's Lane and Burgmann's Lane. It is not recommended that street trees are planted in this area. Also, the current outlook across rural fields is aesthetically pleasing. In the future when the speed limit is lengthened past this area and future road planning is determined, street tree planting along the New England Highway should be considered.

From Burgmann's Lane, avenues of Silky Oak (*Grevillea Robusta*) line the road. Given the length of this corridor (3.5 kilometres) tree replacement is not warranted at this time.

The existing, well structured central median with Ornamental Pear (*Pyrus sp.*) and Claret Ash (*Fraxinus oxycarpa 'Raywoodii'*) plantings present a well-established aesthetic entrance into Tamworth and should be retained. Roundabout plantings would benefit from rejuvenating to a consistent planting palette with the CBD Peel Street roundabout plantings (eg. *Buxus microphylla*, *Teucrium fruticans*, *Westringia fruticosa* 'Zena', *Erigeron karvinskianus*, *Gazania tomentosa*, and the like, as determined by Council Staff in accordance with the USTMP).



Figure 5.14 Site Photos along Goonoo Goonoo Road

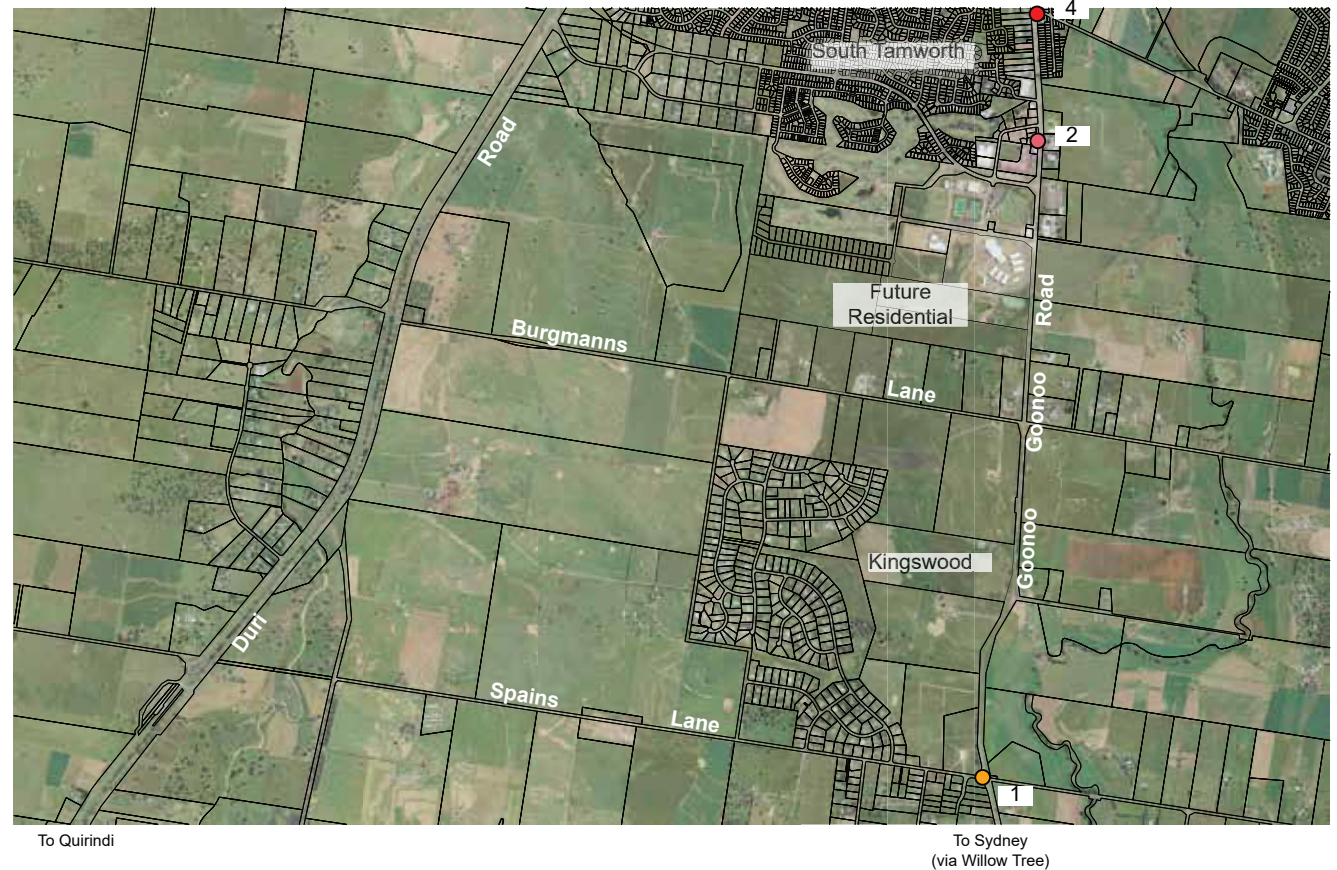
Entrance Strategy

Tamworth New England Highway (Goonoo Goonoo Road)

RECOMMENDATIONS

1. Proposed City Scale Entrance Signage on south western side of Spains Lane and Goonoo Goonoo Road intersection.
E 301686, N 6550145
2. Existing Public Artwork - Golden Guitar
3. Existing flora corridor in central median from Calala Lane to Bridge Street to be retained. Note this is not shown in recommendations plan
4. Recommend roundabout planting at Calala Lane, Kurrawan Street and Scotts Road be rejuvenated, pruned or removed where necessary and new plantings aligned with Peel Street roundabout plantings.

FIGURE 5.15 - NEW ENGLAND HIGHWAY (GOONOO GOONOO ROAD) AND DURI ROAD PLAN RECOMMENDATIONS



LEGEND

- Proposed Sign Location
- XXXXXX Extent of Residential Zone
- Roundabout Planting to be upgraded
- Existing Public Art



Entrance Strategy

5.3.1.4 Tamworth Duri Road

Observations

The approach northbound into Tamworth from Duri Road extends from Werris Creek and Quirindi. This approach runs parallel to the Main Northern Railway line between Sydney and Armidale.

Recommendations

The proposed location for the City scale Tamworth Entrance sign is at Burgmanns Lane. This location represents the commencement of the future residential land identified in the Blueprint 100.

Duri Road contains avenue and natural eucalyptus plantings. These plants are formalised north of the Gowrie Road intersection. At present, as residential development does not extend south of Gowrie Road no new street tree planting along this road corridor are proposed. In the future as residential development sprawls to the south, street tree planting should be extended. Species should be a mix of Eucalypts in keeping with the existing avenue or as determined by Council Staff in accordance with the USTMP.

The photographs in Figure 5.16 show the character along Duri Road.



Figure 5.16: Site Photos along Duri Road

Entrance Strategy

Tamworth Duri Road



RECOMMENDATIONS

1. Proposed City Scale Entrance Signage, located at Burgmanns Lane. E 297765, N 6553206

FIGURE 5.17 - NEW ENGLAND HIGHWAY (GOONOO GOONOO ROAD) AND DURI ROAD PLAN RECOMMENDATIONS



LEGEND

-  Proposed Sign Location
-  Extent of Residential Zone



Entrance Strategy

5.3.1.5 Tamworth Manilla Road

Observations

The approach into Oxley Vale on the north western side of Tamworth from Manilla is flagged by small acreage development. This side of Tamworth is expanding with Windmill Downs and other residential development around Brown's Lane and infill development in the Oxley Vale residential area. The Blueprint 100 identifies a number of new residential development areas in this vicinity.

The approach along Manilla Road contains a mix of treatments. In some areas a side access road provides vehicle access to residential properties. The median between Manilla Road and side road, in these areas contains semi-mature Chinese Elm (*Ulmus parvifolia*) plantings with shared foot and cycle path. Other areas contain mixed or no street tree plantings. Manilla Road benefits from a wide road reserve with power generally along the property boundaries. This presents opportunity for planting of large avenue street trees without impact on services.

Recommendations

It is recommended that the Tier 1 entrance sign is located outside at the northern end of the start of the residential land zoning in the TRLEP, 2010. This location is approximately 600 metres north of Browns Lane, as shown in Figure 5.19 and 5.21.

It is recommended that a flora corridor of Chinese Elm (*Ulmus parvifolia*) is extended and a new footpath is created in the wide verge on the southern side of Manilla Road east of Glengarvin Road. A vegetative screen is recommended along the property line to screen the colourbond fences. Plantings to be consistent with the USTMP. At the intersection of Glengarvin Road it is recommended that a public artwork be commissioned and installed. The ground surrounding the sculpture should be mounded to set the sculpture at the road level. This design should be a landmark which creates a sense of arrival.

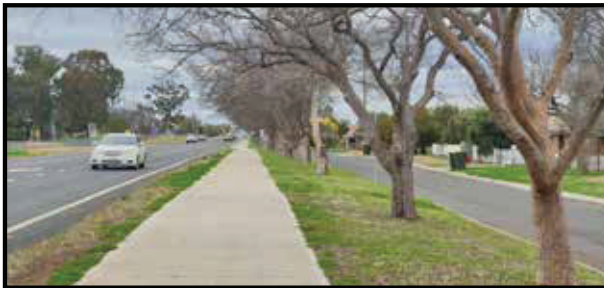


Figure 5.18: Site Photos along Manilla Road

The site photographs in Figure 5.18 & 5.20 demonstrate the character of this approach into Tamworth.

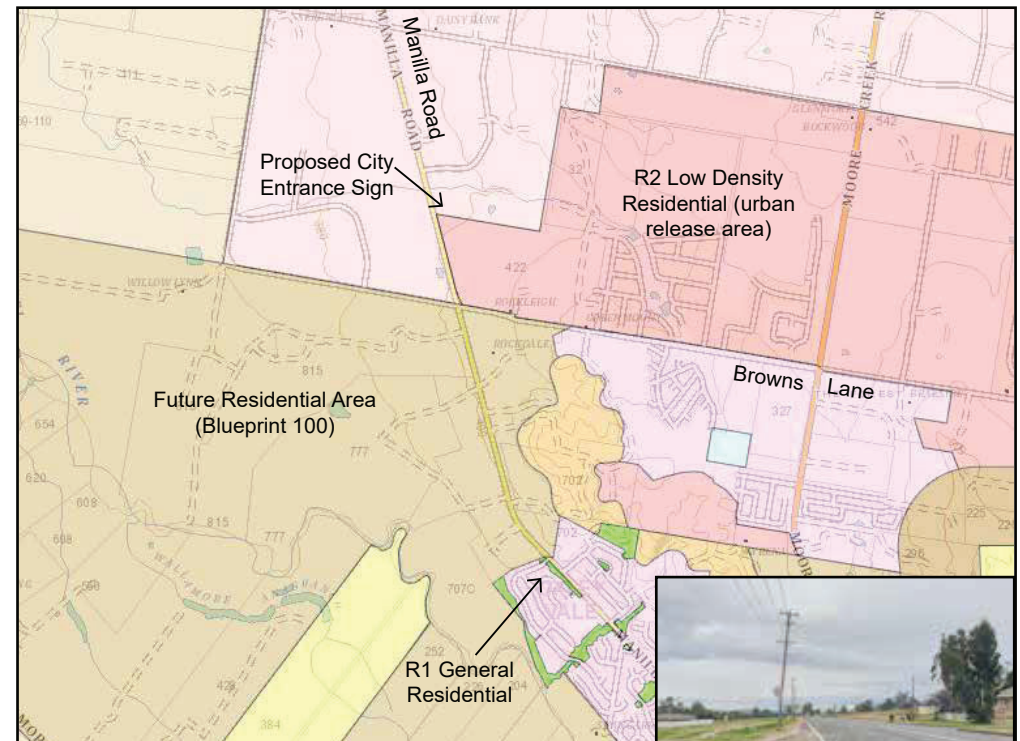


Figure 5.19 Extract from TRLEP, 2010 showing current zoning around Manilla Road and notes on Blueprint 100 identified residential growth areas

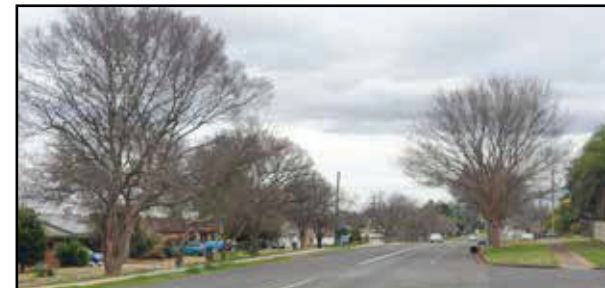


Figure 5.20: Site Photos along Manilla Road

Entrance Strategy

Tamworth Manilla Road

RECOMMENDATIONS

1. Proposed New City Entrance Sign

Start of the Residential Zone
E 298158, N 6564504

Located at the start of the R2 Low Density Residential zone approximately 600 metres north of Browns Lane. This marks the future start of urban development.

2. Proposed public art installation near the intersection of Glengarvin Drive.

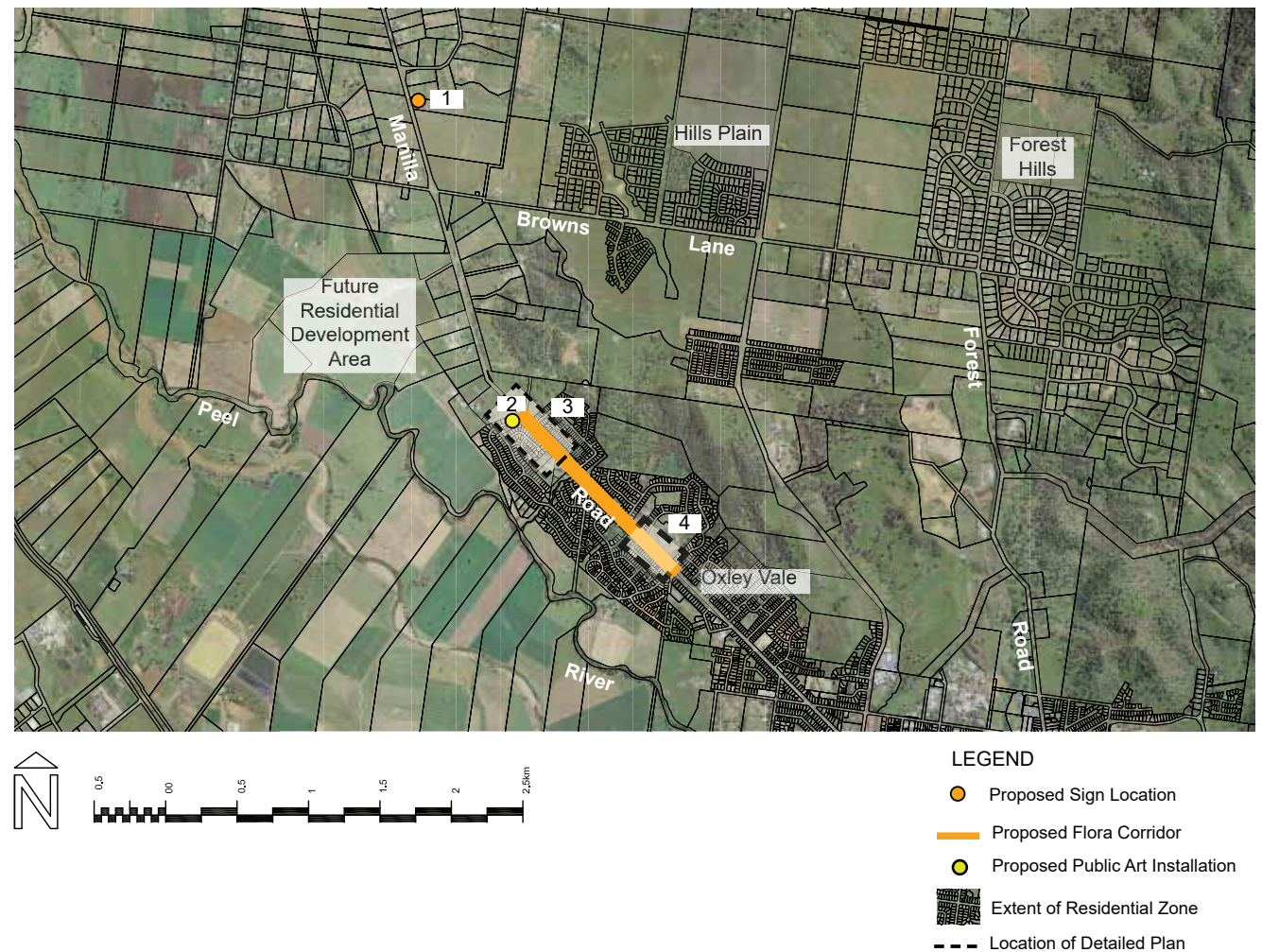
3. Refer to Manilla Road Glengarvin Drive treatment plan and section, refer Figure 5.22

- Continue street tree planing to create avenue
- Proposed native vegetation screen planting along property line

4. Refer to Manilla Road Banksia Street to Curlew Crescent plan and section, refer Figure 5.23.

- Street tree planing to create avenue

FIGURE 5.21: MANILLA ROAD PLAN RECOMMENDATIONS

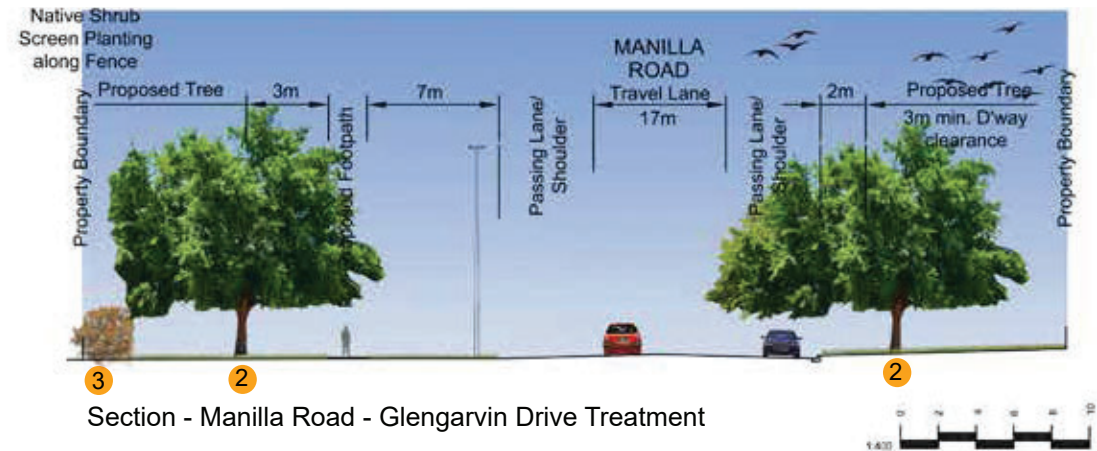


Entrance Strategy

Figure 5.22: Manilla Road, Tamworth

RECOMMENDATIONS

1. Proposed public art installation near the intersection of Glengarvin Drive
2. Extend street tree avenue of Chinese Elm trees
3. Proposed native screen along existing colourbond fence



Section - Manilla Road - Glengarvin Drive Treatment



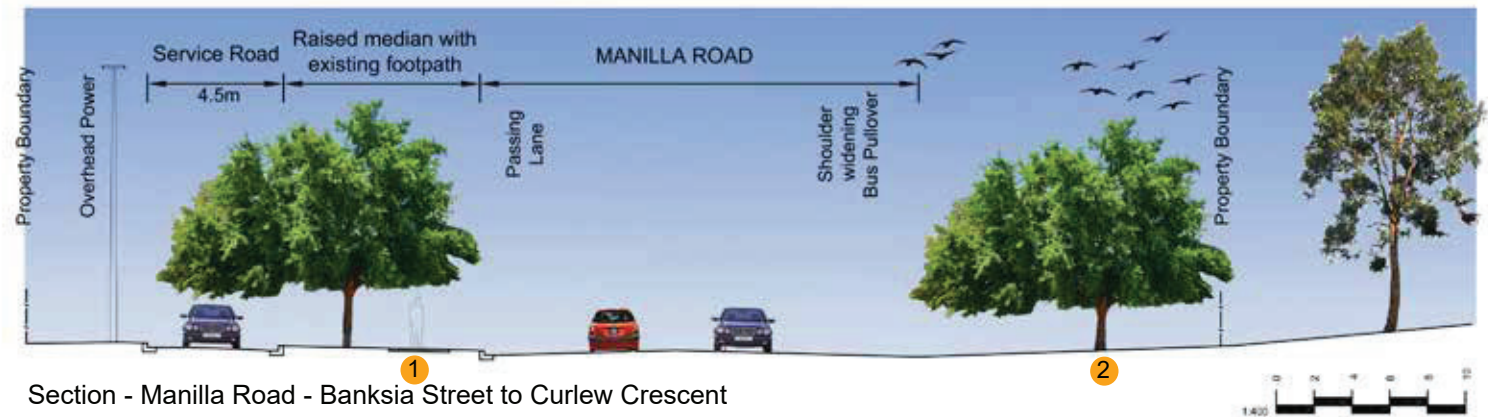
Plan - Manilla Road - Glengarvin Drive Treatment

Entrance Strategy

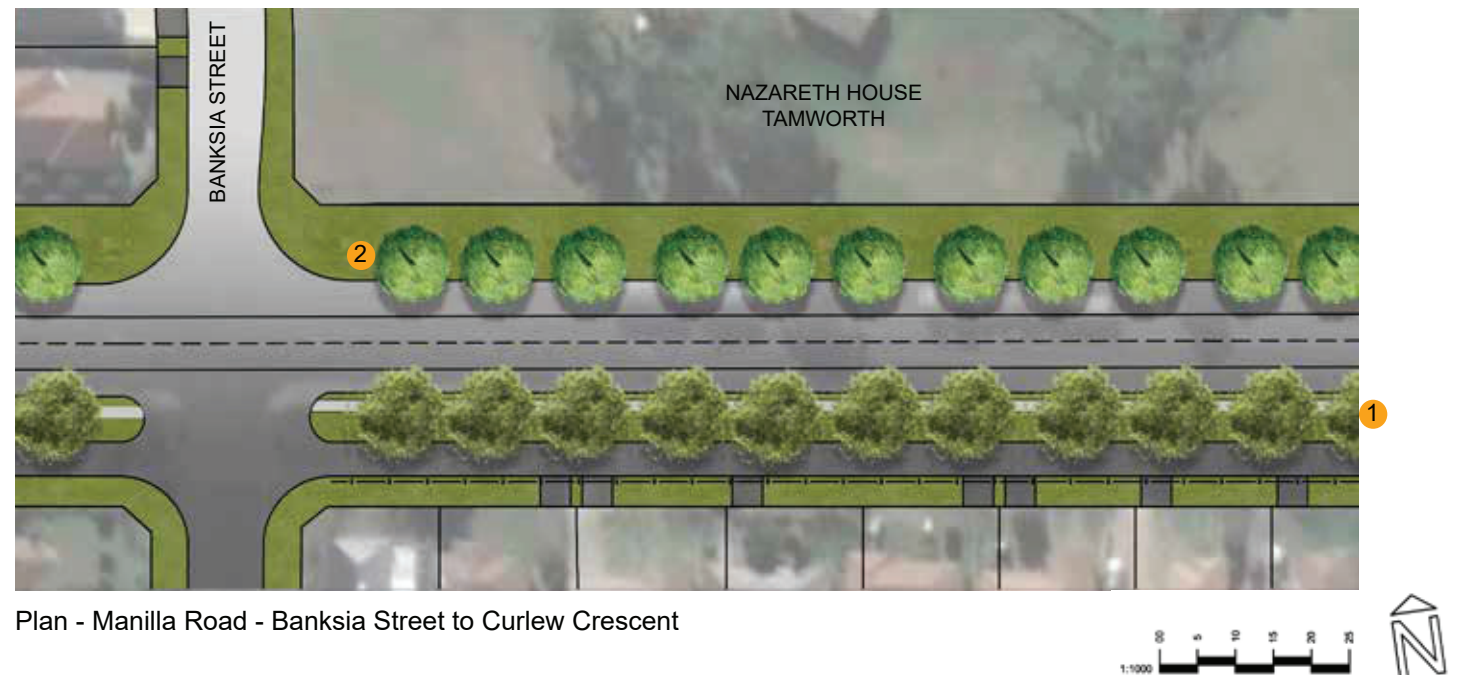
Figure 5.23: Manilla Road, Tamworth

RECOMMENDATIONS

1. Existing row of Chinese Elm trees
2. Proposed avenue street trees plantings in accordance with the USTMP.



Section - Manilla Road - Banksia Street to Curlew Crescent



Plan - Manilla Road - Banksia Street to Curlew Crescent

Entrance Strategy

5.3.2 TIER 2 SIGNAGE & ENTRANCES

This report recommends the following locations are provided with Tier 2 signage:

- Barraba
- Bendemeer
- Kootingal
- Manilla
- Moonbi
- Nundle

The categorisation of a locality as either tier 2 is based on the consideration of three elements:

- Population;
- Location; and
- Function.

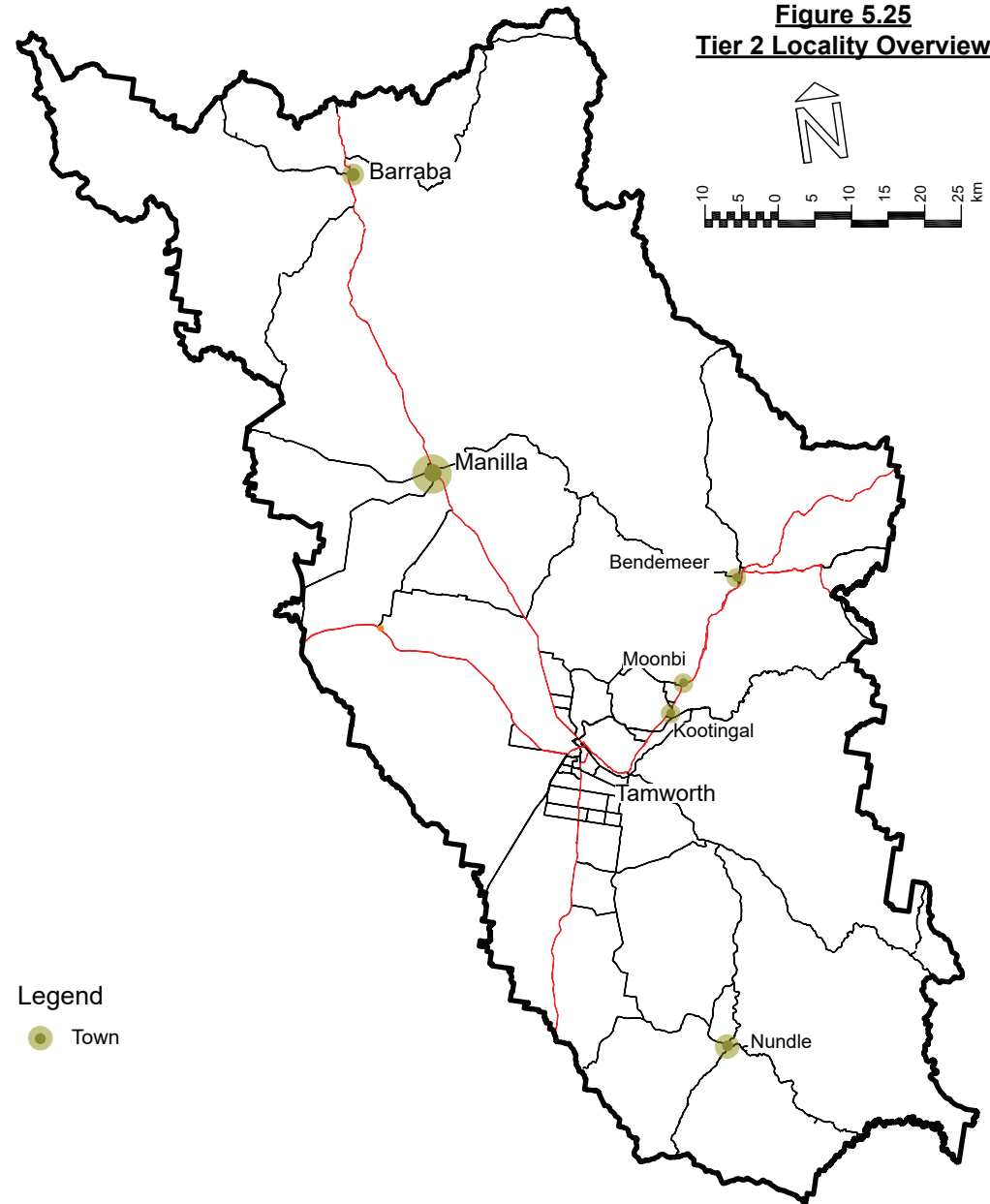
The following section of the report reviews each town locality and provides details on the recommended signage locations.

Throughout the towns across the shire there has been a roll out of portrait style coloured signage which is generally grouped in 3 or 4 different designs as shown in Figure 5.24. All of this signage is recommended to be removed.



Figure 5.24 Site Photos of existing signage palette

Figure 5.25
Tier 2 Locality Overview



Entrance Strategy

5.3.2.1 Barraba

Observations

Barraba is located in the northern section of Tamworth Regional Shire LGA, north of Manilla and south of Bingara in a predominately agricultural area with a population in the town of around 1400 people. The Barraba locality is part of the Bundarra-Barraba important bird area which is important for the conservation of the endangered regent honeyeater.

The north bound approach to Barraba is first identified at the intersection of Longarm Road. There are a number of varying advertising and volunteer club welcome signs along this approach. The landmark water diviner silo art is a prominent feature in the landscape and popular tourist attraction. The entry into the town is marked with a bespoke angled timber Barraba sign and native plantings. This then continues onto O'Meara Park where a Tribute to the Age of Steam installation lines the main road. There are a number of different styles of welcome to Barraba signs creating visual clutter along the main road.

In street tree plantings of London Plane Trees (*Platanus × acerifolia*) line Queen Street from Henry Street through to Savoy Street north of the CBD.

The site photographs in Figure 5.26 show the character of Barraba.

Recommendations

The recommendations for Barraba as shown in Figure 5.28. Two Tier two signs are recommended for Barraba in the following locations.

Proposed Sign 1

Northern side of Barraba - Bingara Road
E 269809, N 6637887

Located on the periphery of Barraba approaching from Bingara. This location was selected as the existing entrance into town just before the commencement of the formal tree avenues of Ironbarks on the eastern side of the road corridor and Chinese Elms on the western side of the road corridor

Proposed Sign 2

Southern side of Barraba - Manilla Road
E 270827, N 6634471

Located on the periphery of Barraba approaching from Manilla. The proposed location at the Water Diviner Silo Art. This location was selected as it present another

photography vantage point to incorporate the sign with with silo in photographs. The exact location should take this into consideration. The Silo art is a popular tourist attraction provides a pause point for tourists. This location allows the retention of the unique Barraba timber sign, which is further into Barraba.

It is recommended that a flora corridor of London Plane trees extend from Henry Street to Range Street, which marks the start of the residential zoning.

It is also recommended that a wide central median planted with London Plane trees is constructed in Alice Street west of the intersection with Queen Street. This intersection joins to Trevallyn Road, the main road for travellers entering Barraba from the west. This intersection is also the location of the Horton Falls mural, historical building and bus shelter. The width of the median should be consistent with the median in Maude Street. It will create a sense of arrival in the Barraba CBD, improve the aesthetics of this intersection and provide a refuge for viewing of the new Mural.



Figure 5.26: Site Photos at Barraba

Entrance Strategy

Barraba

Future extension of a cycleway between Rodney Street and Range Street should be considered as part of the open space strategy for Barraba.

The existing Silo Public Art provide the entrance art installation.

Additional recommendation

E 270451, N 6635364 - Retain 'Welcome to Barraba' sign
 E 270301, N 6637460 - Remove 'Regent Honey Eater' Sign
 E 270255, N 6635925 - Remove 'Regent Honey Eater' Sign
 Remove Portrait style signage.

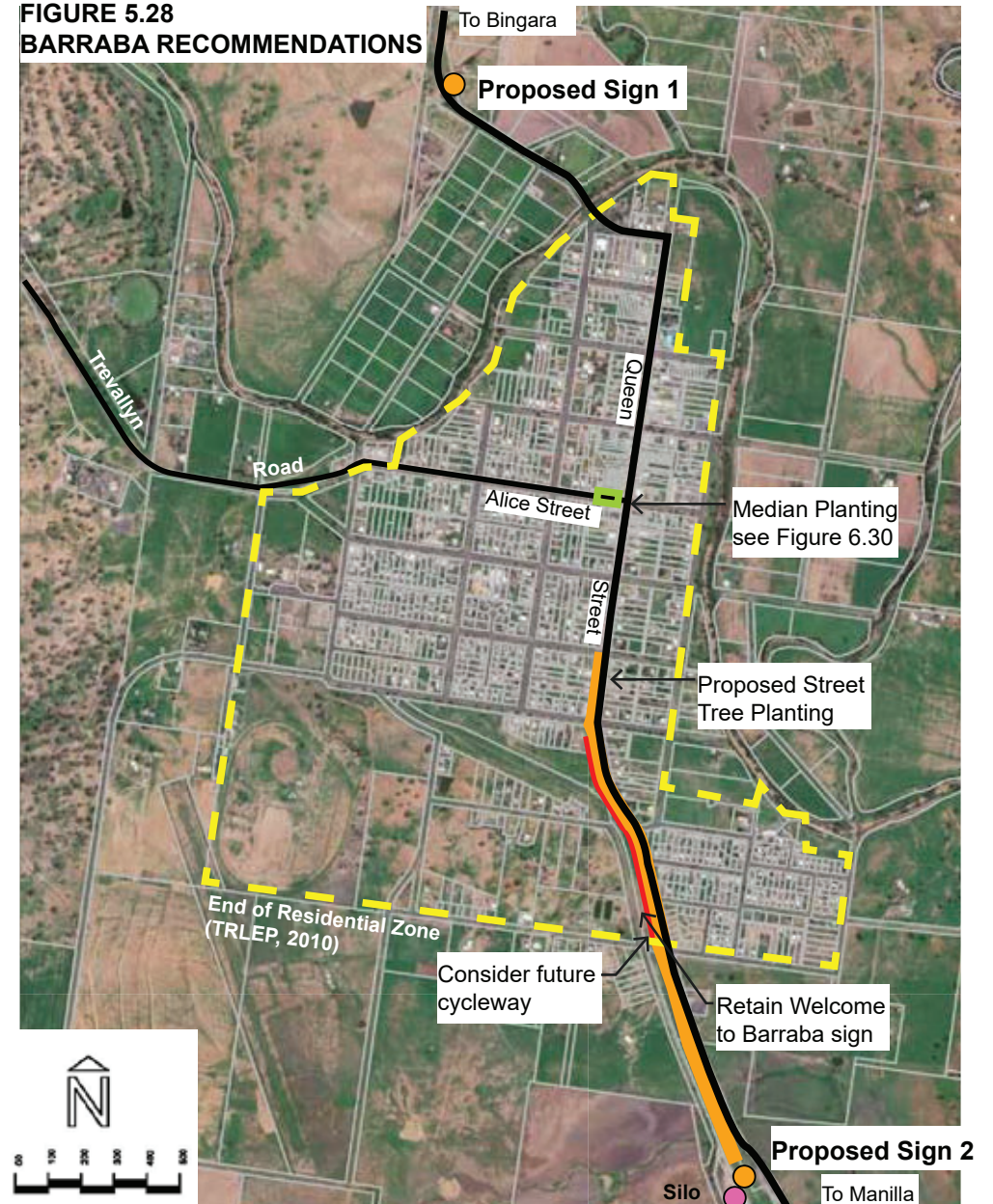
Figure 5.27: Zoning Extract (TRLEP, 2010)



LEGEND

- Proposed Sign Location
- Proposed Flora Corridor (In street)
- Proposed central median
- Existing Public Art Installation
- Consider future shared pathway
- Extent of Residential Zone

FIGURE 5.28
BARRABA RECOMMENDATIONS



Entrance Strategy

Barraba - Computer Generated Image

It is recommended to construct a central median in Alice Street, Barraba at the intersection with Queen Street. This entrance into the Barraba CBD is the main access road from Travallyn Road. The location is opposite the recently completed Jenny McCracken (Zest Events) mural of Horton Falls and local birdlife. The current character of this entrance is tired with a number of building styles, some in rundown condition. This streetscape beautification will create a welcoming entrance into Barraba, consistent with median plantings in Maude Street.

Figure 5.29 Photomontage of the proposed central median in Alice Street, Barraba



Figure 5.30 Photograph of the existing character in Alice Street, Barraba

Entrance Strategy

5.3.2.2 Bendemeer

Observations

Bendemeer straddles the New England and Oxley Highways and contains an existing range of entrance signage including two post arched signage, timber heritage signs and Bendemeer carved into a large tree log on the edge of Bendemeer Park near the Macdonald River.

The urban settlement is set on the Macdonald River and has picturesque parklands with streets containing deciduous trees.

The site photographs in Figure 5.33 show the character of Bendemeer.

Recommendations

Two signs are recommended for Bendemeer, situated past the junction of the two highways on the northern side of the town and at the entrance to Bendemeer on the southern extent of town.

Bendemeer has been recommended to have tier 2 scale signage as it is the first settlement on the approach from Uralla and Armidale and also from Walcha. This



Figure 5.31 Site Photos at Bendemeer

presents an opportunity to welcome people arriving into the shire by car and sets the tone for Tamworth Regional Council.

Proposed Sign 1

Southern side of Bendemeer
E 323658, N 6580650

The proposed sign is at the intersection of Caroline Street and the Oxley Highway. This will replace the existing timber sign and will benefit from the existing mature deciduous trees behind it.

Proposed Sign 2

Northern side of Bendemeer
E 324048, N 6582255

There are currently two signs on the northern side of Bendemeer, one on the New England Highway and second on the Oxley Highway. It is proposed to consolidate these signs into one sign south of the intersection of the two highways.

The existing flora avenues through Bendemeer are considered adequate in creating a welcoming and inviting atmosphere in Bendemeer. It is recommended that localised gardens around each sign be installed.

It is recommended that a flora corridor is created along Havannah Street to draw people from the highway into Bendemeer. Suitable tree species should be selected in accordance with the USTMP.

It is recommended that a piece of public artwork which showcases Bendemeer as a vibrant community should be located along the McDonald River near the historic foot bridge.

Additional recommendation

- E 323515, N 6580328 - Remove 'Bendemeer Welcomes you' sign
- E 324433, N 6582360 - Remove 'Bendemeer Welcomes you' sign
- E 323658, N 6580650 - Remove existing timber sign and install new sign.
- E 323883, N 6582232 - Retain existing Log 'Bendemeer' sign
- E 323885, N 6582205 - Retain existing heritage style sign.

Entrance Strategy

Bendemeer

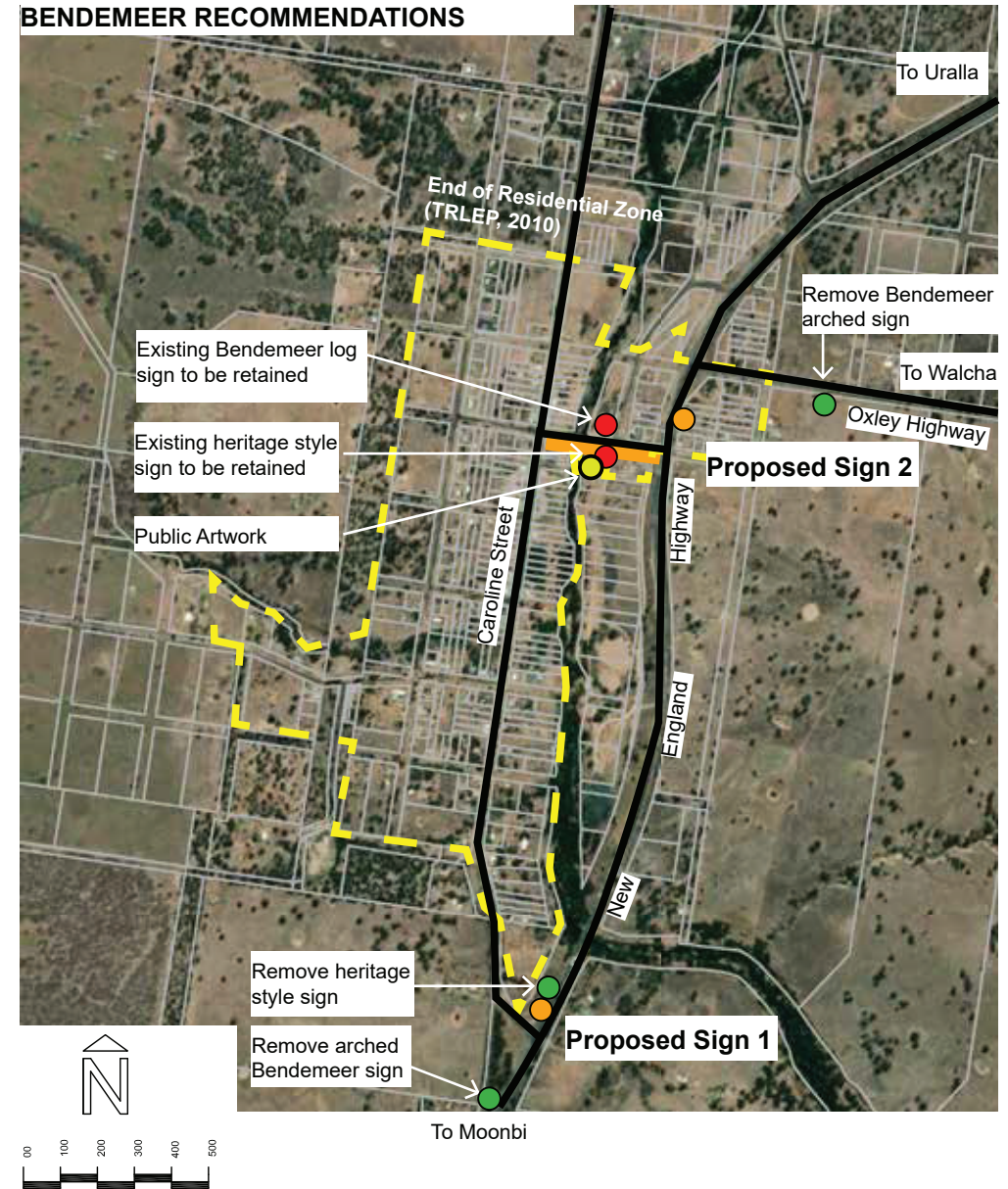
Figure 5.32: Zoning Extract (TRLEP, 2010)



LEGEND

- Proposed Sign Location
- Proposed Flora Corridor (In street)
- Proposed Public Art Installation
- Retain existing sign
- Remove existing sign
- Extent of Residential Zone

FIGURE 5.33
BENDEMEER RECOMMENDATIONS



Entrance Strategy

5.3.2.3 Kootingal

Observations

Kootingal is located 17 kilometres north of Tamworth and is sometimes considered a satellite suburb of the city. Founded as an Aboriginal mission, the name Kootingal is said to be derived by the aboriginal language meaning 'Star'. The town is home to more than 2,000 people and the population is growing the new subdivision Fairview Estate on Denman Avenue expanding. Set in a rich alluvial valley on the Cockburn River catchment, the town boasts a rich agricultural base with lucerne, fruit, vegetables, chicken and egg farms.

Kootingal is set east of the New England Highway with a road connection at each end of the town. Parry Park to the southern extent of Kootingal is a picturesque landscape with native vegetation backdrop and scattering of granite boulders. The bespoke Kootingal entrance sign with each letter of Kootingal set on a granite boulder identifies the locality from the highway. Within the town of Kootingal there is a large percentage of open space providing a leafy outlook with Federation Park set at the northern junction of Dorothy Avenue and the New England Highway.

In street tree plantings and a central pedestrian refuge denote the commercial area. This detail is repeated in Bendemeer and provides a landmark in this area.



Figure 5.34: Site Photos at Kootingal



Site Photographs in Figure 5.34 & 5.35 show the character of Kootingal.

Recommendations

The overview plan in Figure 5.38 shows the recommendations for Kootingal.

It is proposed to locate the Kootingal tier 2 scale signage on the New England Highway at the northern and southern extent of the settlement. No flora installations are proposed for Kootingal as existing plantings create a welcoming and leafy entrance to the town.

Proposed Sign 1 (north)

Northern Side of Kootingal on the New England Highway

E 314840, N 6564561

This location is 715 metres north of the Dorothy Intersection giving travelers adequate time to turn into Kootingal.

Proposed Sign 2 (south)

E 313475, N 6562355

The proposed sign is in the same location as the existing 'Welcome to Kootingal' sign. This is approximately 235 metres north of the RMS standard Blue directional sign for Kootingal and 300 metres south of Parry Park and in the intersection with Chelmsford Street.

Parry Park bespoke Kootingal Letter signage on granite boulders (E 313724, N 6562621) to be retained.



Figure 5.35: Site Photos at Kootingal



Entrance Strategy

Kootingal

Grouping of portrait style signage (E 314151, N 6562497) and in Federation Park (E 314497, N 6563904) to be removed, refer Figure 5.38.

A flora corridor should be established along Denman Avenue and Chelmsford Street to draw people into Kootingal. Public Artwork should be installed in the town center.

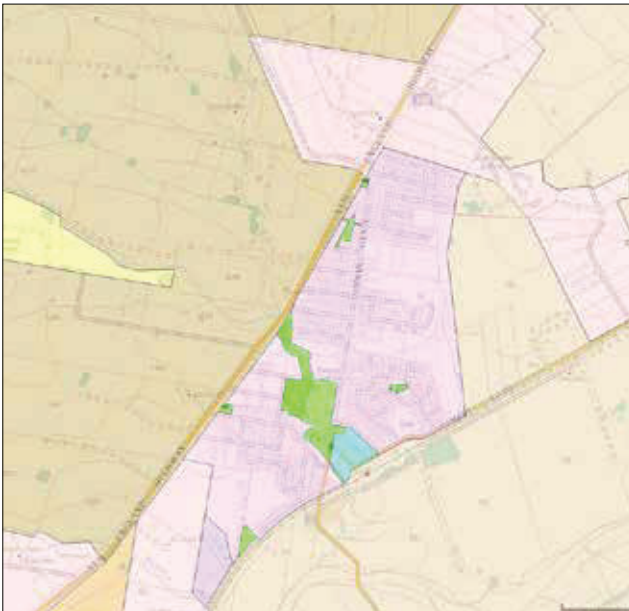
Figure 5.36: RMS Standard Sign to be retained



Figure 5.37: Portrait style sign to be removed



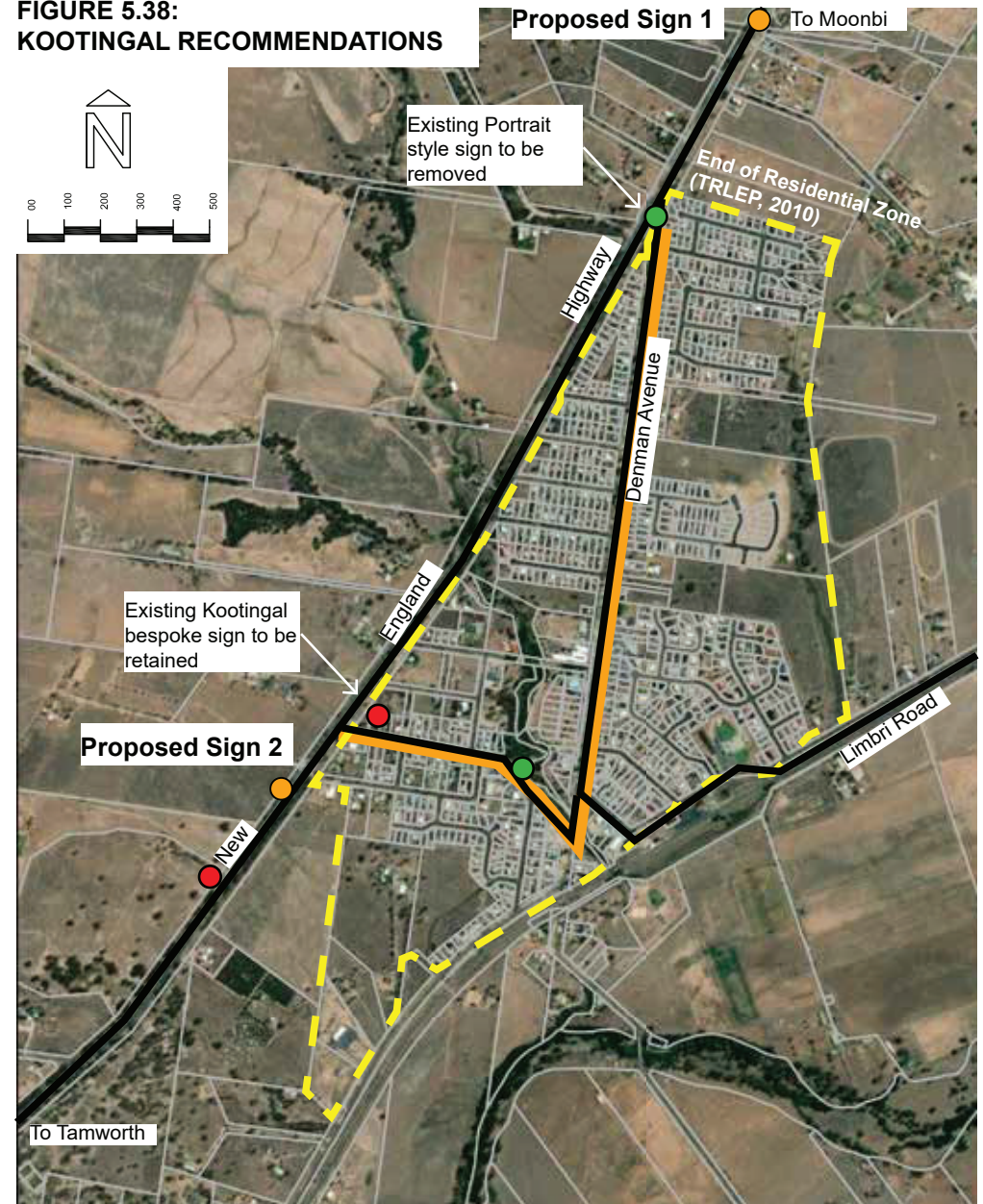
Figure 5.39: Zoning Extract (TRLEP, 2010)



LEGEND

- Proposed Sign Location
- Proposed In street tree planting
- Public Art Installation location to be determined based on theme
- Retain existing sign
- Remove existing sign
- Extent of Residential Zone

FIGURE 5.38:
KOOTINGAL RECOMMENDATIONS



Entrance Strategy

5.3.2.4 Manilla

Observations

Manilla is located 45 kilometres north of Tamworth on the Manilla Road, also known as the Fossickers Way. The name Manilla comes from the Gamilaraay language and is said to mean “round about” or “Winding River” making reference to the Manilla River which runs through the town almost forming a circle in this location.

Manilla is located at the junction of the Namoi River and the Manilla River and is known to be a fisherman’s paradise. Current signage makes reference to this theme and the rivers are central to the character of the town. Manilla also has a theme of history and heritage, although this has never formally been adopted. The main street contains many heritage buildings telling the story of a prosperous past and the heritage clock at the junction of Strafford and Manilla Street list the key historical moments in the town’s past. Today Manilla boasts a popular commercial district with museums, antique shopping and destination café and pub scene.

The main highway runs parallel to the Manilla main street, with sign post signalling drivers to turn down to the shopping precinct. The main street, Manilla Street is very attractive with a central avenue of Chinese Elm trees and understorey plantings of synthetic grass creating a lush, inviting atmosphere. The main highway, Arthur Street



Figure 5.39: Site Photos at Manilla

has recently benefited from the new Manilla River bridge crossing. Along side this new section of road, tube stock eucalyptus trees have been planted along the road. In the established sections of Arthur Street there are a mix of street tree species include Crepe Myrtle (*Lagerstroemia indica*) and Evergreen Ash (*Fraxinus griffithii*).

Recommendations

The recommendations for Manilla are shown in Figure 5.43. It is proposed to install two tier 2 signs in Manilla.

Proposed Sign 1 - Northern Side of Manilla

E 281081, N 6598289

Create Flora corridor on the western side of the road reserve.

Proposed Sign 2 - Southern Side of Manilla

E 282856, N 6594994

To provide a welcoming entrance to Manilla, it is proposed to plant an avenue of street trees to be guided by USTMP and each entrance sign incorporate a garden into the section in front of each sign. Council should further investigate additional street trees in accordance with the USTMP along Arthur Street where space permits, particularly in the location noted below.

To entice motorists into the Manilla CBD it is recommended that a street tree avenue be created along Court Street from Arthur Street to Manilla Street.

Public Art / Sculpture

E 281623, N 6597097

A public art installation is recommended in the new section of road crossing the Namoi River. This location provides good sight lines and is in a predominate position to provide a landmark. Theme to be determine.



Figure 5.40: Site Photos at Manilla

Entrance Strategy

Manilla

Figure 5.41: Proposed Public Art Installation
Exact location to be determined on site to be clear of table drains and floodways.

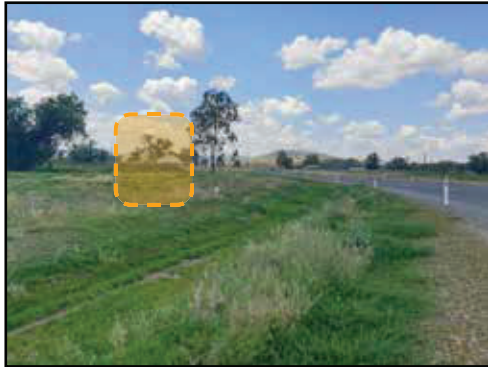
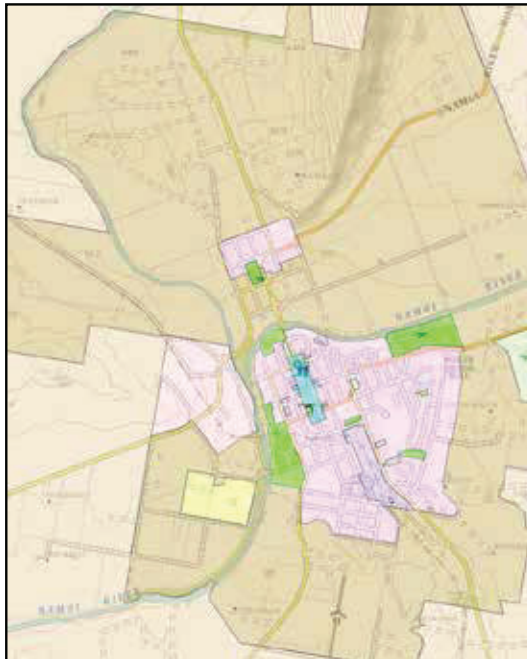


Figure 5.42: Zoning Extract (TRLEP, 2010)



Additional Recommendations

E 281051, N 6598320 & E 282266, N 6595948 - Flora corridor

E 281081, N 6598289 - Remove Welcome to Manilla Sign.
Additional Recommendations Continued

E 282855, N 6594991 - Remove Welcome to Manilla Sign.

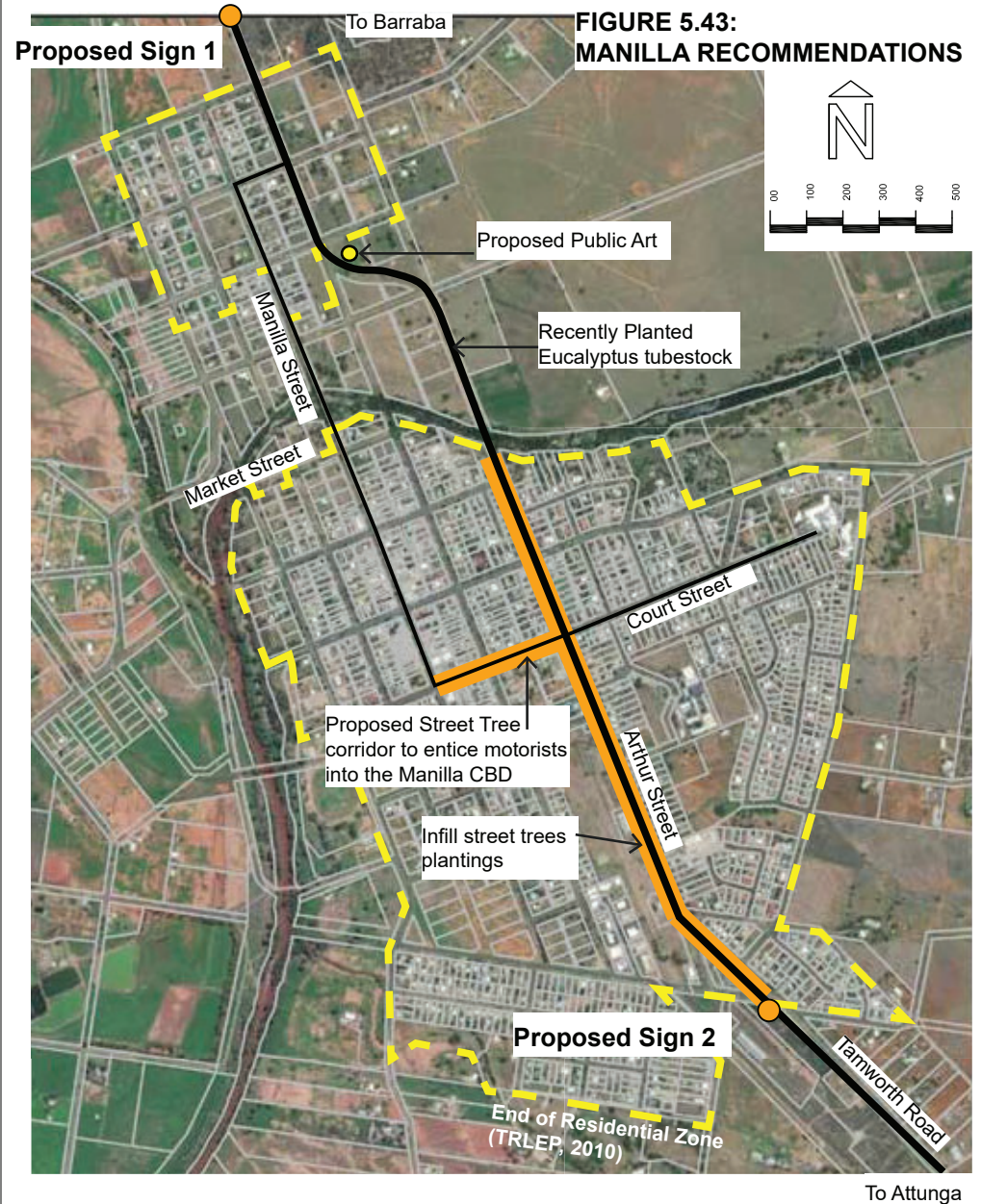
E 282568, N 6595253 - Retain existing timber welcome to Manilla sign.

E 281645, N6594120 - Remove Welcome to Manilla sign

E263937, N6575462 - Remove Welcome to Manilla Sign

LEGEND

- Proposed Sign Location
- Proposed Flora Corridor (In street)
- Proposed Public Art Installation
- Extent of Residential Zone



Entrance Strategy

Court Street Manilla - Computer Generated Image

It is recommended a street tree avenue is planted along Court Street from Arthur Street to Manilla Street to entice tourists into the Manilla main street and CBD.

The recently constructed Namoi River bridge bypasses Manilla Street. Flora corridors are proposed to encourage visitors who are not familiar with the layout of Manilla into the CBD.

Figure 5.44 Photomontage of the proposed central median in Court Street, Manilla



Figure 5.45 Photograph of the existing character in Court Street, Manilla

Entrance Strategy

5.3.2.5 Moonbi

Observations

The settlement of Moonbi is located 20 kilometres north east of Tamworth, situated at the bottom of the Wentworth Mounds which form part of the Great Dividing Ranges. The Moonbi ranges rise from 500 to 1,300 metres above sea level and splits the catchments of the Cockburn River to the south and Macdonald River to the north, both of which flow into the Namoi River catchment.

To the road traveller on the New England Highway, the Moonbi range is notable as it is a major uphill climb from the town of Moonbi through to Bendemeer. The geology of the region features large exposed granite boulders. The route through the Moonbi Gap road is also heavily utilised for travellers between the Oxley Highway at Bective travelling north towards the coast.

Moonbi is renowned as a center for the poultry industry, being one of the largest poultry producing areas outside of Sydney.

The urban settlement of Moonbi is situated mostly west of the highway. The zoning of Moonbi allows for expansion of the settlement.



Figure 5.46: Site Photos at Moonbi

Site Photographs in Figure 5.46 and 5.47 show the character of Moonbi.

Recommendations

The overview plan in Figure 5.49 shows the recommendations for Moonbi. It is recommended that two tier 2 scale signs be installed along the New England Highway at Moonbi.

Proposed Sign 1

E 316378, N 6567064

Located on the New England Highway on the Northern side of Moonbi

Proposed Sign 2

E 315496, N 6565660

Located on the New England Highway on the Southern side of Moonbi

Remove existing signs in these locations

Moonbi is picturesque with glimpses over the plains and therefore a flora corridor is not deemed necessary. It is recommended that three (3) street trees are planted behind each sign and a localised garden at the base of the sign should be installed.

Establish a flora corridor along the New England Highway through Moonbi to create a memorable experience for motorists. Appropriate street tree species is to be selected in accordance with the USTMP.

Install a piece of public art in Moonbi Park which reflects the character and vibrancy of the locality.

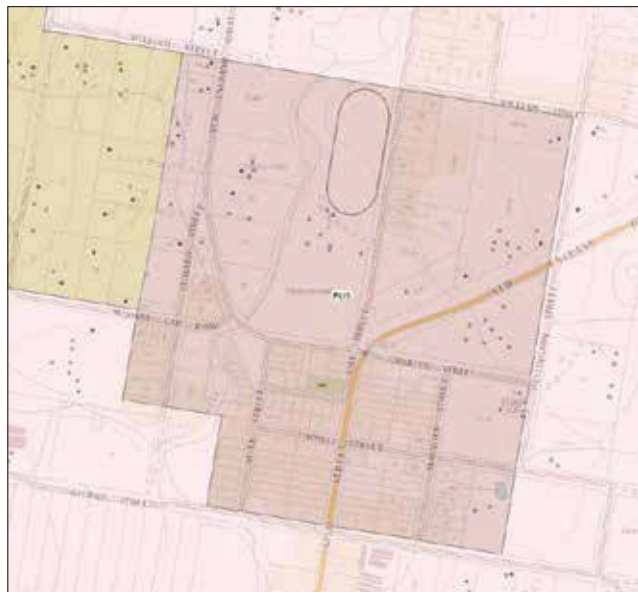


Figure 5.47: Site Photos at Moonbi

Entrance Strategy

Moonbi

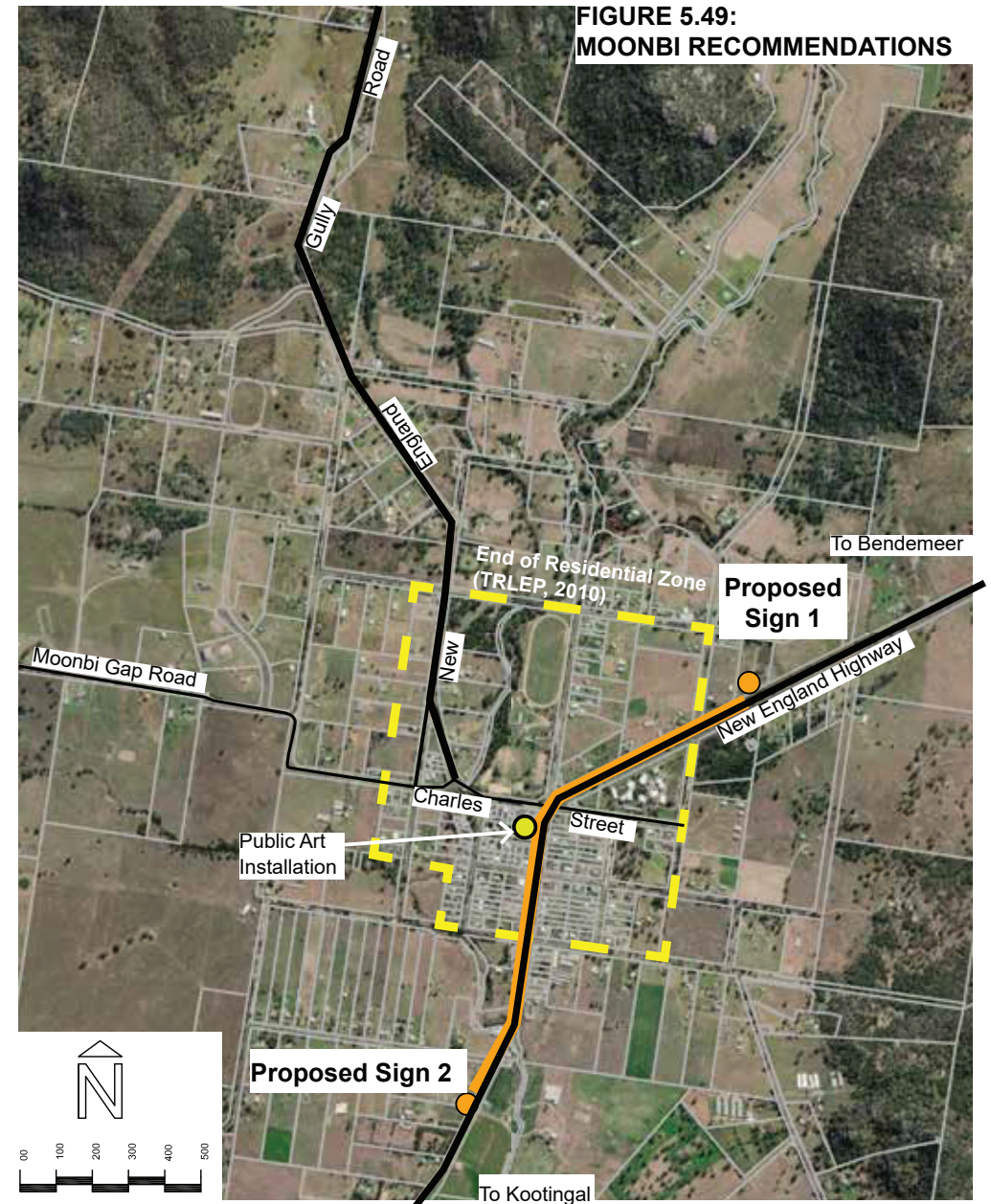
Figure 5.49 Zoning Extract (TRLEP, 2010)



LEGEND

- Proposed Sign Location
- Proposed Flora Corridor
- Proposed Public Art Installation
- Extent of Residential Zone

FIGURE 5.49:
MOONBI RECOMMENDATIONS



Entrance Strategy

5.3.2.6 Nundle

Observations

Nundle is located 50 kilometres southeast of Tamworth and set between the Peel River and the Great Dividing Range. The town was established during the gold rush and contains a rich cultural heritage. It is a popular tourist destination.

The town has adopted the theme 'Hills of Gold' along with nearby Hanging Rock and hosts several seasonal tourism events including the Nundle Go for Gold Chinese Easter festival and the great Nundle dog race. The current entrance signage into Nundle celebrates National and State level tidy towns sustainable communities' awards in 2014.

As you approach Nundle from the west on Nundle Road/Oakenville Street you are greeted with a mature avenue of Honey Locust (*Gleditsia triacanthos* var. *Sunburst*) trees. This tree species was selected by the Nundle Garden Club for its yellow foliage, which fits the theme 'Hills of Gold'.

The site photographs in Figure 5.50 show the character of Nundle's entrances.



Figure 5.50 Site Photos at Nundle

Recommendations

The overview plan in Figure 5.52 shows the recommendations for Nundle.

It is proposed to install a tier 2 scale sign at the western entrance to Nundle. This recommendation is to reflect the number of tourists visiting the town. The proposed sign is located in the same location as the existing 'Welcome to Nundle' entrance signage.

On the eastern side of Nundle, approaching from Hanging Rock on Barry Road/Oakenville Street, a tier 2 scale sign is recommended along with the planting of a flora corridor.

This proposed sign location is on the hill landscape on the edge of Nundle and takes advantage of the elevated position.

Proposed Sign 1

E 320903, N 6518097

This sign is on the eastern Side of Nundle when approaching from Tamworth or the Liverpool Plains LGA. It is located in the same location as the existing sign.

Proposed Sign 2

E 322623, N 6517652

This sign is to be a Tier 2 scale sign. This is recommended due to the sloped location and lack of visitation to Nundle from the easterly direction.

It is recommended that a flora corridor, with species to be guided by USTMP, be installed on the southern side of Oakenville Street from the proposed entrance sign. This corridor should contain at least three (3) trees spaced at fifteen (15) metre centres.

Install piece of public art which reflects the character of Nundle and showcases the community as a unique tourist attraction.

Additional Recommendations

E 321241, N 6518037 - Remove single post brown Nundle Sign

E 321160, N 6518057 - Remove Portrait Style signs

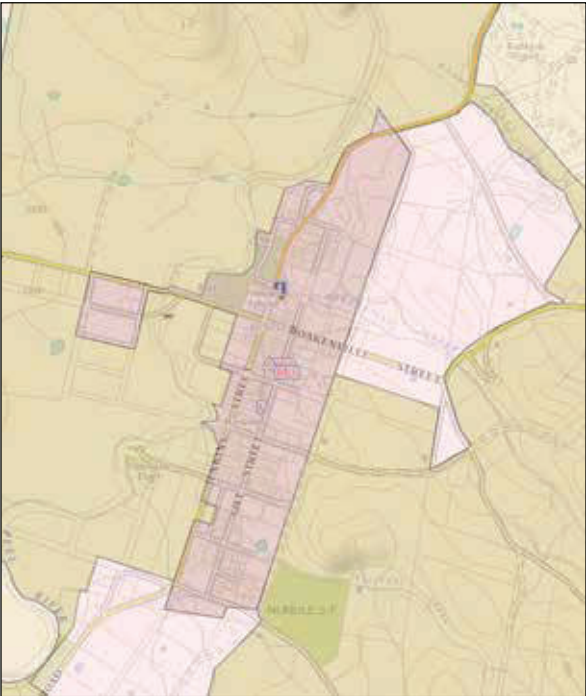
E 320903, N 6518097- Remove Welcome to Nundle sign

E 322623, N 6517652 - Remove Welcome to Nundle sign

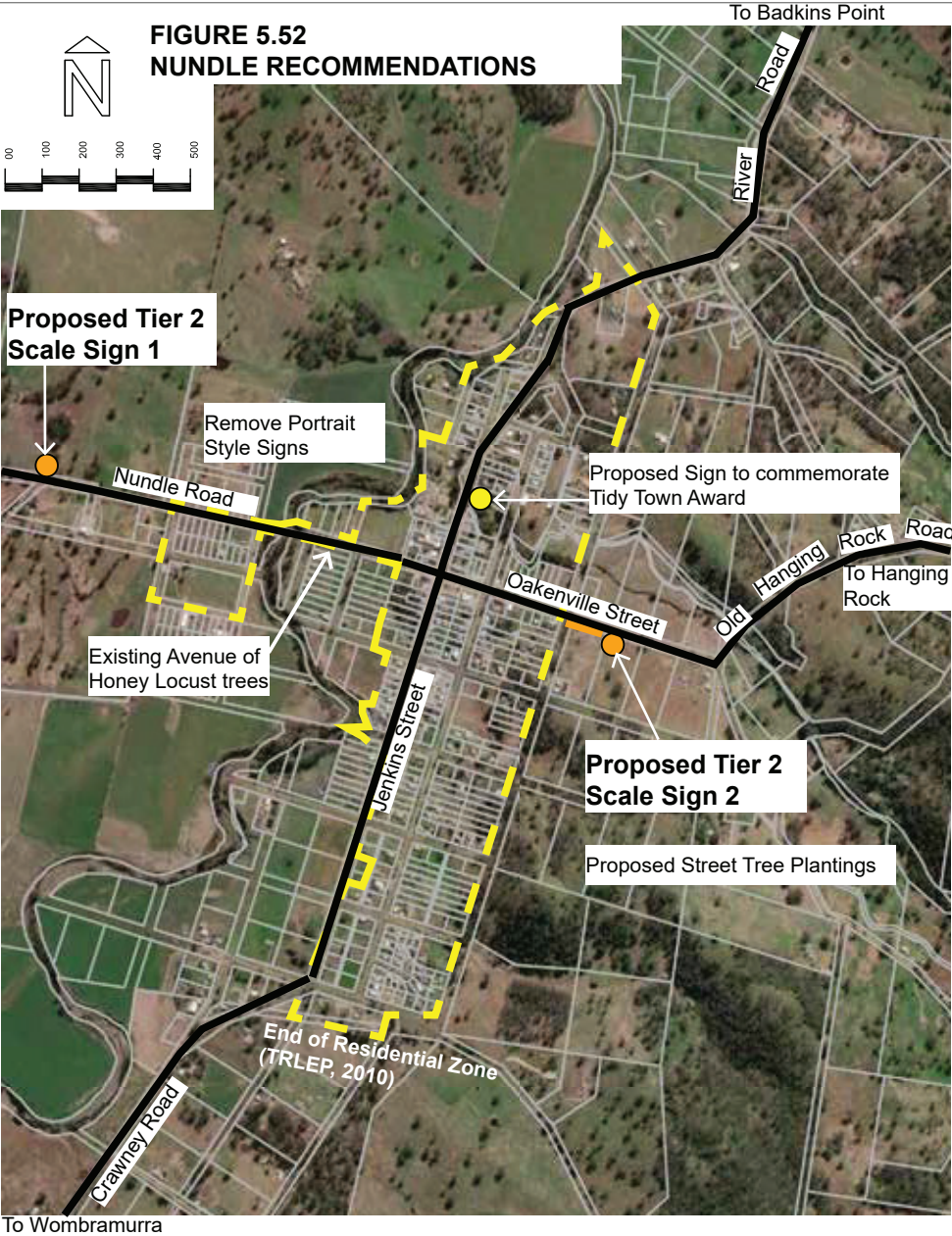
E 322194, N 6517914 - Install small sign commemorating the Tidy Town accolades in the Nundle Park

Nundle

Figure 5.51: Zoning Extract (TRLEP, 2010)



- LEGEND
- Proposed Sign Location
 - Proposed Flora Corridor
 - Proposed Tidy Town Award Sign
 - Public Art Installation location to be determined based on theme
 - Extent of Residential Zone



Entrance Strategy

5.3.3 TIER 3 SIGNAGE & ENTRANCES

Generally, there are two types of village scale signage. In this report we have referred to these as style A and style B. Style A is an RMS style simple single post white sign stating the locality name in block letters, as shown in Figure 5.53. Style B is a Tamworth Regional Council sign, generally arched with two posts. The colours and style of each sign varies with the arched format and size being consistent as shown in Figure 5.54. Where tier 3 scale signage is proposed existing signage in style A and B is recommended to be removed.

The categorisation of a locality as Tier 3 is based on the consideration of three elements:

- Population;
- Through traffic; and
- Proximity to other localities.

It is proposed to install tier 3 scale signage at the following villages in the Tamworth Regional Local Government Area:

- | | | |
|-------------|-----------------|-----------------|
| • Attunga, | • Hanging Rock, | • Piallamore, |
| • Daruka, | • Limbri, | • Somerton, |
| • Dungowan, | • Nemingha, | • Woolbrook and |
| • Duri, | • Niangala, | • Woolomin. |

The recommendations for each locality are described below.

Attunga

Attunga is said to have the Aboriginal meaning of 'a high place'. Set on Manilla Road the village is located to the west of the main road with an access via Kimo and Attunga Streets. A rest stop along Manilla Road provides a shady place to stop by the Attunga Creek.

Proposed Sign (south) E 294581, N 6575790

Proposed Sign (North) E 293895, N 6576832



Existing Sign

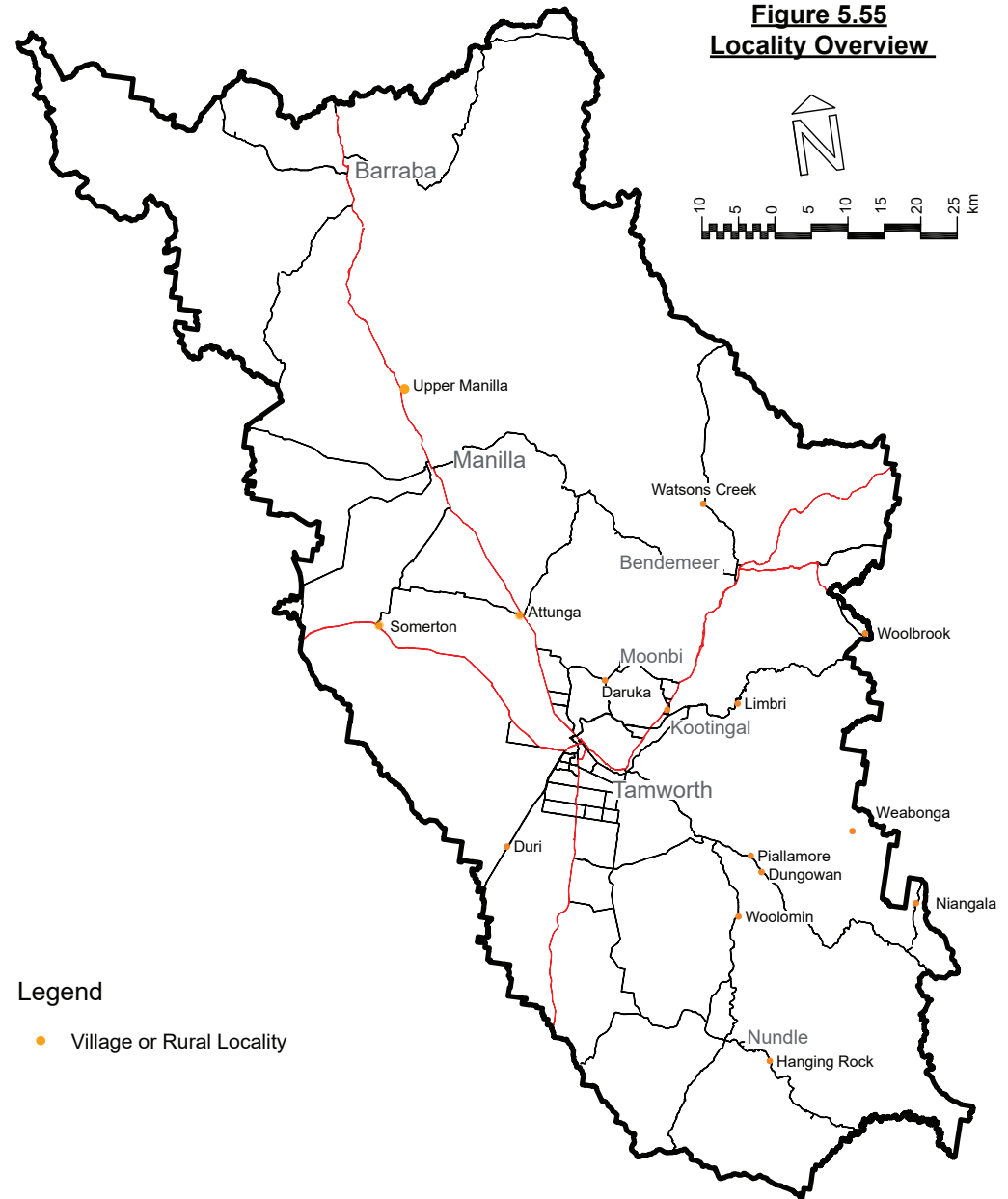
Figure 5.53(Left):

Style A

Figure 5.54(Right):

Style B

Figure 5.55
Locality Overview



Legend

- Village or Rural Locality

Entrance Strategy

Remove existing Attunga signage at

E 293895, N 6576832 (Style B)
E 293961, N 6576713 (Style A)
E 294581, N 6575790 (Style B), and
E 294645, N 6575698 (Style A)

Flora Corridor: to complement the existing flora corridor, plant three street trees behind each sign. Extend existing corridor approximately 350 metres from Kimo Street to the southern end of the Attunga Rest Area.

Daruka

Daruka is a large lot residential area north of Tamworth. The locality services a number of residential properties and connects Upper Moore Creek Road through to North Tamworth or Tintinhull. It is proposed to provide a sign the northern and southern extent of the large lot residential holdings at Daruka.

Northern Side of Daruka

E 305838, N6567027

Southern Side of Daruka

E 306145, N6564364

Dungowan

Dungowan is a picturesque village located on the Peel River. The village has three main vehicle routes with the approach from Tamworth junctioning at a T-Intersection at Nundle and Ogunbil Roads. It is proposed to provide a sign at each of the three road entrances into Dungowan.



Figure 5.56 Existing Dungowan Sign



Figure 5.57: Existing Dungowan Sign

Nundle Road Proposed Sign (East)

E 318851, N 6545722

Nundle Road Proposed Sign (South West)

E 320514, N 6544454

Ogunbil Road (West)

E 322362, N 6544346

Remove existing signage at above locations and at
E 322255, N 6544362.

Duri

Duri is separated from Werris Creek Road by the Main Northern Railway Line, which runs between Sydney and Armidale. The main access to Duri is via a link road to Railway Avenue. The signage for Duri is proposed along Werris Creek Road at the following locations:

Proposed Sign (south) E 292171, N 6543983

This location is 130 metres south of the Duri-Dungowan Road intersection.

Proposed Sign (North) E 292724, N 6544872

This location is approximately 400 metres north of the turn into Duri.

Remove existing signage at the above locations.

Hanging Rock

Hanging Rock is located in the south eastern section of the shire, at the top of the Great Dividing Range 8.5 kilometres east of Nundle. The village has distinctive vegetation due to its high altitude at 1100 metres above sea level. Development is linear along Barry Road with the Sheba Dam picnic area at the eastern end of the village.

Hanging Rock is not located on a main road and most visitors would be travelling to this destination. Lookouts in the area boast expansive views and bush walking is a popular past time.

Like Nundle, the village has the theme 'Hills of Gold'. Timber logging in the area is a predominate land use.

Proposed Sign (North)

E 327941, N 6515779

Replace sign at this location.

Proposed Sign (South)

E 328736, N 6513593

This location is just south of the Sheba Dam picnic area.



Figure 5.58: Existing Duri Sign



Figure 5.59 Existing Hanging Rock Sign

Entrance Strategy

Limbri

Limbri is a small village located approximately 30 kilometres northeast of Tamworth on Swamp Oak Creek. This locality has an agricultural base with the village boasting community infrastructure, including a hall.

Proposed Sign (West)

E 324301, N 6564643

Proposed Sign (East)

E 324101, N 6564591

Proposed signage replaces existing RMS Style A signs at Limbri. Remove existing signage.



Figure 5.60: Existing Limbri Sign

Nemingha

Nemingha is on the eastern side of Tamworth, 5 kilometres from the Central Business District. The village is located along the Armidale Road between the Main Northern Railway Line and the Cockburn River.

Nemingha has an industrial character with a number of manufacturing and service businesses located along the Highway.

Proposed Sign (West)

E 307324, N 6554875

Proposed Sign (East)

E 308576, N 6555069

Remove existing signage at these locations

A flora corridor is recommended with tree species to be determined by Council in accordance with the USTMP.



Figure 5.61 Existing Nemingha Sign

Niangala

Niangala is a village located on the eastern boundary of the shire. The village is set on the Moonbi Range, which forms part of the Great Dividing Range. The area is characterised by the logging industry with large logging forests lining the main road. The village is set at an altitude of approximately 1300 metres above sea level and still contains remnants from the 1890 Gold Rush when the village was bustling.

It is proposed to replace existing RMS (Style A) signage at the following locations:

Proposed Sign (south) E 348217, N 6535959

Proposed Sign (North) E 348468, N 6536599

Remove existing signage at these locations

Piallamore

Piallamore is a small rural village spread along the fertile Peel River flats at the footslopes of the Moonbi Range.

It is proposed to replace existing signage with the new Village scale sign in the same locations as existing entrance signs.

Proposed Sign (West)

E 314742, N 6550803

Proposed Sign (East)

E 315504, N 6550210

Remove existing signage at

E 314742, N 6550803

E 314822, N 6550791

E 315504, N 6550210

E 315480, N 6550261

A flora corridor is recommended with tree species to be determined by Council in accordance with the USTMP.



Figure 5.62: Existing Niangala Sign



Figure 5.63: Existing Piallamore Sign



Figure 5.64: Existing Piallamore Sign

Entrance Strategy

Somerton

Somerton is located mid way between Tamworth and Gunnedah on the Oxley Highway. The village is set along the Peel River and areas surrounding the village boast agricultural pursuits.

The main village area is located north of the Oxley Highway with a Roadhouse and Pub located on the Highway. It is proposed to replace the existing signage with the new Village scale sign in the same location as the existing entrance sign.



Figure 5.65 Existing Somerton Sign

Proposed Sign (west)

E 273770, N 6575055

Proposed Sign (east)

E 275008, N 6574148

Remove existing signage at these locations

Woolbrook

The village of Woolbrook is located in the north eastern section of the shire near the Walcha LGA boundary. The village straddles the Macdonald River and is located in a valley with predominate agriculture of sheep and cattle grazing.

Existing signage in Woolbrook is of varying colour and design, but all feature the bridge over the Macdonald River and a fisherman.

It is proposed to replace the signage at the eastern and western side of the village. The sign in the public park on Danglemah Road welcoming visitors to Woolbrook is to be retained (E 342005, N 6572971).



Figure 5.66: Existing Woolbrook Sign



Figure 5.67 Existing Woolbrook Sign

Proposed Sign (East)

E 342728, N 6573651

Near Oxley Highway

Proposed Sign (West)

Danglemah Road E 341413, N 6572801

Remove existing signage at these locations

Woolomin

The village of Woolomin is located 40km south east of Tamworth towards Nundle. This village is located on the Peel River straddling Nundle Road. It is proposed to replace existing signage with the new Village scale signs.

Proposed Sign (south)

E323813, N6534684

Proposed Sign (North)

E323960, N6536250

Remove existing signage at:

E323813, N6534684

E323954, N6536037



Figure 5.68: Existing Woolomin Sign

Flora Corridors in Tier 3 Locations

To heighten the sense of arrival and beautify the village locations a flora corridor is recommended through the main thoroughfare.

Street tree plantings will be in accordance with the USTMP and species should create a unique and memorable experience for each location, and be located on each side of the road behind each entrance sign.

Entrance Strategy

5.3.4 TIER 4 LGA SHIRE BOUNDARY SIGNAGE

There are a number of entrances into the Tamworth Regional Shire, where it is proposed to install an Tier 4 scale sign. In the site analysis, entrances have been categorised as category A and category B, based on the number of vehicles traveling on each route two scales of signs are proposed for the entrances to the shire. There are a few entrances into the LGA on which a sign has not been proposed. This is due to the low number of vehicles using this route. The following tables outline the proposed Tier 4 entrance sign locations.

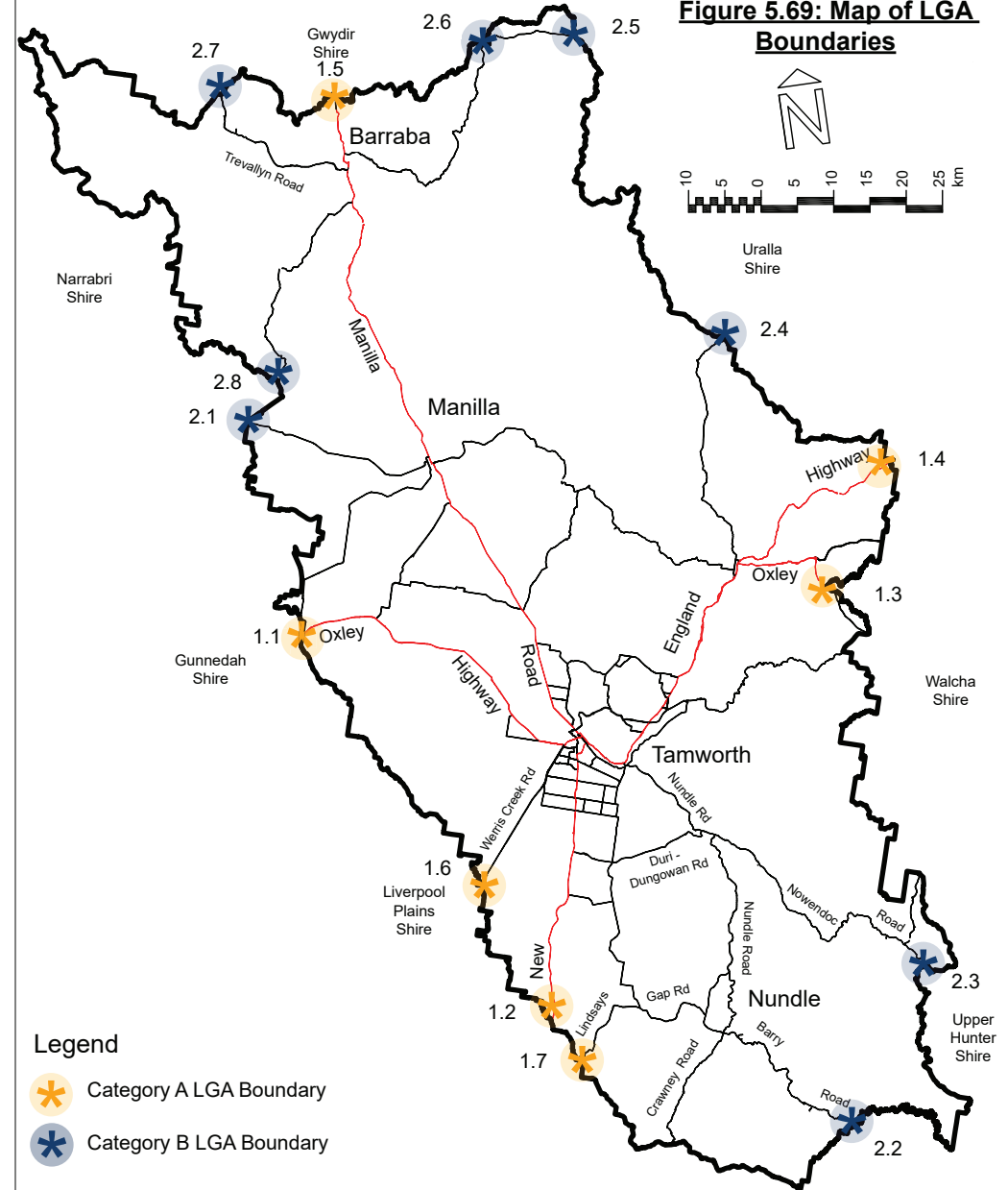
Tier 4 - Category A

Location	Adjoining LGA	Easting (GDA94, MGA56)	Northing (GDA94, MGA56)
1.1 Oxley Highway	Gunnedah	264419	6572901
1.2 New England Highway	Liverpool Plains	298041	6519159
1.3 Oxley Highway	Walcha	341933	6575041
1.4 New England Highway	Uralla	345472	6596725
1.5 Bingara Road	Gwydir	268713	6646524
1.6 Werris Creek Road	Liverpool Plains	289064	6538498
1.7 Lindsay's Gap Road	Liverpool Plains	301086	6514486

Tier 4 - Category B

Location	Adjoining LGA	Easting (GDA94, MGA56)	Northing (GDA94, MGA56)
2.1 Rangari Road	Gunnedah	256503	6601966
2.2 Barry Road	Upper Hunter	338108	6504134
2.3 Flags/Niangala Road	Walcha	348569	6536728
2.4 Balala Road	Uralla	332633	6600888
2.5 Bundarra/Barraba Rd	Uralla	301617	6655324
2.6 Gulf Creek Road	Gwydir	289019	6653983
2.7 Trevallyn Road	Gwydir	252875	6647005
2.8 Longarm / Kelvin Rd	Gunnedah	260684	6607473

Figure 5.69: Map of LGA Boundaries



Entrance Strategy

5.4 TREATMENT AROUND SIGNS

The proposed treatment around each entrance sign will depend on the design selected. Signage is proposed set on a stone clad retaining wall it is recommended that natural grasses around each sign are regularly maintained for a distance of at least 2 metres in all directions around the sign.

5.5 STREET TREES

The installation of flora corridors and new street tree plantings outlined in this report are an integral part of this strategy. Street tree plantings at the entrances to an urban locality create a welcoming and aesthetic sense of arrival for the passer by. The Tamworth Regional Council Urban Street Tree Management Plan (USTMP) guides the planting of trees in the shire. The recommendations of this strategy have considered the USTMP and are consistent with this plan, one of the key objectives of which, is to green and cool the Tamworth Region.

Street tree setout should be in accordance with the general setout and clearances outlined below, which aligns with the USTMP.

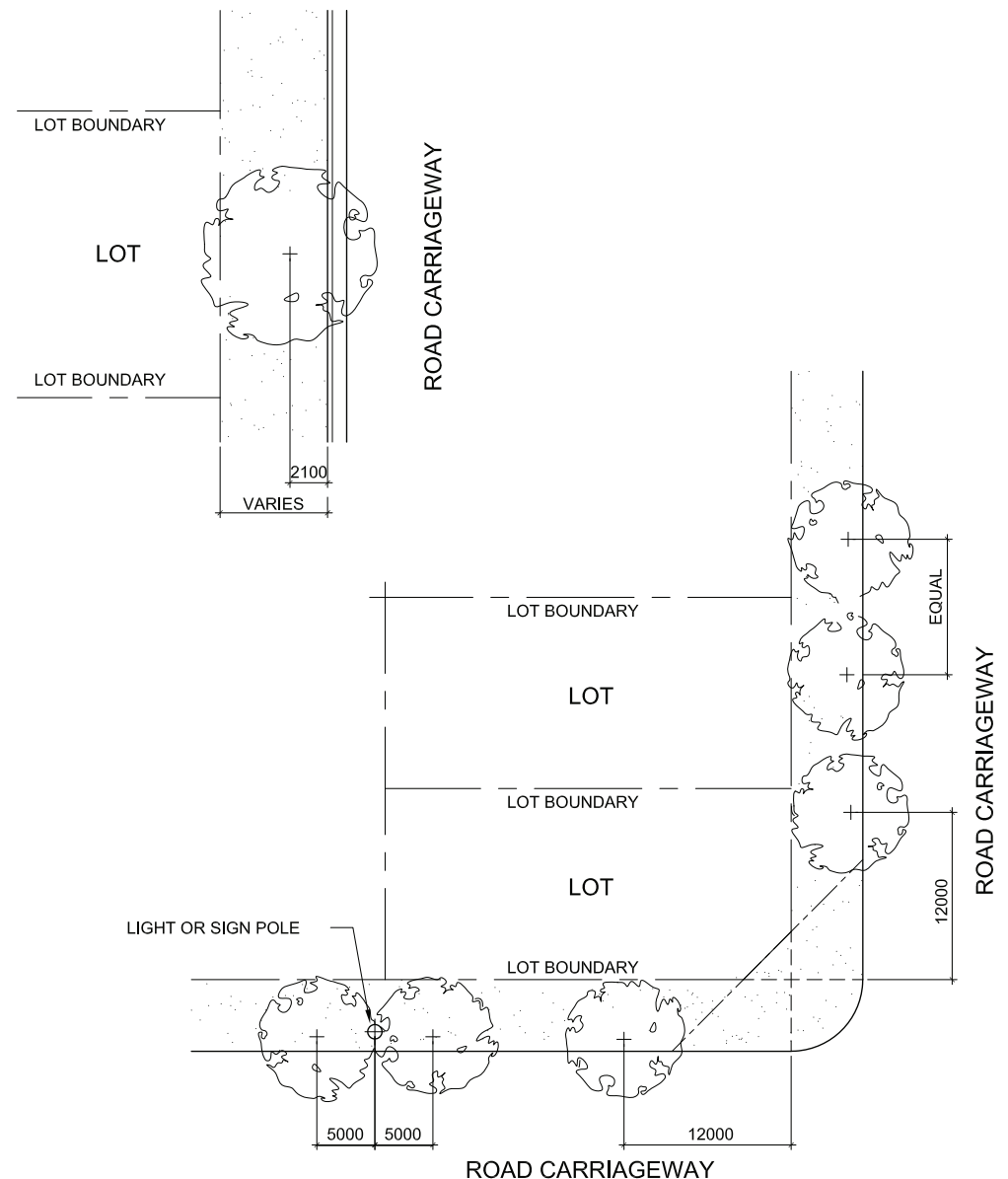
General Setout of Street trees

Centreline of Street Trees are to be setout generally at 2100mm from kerb or to suit site conditions.

- Minimum 3m clearance from driveways;
- Minimum 3m clearance from service lines into Lots;
- Minimum 3m clearance from light poles;
- Minimum 3m clearance from stormwater outlets
- Minimum 1.5m clearance from stormwater pits
- Minimum 12m clearance from road corner/intersections
- Minimum 7m clearance from pedestrian crossings
- Spacing Generally 1 tree per lot or 15m.

Street tree species selection shall be determined by Council staff in accordance with the USTMP. Final location of street trees are to be determined on site as instructed by the Council staff.

Figure 5.70: Detail - Typical setout of Street Trees



Entrance Strategy

5.6 PUBLIC ART

It is proposed to install a landmark piece of Public Art as part of the entrance strategy for each tier 1 and tier 2 location. During community consultation this public artwork was highlighted as being an important component of this project. Public art enriches the landscape and is an opportunity to build community pride, connect citizens and celebrate the culture of the community. It also highlights each location as a vibrant, creative environment to residents, tourists and investors improving livability through celebration of culture in a tangible public asset.

The theme and final location of each piece of public art will be determined at a later date in conjunction with a local artists.

The following tables outline proposed and existing public art installations which form part of this entrance strategy.

Tier 1	Location	Existing or New
	Oxlev Highway, Country Road Roundabout	New
	New England Highway (Armidale Road)	New
	New England Highway (Goonoo Goonoo Road)	Existing - Golden Guitar
	Duri Road	No Artwork suggested due to level of traffic from this approach.
	Manilla Road	New Installation at Glengarvin Drive

Tier 2	Location	Existing or New
	Barraba	Existing
	Bendemeer	New Possible Locations: Along McDonald River, near Havannah Street
	Kootingal	New Possible Locations: Railway Station Parry Park or Lions Park
	Manilla	New Possible Locations: Beside Namoi River Crossing (see recommendations page)
	Moonbi	New Possible Locations: Moonbi Park
	Nundle	New Possible Locations: Jenkins Street

PROPOSED SIGNAGE

6

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Signage

6.1 INTRODUCTION

The following section of this report outlines the proposed entrance sign design. The location of each sign is described in section 5 of this report.

Good wayfinding is built on a system of hierarchy, clarity, legibility and consistency to help people orientate themselves in unfamiliar environments. Well designed signs can complement the environment, provide useful information and aid navigation. They create a sense of place, unique to their location. They demonstrate a character and set the tone for visitors arriving in the Tamworth LGA.

There are two distinct signage categories for road signage in New South Wales, being road signage and destination signage.

Road signs are used for the purpose of wayfinding to a destination or attraction. They are green, brown or blue as shown below. These signs are subject to specific guidelines and standards as outlined in the RMS tourist signposting document. These signs are internationally recognised by most visitors, especially when standard universal symbols are used. The RMS is responsible for these signs on RMS dedicated roads such as the New England and Oxley Highways. Council is responsible for installing these signs on the remainder of the public road network.

Destination signage supports the tourism road signage and while being subject to the policy requirements of the relevant road authority, can be designed to reflect the area's unique character and branding. Destination signage includes shire entry and town statements and covers the signage proposed in this strategy.



6.2 PROPOSED SIGNAGE DESIGN

The signage design suite presented in this strategy is a unified sign system for Tamworth Regional Council that combines bold, contemporary typography with a warm, welcome colour palette.

Elements of indigenous artwork give credit to the traditional custodians of the Tamworth Region. The sweeping curves lend an informal look to the designs, at the same time suggesting broad, sweeping vistas.

The designer has kept the designs clean, simple and bold, so they are eye-catching to passing traffic.

Indigenous Artwork to recognise and celebrate Traditional Owners of the Land

The traditional owners of the land are recognised and their culture celebrated through the use of local artwork on the signage. The designs in this report show a pattern placeholder, on the totem, which is to be replaced with a locally supplied indigenous artwork in all Tier 1 and 4 category A signage will contain this design with Indigenous Art as a theme option for Tier 2 signage.

This pattern is a placeholder only. To be replaced with locally-supplied indigenous artwork.

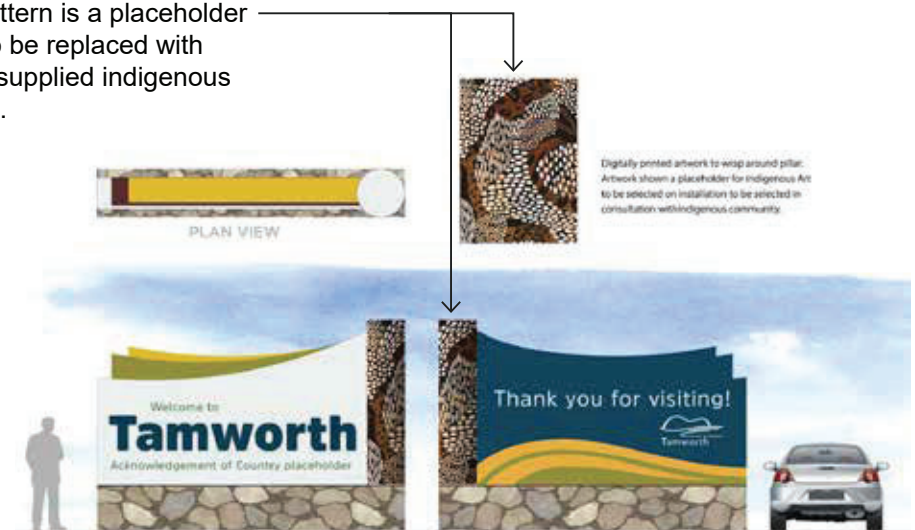


Figure 6.1: Indigenous Artwork and references proposed on signage

Signage

Local Context

Tier 1, Tier 2 and Tier 4 (category A) signage is set on a free-standing stone clad landscape wall. The tier 1 and tier 4 (category A) wall is 4.87 metres long, 0.73 metres high and 0.76 metres wide. The tier 2 wall is 3.38 metres long, 0.56 metres high and 0.57 metres wide. These walls will be clad with local stone to provide reference to country and local character, a key request from the Aboriginal Community during the consultation phase. For example in Moonbi and Kootingal the wall will be clad with local granite stone similar to the stone on Moonbi lookout (refer Figure 6.2). In Nundle the stone wall should match Wombramurra Station entrance wall (refer Figure 6.3)



Figure 6.2 Stone Wall at Moobi Lookout, constructed from local granite.



Figure 6.3 Image Supplied of Wombramurra Station entrance wall showing character of the rock.
Source: Megan Trousdale

The proposed end pillar on the signage will be wrapped with a digitally printed artwork as shown in each design template. The final design of this pillar should reference earthy tones in a modern and contemporary artistic style, which will not draw attention away from the place name.

In tier 2 signage locations we have presented options where the end pillar will have no theme or the public will vote for single theme to be designed and digitally wrapped onto the pillar.

All signage contains the Tamworth Regional Council logo to provide consistent way finding throughout the shire and strengthen the TRC brand.

6.3 SIGNAGE PARTICULARS

When a sign is proposed to be located on a Roads and Maritime Service (RMS) controlled road, the location and details of the proposed signage needs to be referred to the authority for input into the specific design requirements including location, setback from road shoulder and frangibility. More details on placement of signage is provided in section 8 of this report.

Lighting

It is proposed that the Tier 1, Tier 2 and Tier 4 (category A) signs are provided with solar lighting to improve their visibility during the night. There are two methods of lighting the signs. Option 1 is to uplight the signs from ground mounted flood lights. An example of this is shown in Figure 6.4. Option 2 is to internally light the sign. This requires projected lettering or cut outs to allow the light effects, as shown in Figure 6.5. It is proposed to uplight the signs in this strategy as outlined in option 1.

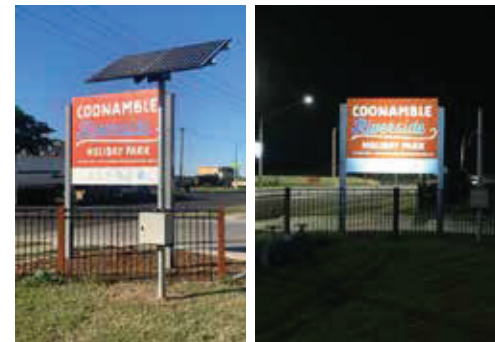


Figure 6.4 Example of Solar uplighting of signs & pole mounted solar panel, (Source: Danthonia Designs Pty Ltd)



Figure 6.5 Example of internally lit sign and pole mounted solar panel, (Source: Multipole)

Signage

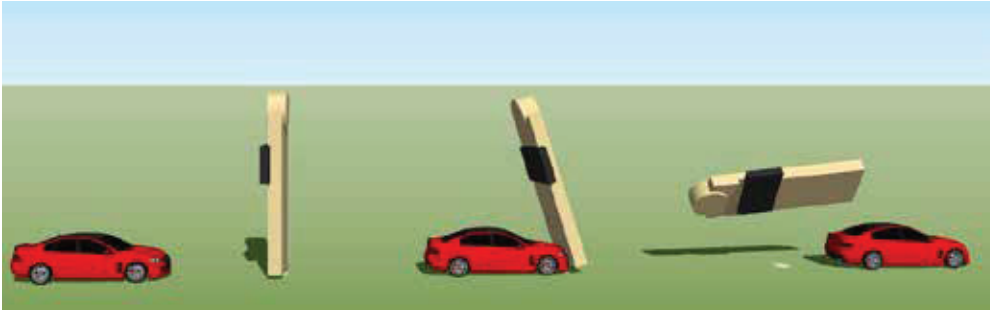


Figure 6.6 Image to demonstrate Frangibility (Source: Danthonia Designs Pty Ltd)

Frangibility

Where possible signs placed close to State controlled roads need to be “frangible”. This means that, as a safety measure, they will give when impacted by an errant vehicle. Signs which are not frangible are to be placed outside the clear zone for each road. Due to the design of the tier 1 and 2 signs, which includes a stone clad retaining wall these signs can not be frangible.

Where frangible signs are required they will be fitted with omni directional breaksafe mounting couplings. These couplings will break away quickly and cleanly on impact, resulting in a minimum of damage to both property and passenger, regardless of the angle of impact. The system is one of the safest in use anywhere and has been approved by the RMS.

Generally, signs will be placed on level sites that are not significantly higher or lower than the road surface. Signs should be placed clear of drainage lines.

Retro-Reflective Vinyl

To ensure the signs are readable at night, retro-reflective vinyl is recommended to be applied around the main dark add on letters. This is an excellent low maintenance, low cost visibility option, providing readability without glare. By placing the reflective vinyl on the flat surface around the letters, a uniform glow is achieved at night. During the day, the reflective vinyl is almost invisible against the background of the sign. Retro reflective vinyl works best when placed in a position where it is picked out by vehicle headlights. It is not effective when lit by an independent light source. The signs in this strategy include retro-reflective vinyl for the rare occasion the solar battery has not received enough daylight to charge or there is a failure of the uplifting.

Materials meet requirement for international specifications for retroreflective sheeting Type III retroreflective sheeting as per the American Society for Testing and Materials (ASTM) D 4956.



Figure 6.7 Example of Retroreflective Vinyl application in Muswellbrook, NSW (Source: Danthonia Designs Pty Ltd)

Durability

It is recommended that high quality materials be used in all signs to ensure longevity, aesthetic appearance and low maintenance costs. Paints should contain UV resistant pigments to minimize fading and signs should be coated with an anti-graffiti coating so that they can be cleaned in the event of vandalism.

Structures are to be engineer-certified to relevant Australian Standards to ensure safety in the most extreme weather conditions.

Signs are to be delivered and installed fully assembled, therefore reducing weather delays, traffic control requirements and scheduling conflicts.

Signage

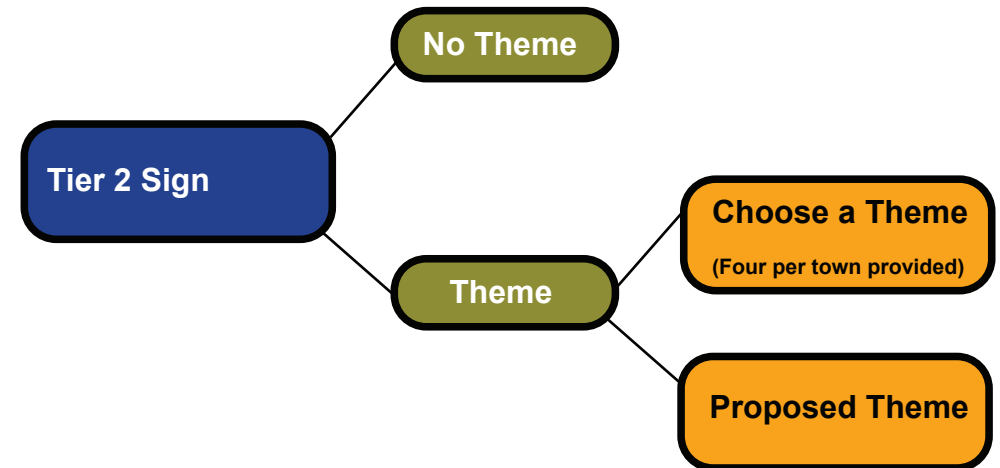
6.4 COST ESTIMATES

Danthonia Designs have provided an indicative cost estimate, at the time of writing this report, for the manufacture and installation of the each signage tier. These costings allow for single sign shipping and installations. Large savings on these components can be made by group ordering the signage. Installation has been included but may also vary if more than one sign is ordered at the same time. Danthonia have allowed for signs to be delivered fully assembled, so as to install with minimal impact on traffic. Prices have allowed for signs which do not contain retaining walls to be frangible as this is a greater cost to non-frangible signs. Prices do not include any surrounding landscaping.

Solar lighting package including a 375 watt solar panel, 24v lithium battery, pole, bluetooth enabled charge controller and inground LED lights with wide or narrow optical to suit sign type (similar to the example shown in Figure 6.3) costs are in the order of \$4,200 (ex GST) per light. This price excludes installation and a ball park allowance has been made for installation.

Element	Tier 1	Tier 2	Tier 3 & 4
Sign Design 37083-01 Rev 1	\$27,785.00	\$21,547.00	\$6,819.00
Engineering	\$1,184.00	\$1,184.00	\$425.00
Installation (one only, savings for multiple)	\$9,250.00	\$7,325.00	\$3,786.00
Shipping (one only, savings for multiple)	\$3,831.00	\$1,240.00	\$192.00
Solar Lighting	\$4,200.00	\$4,200.00	N/a
Electrician (estimate only)	\$1,000.00	\$1,000.00	N/a
Retaining Wall	\$6,290.00	\$3,740.00	N/a
TOTAL ESTIMATE (ex GST)	\$53,540.00	\$40,236.00	\$11,222.00

FLOW CHART FOR THEME SELECTION VIA COMMUNITY CONSULTATION



Signage

6.5 TIER 1 SIGNAGE DESIGN

The Tier 1 signage has an overall size of 4.87 metres long by 3.34 metres high. The Tamworth lettering is 580 millimetres high, retro reflective vinyl to improve visibility at night. The sign can be read from a distance of 200 metres. It is proposed that all Tier 1 signage will be uplit with solar lighting.



Figure 6.8 Tier 1 Signage Design (Source: Danthonia Designs Pty Ltd)

Signage

6.6 TIER 2 SIGNAGE DESIGN

Tier 2 locality: Barraba

Theme:

Regent Honey Eater Bird Watching



Tier 2 Specifications:

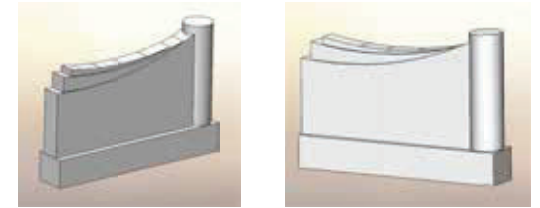
The Tier 2 sign has an overall size of 3.88 metres long by 2.65 metres high.

The locality name lettering is 540 millimetres high, retro reflective vinyl to improve visibility at night. The sign can be read from a distance of 190 metres. It is proposed that all Tier 2 signage will be uplit with solar lighting.



Stone walls to be constructed of local stone. Masonry work arranged by Council. Stonework will not match this image exactly.

3D RENDER OF MONUMENT SHAPE:



PLAN VIEW



Figure 6.9 Tier 2 Barraba Signage Design (Source: Danthonia Designs Pty Ltd)

Tier 2 locality: Bendemeer

Theme:

McDonald River/Platapus



Tier 2 Specifications:

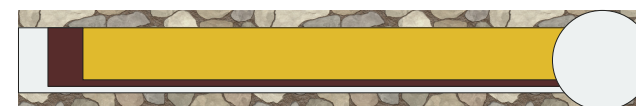
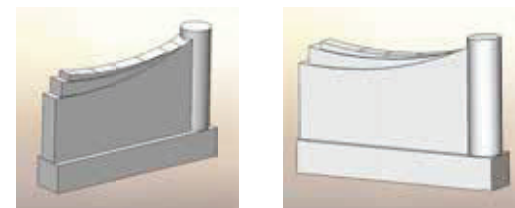
The Tier 2 sign has an overall size of 3.88 metres long by 2.65 metres high.

The locality name lettering is 540 millimetres high, retro reflective vinyl to improve visibility at night. The sign can be read from a distance of 190 metres. It is proposed that all Tier 2 signage will be uplit with solar lighting.



Stone walls to be constructed of local stone. Masonry work arranged by Council. Stonework will not match this image exactly.

3D RENDER OF MONUMENT SHAPE:



PLAN VIEW

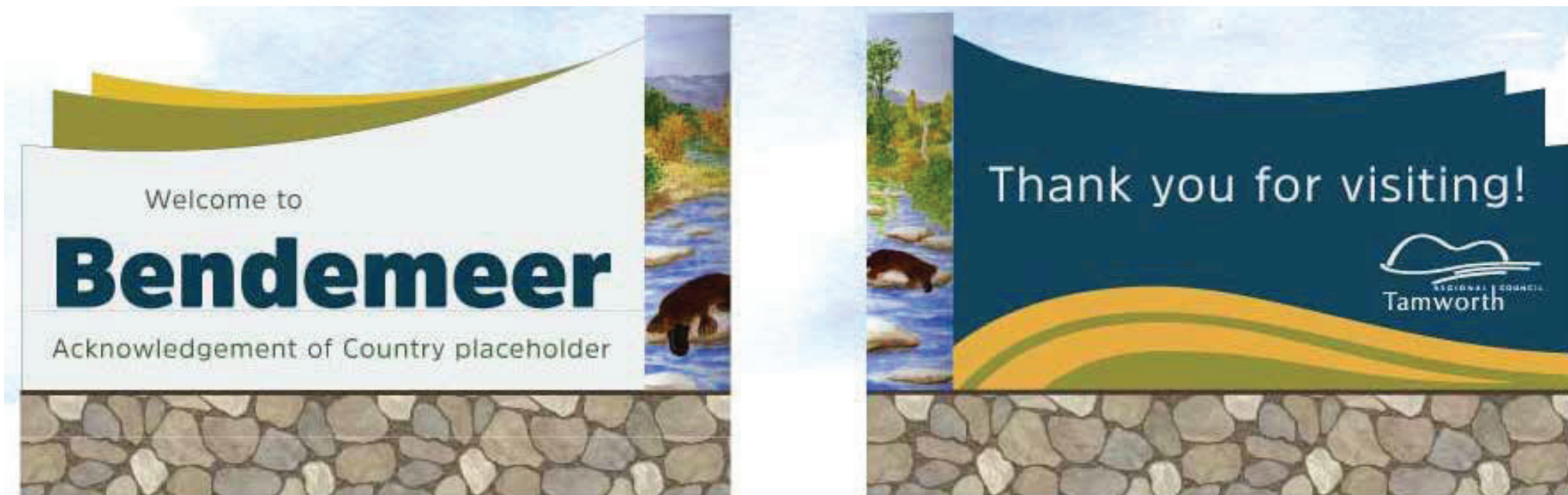


Figure 6.10 Tier 2 Bendemeer Signage Design (Source: Danthonia Designs Pty Ltd)

Tier 2 locality: Kootingal

Theme:

Star (Aboriginal meaning for Kootingal)

Tier 2 Specifications:

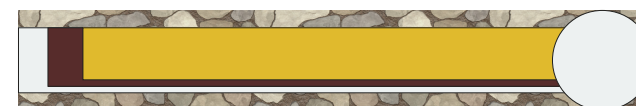
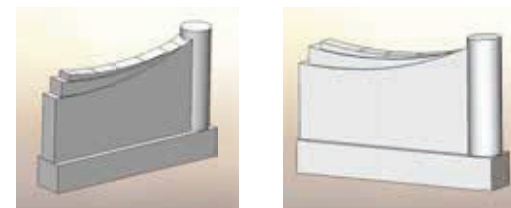
The Tier 2 sign has an overall size of 3.88 metres long by 2.65 metres high.

The locality name lettering is 540 millimetres high, retro reflective vinyl to improve visibility at night. The sign can be read from a distance of 190 metres. It is proposed



Stone walls to be constructed of local stone. Masonry work arranged by Council. Stonework will not match this image exactly.

3D RENDER OF MONUMENT SHAPE:



PLAN VIEW



Figure 6.11 Tier 2 Kootingal Signage Design (Source: Danthonia Designs Pty Ltd)

Signage

Tier 2 locality: Manilla

Theme:

Paragliding



Tier 2 Specifications:

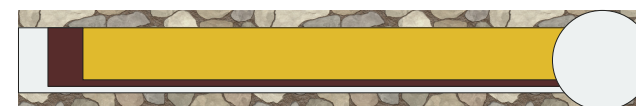
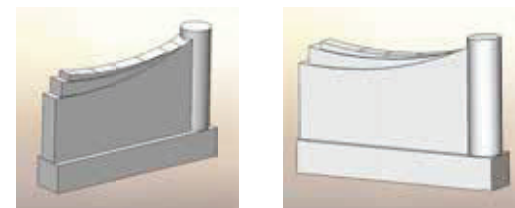
The Tier 2 sign has an overall size of 3.88 metres long by 2.65 metres high.

The locality name lettering is 540 millimetres high, retro reflective vinyl to improve visibility at night. The sign can be read from a distance of 190 metres. It is proposed



Stone walls to be constructed of local stone. Masonry work arranged by Council. Stonework will not match this image exactly.

3D RENDER OF MONUMENT SHAPE:



PLAN VIEW



Figure 6.12 Tier 2 Manilla Signage Design (Source: Danthonia Designs Pty Ltd)

Tier 2 locality: Moonbi

Theme:

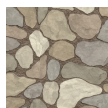
Moonbi Ranges/Moonbi Lookout



Tier 2 Specifications:

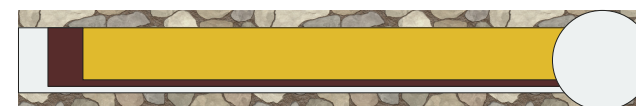
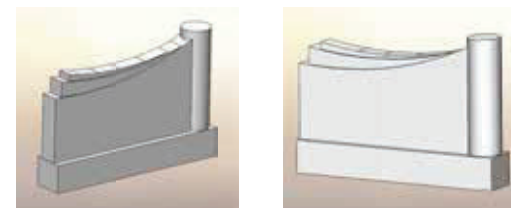
The Tier 2 sign has an overall size of 3.88 metres long by 2.65 metres high.

The locality name lettering is 540 millimetres high, retro reflective vinyl to improve visibility at night. The sign can be read from a distance of 190 metres. It is proposed



Stone walls to be constructed of local stone. Masonry work arranged by Council. Stonework will not match this image exactly.

3D RENDER OF MONUMENT SHAPE:



PLAN VIEW



Figure 6.13 Tier 2 Moonbi Signage Design (Source: Danthonia Designs Pty Ltd)

Tier 2 locality: Nundle

Theme:

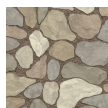
Gold Panner Fossicking



Tier 2 Specifications:

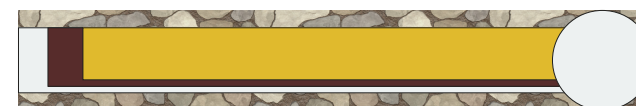
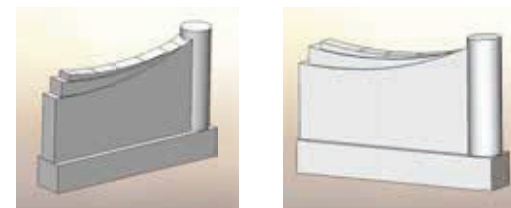
The Tier 2 sign has an overall size of 3.88 metres long by 2.65 metres high.

The locality name lettering is 540 millimetres high, retro reflective vinyl to improve visibility at night. The sign can be read from a distance of 190 metres. It is proposed



Stone walls to be constructed of local stone. Masonry work arranged by Council. Stonework will not match this image exactly.

3D RENDER OF MONUMENT SHAPE:



PLAN VIEW

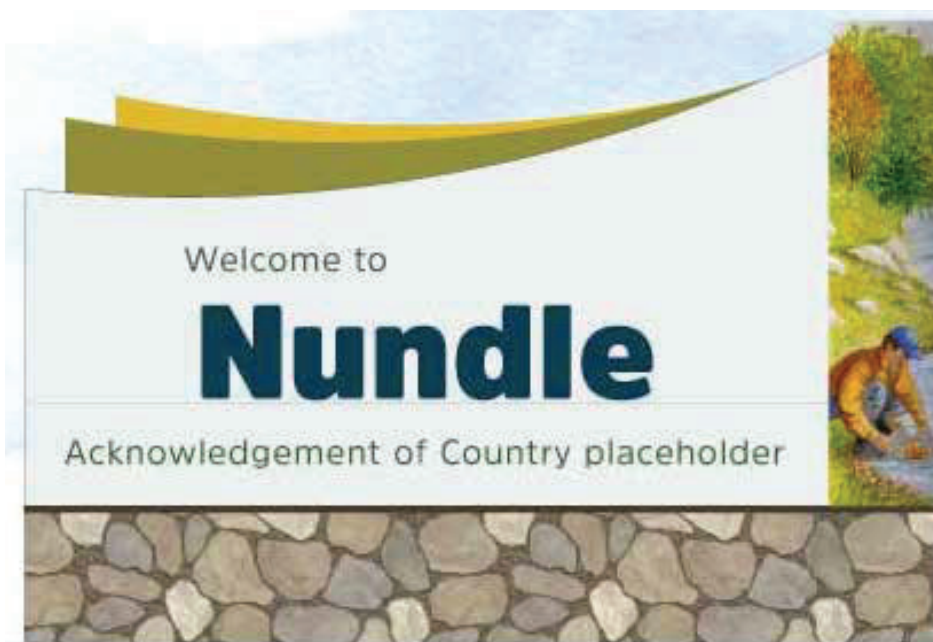


Figure 6.14 Tier 2 Nundle Signage Design (Source: Danthonia Designs Pty Ltd)

6.7 TIER 3 SIGNAGE DESIGN

The Tier 3 sign panel has an overall size of 2.2 metres long by 1.51 metres high, set on 100mm x 2.6m poles to an overall size of 2.42 metres wide by 2.88 metres high. The place lettering is retro reflective vinyl to improve visibility at night. The sign can be read from a distance of 80 metres.



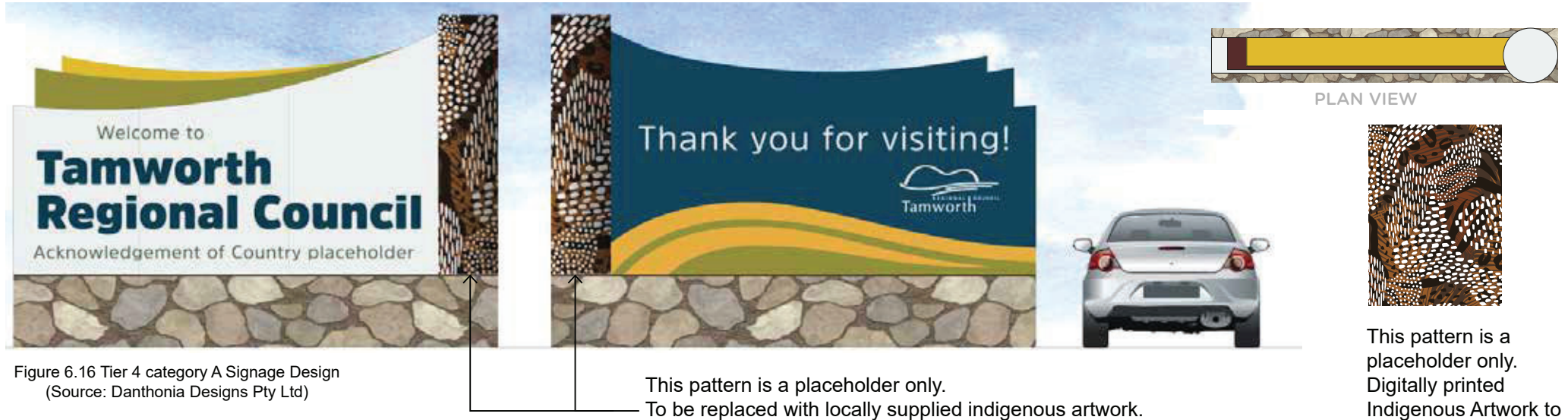
Figure 6.15 Tier 3 Signage Design (Source: Danthonia Designs Pty Ltd)

Signage

6.8 TIER 4 SIGNAGE DESIGN

6.8.1 TIER 4 CATEGORY A SIGN

The Tier 4 category A sign has an overall size of 4.87 metres long by 3.34 metres high. The Tamworth Regional Council lettering is 580 millimetres high, retro reflective vinyl to improve visibility at night. The sign can be read from a distance of 200 metres. It is proposed that all Tier 4 category A signs will be uplit with solar lighting.



6.8.2 TIER 4 CATEGORY B SIGN

The Tier 4 sign panel has an overall size of 2.2 metres long by 1.51 metres high, set on 100mm x 2.6m poles to an overall size of 2.42 metres wide by 2.88 metres high. The place lettering is retro reflective vinyl to improve visibility at night. The sign can be read from a distance of 70 metres.



PRIORITISATION OF WORKS AND FUNDING PLAN

7

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Prioritisation of Works and Funding Plan

7.1 INTRODUCTION

The following section of this report outlines the recommended actions, prioritisation of works and budget estimates for each component.

Council will seek funding opportunities to implement this strategy where budgets do not allow for them.

Some actions and recommendations require significant commitment of resources and priority of works may shift if specific funding avenues present for some components.

7.2 REMOVAL OF EXISTING SIGNS

Removal of existing signs should coincide with the installation of replacement signage. Refer to section 5 of this report for recommendations on signage removal.

Unauthorised private signs on public land should be removed within a period of 60 days following Council's adoption of the signage strategy.

7.3 INSTALLATION

Due to funding constraints it may not be possible to install the entire family of signs simultaneously. Prioritising installation with an implementation program for installing the signs is highly recommended.

HIGH PRIORITY - Indicates signage which is important for effective way-finding and should be installed as quickly as possible. High priority should be given to signs which enhance the sense of arrival in the Tamworth LGA and improve safety in the LGA.

MEDIUM PRIORITY - Signage and works that may be installed after high priority works have been completed or as replacement signs are installed on an as needs basis.

LOWER PRIORITY - May be undertaken after the completion of medium priority works or on an as needs basis.

To get a proper idea about how the signs will look and function it is recommended that full size prototypes be developed for the first sign of each tier. Generally signage is the highest priority followed by flora corridors and art installations.

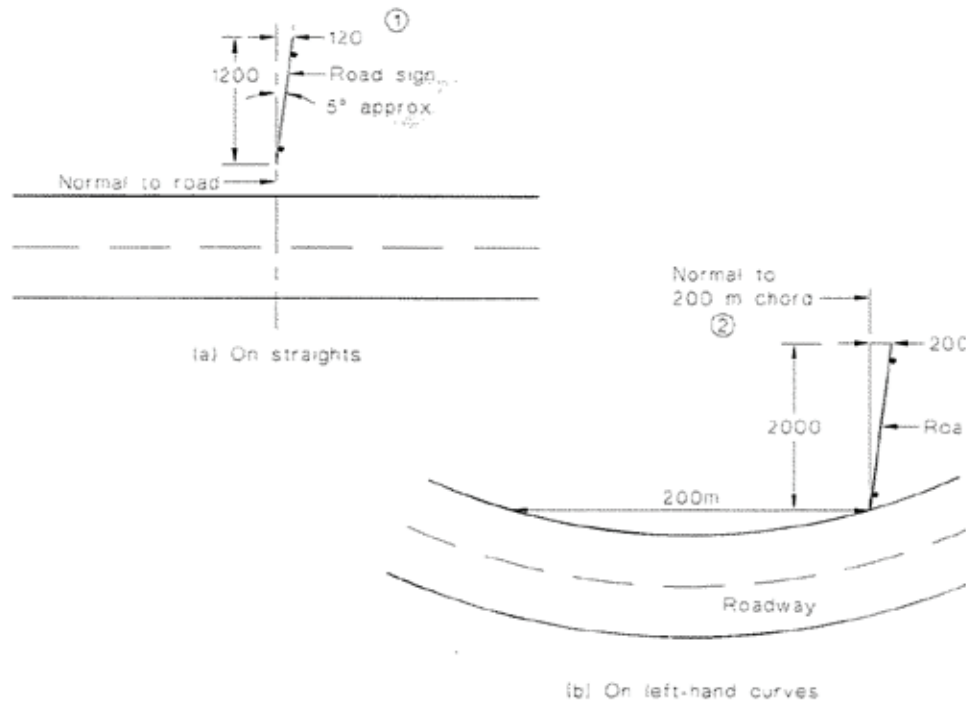
7.4 PLACEMENT PRINCIPLES

The following placement principles are provided to maximise appropriate sign positioning while minimising the number of signs required.

- Signs should be placed so they are clearly legible to motorists and pedestrians. They should not be placed where they can cause obstruction to visibility or create a cluttered roadside environment
- Road signs should be placed where they are visually prominent in the landscape to allow drivers time to read and comprehend the message of the sign and have time to react accordingly
- Each potential sign site must be assessed for its own merits to allow for a considered installation
- To minimise clutter it is preferable to have a single sign post at intersections rather than multiple posts
- People will look for consistency between signs from one point to the next on their journey.
- Position signs for easy access by maintenance personnel

The RMS guideline *Installation and Maintenance of Signs*, outlines the general principles for sign placement. The guideline states that signage placement should be mounted relative to the direction of travel of an approaching driver. On curved roads the angle of placement should be determined by the line of sight of approaching traffic rather than the orientation of the road. To eliminate glare from the surface of the sign the face should be turned 5 degrees from normal to headlights beam. Figure 8.1 shows the placement from the RMS guideline.

Prioritisation of Works and Funding Plan



DIMENSIONS IN MILLIMETRES UNLESS OTHERWISE SHOWN

NOTES:

- 1 Sign is rotated away from the normal approximately 5 degrees or one tenth of the width of the sign.
- 2 On RIGHT-HAND curves the sign is placed ON the normal to the road at the sign position.

Figure 7.1 Placement of Signs (Source: RMS Guideline Installation and Maintenance of Signs)

Tier 3 and 4 signs are frangible and should be installed so that the face of the sign is 600mm from the edge of the road shoulder, line of guideposts or face of the safety barrier. This is in accordance with the RMS guideline.

Tier 1 and 2 signs can not be frangible due to their design with a stone retaining wall. The RMS requires that all non-frangible signage be located outside the clear zone as defined by Austroads Part 6. Figure 8.2 is an extract of the required clear zones from this guideline. If the clear zone can not be met at a particular site, a vehicle barrier must be installed between the sign and road shoulder.

Figure 7.2 Austroads Guideline Part 6 Table 4.1 Clear Zone distance from edge of through travelled way

Design speed (km/h)	Design ADT	Clear zone width (m)					
		Fill batter			Cut batter		
		6:1 to flat	4:1 to 5:1	3:1 and steeper ⁽²⁾	6:1 to flat	4:1 to 5:1	3:1 and steeper ⁽²⁾
≤ 60	< 750	3.0	3.0	(2)	3.0	3.0	3.0
	750 – 1500	3.5	4.5	(2)	3.5	3.5	3.5
	1501 – 6000	4.5	5.0	(2)	4.5	4.5	4.5
	> 6000	5.0	5.5	(2)	5.0	5.0	5.0
70 – 80	< 750	3.5	4.5	(2)	3.5	3.0	3.0
	750 – 1500	5.0	6.0	(2)	5.0	4.5	3.5
	1501 – 6000	5.5	8.0	(2)	5.5	5.0	4.5
	> 6000	6.5	8.5	(2)	6.5	6.0	5.0
90	< 750	4.5	5.5	(2)	3.5	3.5	3.0
	750 – 1500	5.5	7.5	(2)	5.5	5.0	3.5
	1501 – 6000	6.5	9.0	(2)	6.5	5.5	5.0
	> 6000	7.5	10.0 ⁽¹⁾	(2)	7.5	6.5	5.5
100	< 750	5.5	7.5	(2)	5.0	4.5	3.5
	750 – 1500	7.5	10.0 ⁽¹⁾	(2)	6.5	5.5	4.5
	1501 – 6000	9.0	12.0 ⁽¹⁾	(2)	8.0	6.5	5.5
	> 6000	10.0 ⁽¹⁾	13.5 ⁽¹⁾	(2)	8.5	8.0	6.5
110	< 750	6.0	8.0	(2)	5.0	5.0	3.5
	750 – 1500	8.0	11.0 ⁽¹⁾	(2)	6.5	6.0	5.0
	1501 – 6000	10.0 ⁽¹⁾	13.0 ⁽¹⁾	(2)	8.5	7.5	6.0
	> 6000	10.5 ⁽¹⁾	14.0 ⁽¹⁾	(2)	9.0	9.0	7.5

1. Where a site specific investigation indicates a high probability of continuing crashes, or such occurrences are indicated by crash history, the designer may provide clear zone distances greater than the clear zone shown in Table 4.1. A jurisdiction may limit clear zones to 9 m for practicality and to provide a consistent roadway template if previous experience with similar projects or designs indicates satisfactory performance.

2. Since recovery is less likely on the unshielded, traversable 3:1 slopes, fixed objects should not be present in the vicinity of the toe of these slopes. Recovery of high-speed vehicles that encroach beyond the edge of the shoulder may be expected to occur beyond the toe of the slope. Determination of the recovery area at the toe of the slope should take into consideration available road reservation, environmental concerns, economic factors, safety needs, and crash histories. Also, the distance between the edge of the travelled lane and the beginning of the 3:1 slope should influence the recovery area provided at the toe of the slope. While the application may be limited by several factors, the fill slope parameters which may enter into determining a maximum desirable recovery area are illustrated in Figure 4.4.

Notes:

The design ADT in the table is the average daily traffic volume in both directions and in all lanes, other than for divided roads where it is the total traffic in all lanes in one direction.

Where the road is curved the values in Table 4.1 should be adjusted by the curve correction factors in Table 4.2.

The RTA New South Wales uses a similar approach based on a hazard corridor and with curve adjustments included rather than ADT (Appendix C). For the same situation the RTA method results in greater clear zones than those shown in Table 4.1.

Source: Adapted from AASHTO (2006).

Prioritisation of Works and Funding Plan

7.5 MAINTENANCE

Although the signage family has been designed to minimise the need for maintenance, from time to time it will be necessary to undertake maintenance activities to ensure the signs remain fit for purpose

It is recommended that Council implement a regular program of Maintenance for all new signs as detailed below

AUDIT SYSTEM

It is recommended that Council maintain a GIS database for all new signs installed including the sign location, sign type and installation date. These signs should be audited regularly to check for damage, vandalism or removal

REPLACEMENT SIGNS

Where signs are vandalised, damaged or removed they should be promptly repaired or replaced

GRAFFITI REMOVAL

Removal of graffiti should be undertaken using solvents which have been tested prior to use on the sign

7.6 PRIORITISATION OF WORKS AND FUNDING PLAN TABLE

The Prioritisation of works and Funding Table on page 85 highlights the priority of works and associated budget estimates as of time of publication of this strategy, which will aid in the future budget allocations and grant opportunities.

The works outlined in these locations are derived from the recommendations in section 6 of this report.

Priority of works has been set to high, medium or low. Generally the roll out of signage will be prioritised by Tier 1, 4, 2 and 3 signage.

Flora Corridors have been given a medium priority with public art a low priority. Priorities are only a guide and council is encouraged to apply for funding through any avenue available and adjust the roll out accordingly. As outlined in this report all flora corridors are to be installed in accordance with the USTMP and assumptions have been made on species spacing for costing purposes.

All efforts have been made to accurately estimate the costs of works outlined in this strategy, as outlined above assumptions have been made and all pricing should be confirmed by local contractors at the time of project delivery.

Prioritisation of Works and Funding Plan

Location	Action/Recommendation	Priority	Indicative Budget Estimate
TIER 1 LOCALITIES			
Oxley Highway / Gunnedah Road	Tier 1 sign installation	High	\$53,540.00
	Flora Corridor (approximately 1.9 kilometres)	Medium	\$14,400.00
	Roundabout beautification	Medium	\$21,100.00
	Public Art installation on Oxley Highway near Country Road Roundabout	Low	\$60,000.00
		SUB TOTAL	\$149,040.00
New Winton Road / Armidale Airport	Tier 1 sign installation	High	\$53,540.00
	Flora Corridor (approximately 1440 metres)	Medium	\$7,875.00
		SUB TOTAL	\$61,415.00
Tamworth New England Highway (Armidale Road)	Tier 1 Entrance Wall to replace existing wall	High	\$53,540.00
	Demolish existing entrance wall	High	\$5,000.00
	Flora Corridor & Infill Street Tree planting (approximately 3.2 kilometres)	Medium	\$9,600.00
		SUB TOTAL	\$68,140.00
Tamworth New England Highway (Goonoo Goonoo Road)	Tier 1 Entrance Signage installation	High	\$53,540.00
	Roundabout beautification	Medium	\$7,000.00
		SUB TOTAL	\$60,540.00
Tamworth Duri Road	Tier 1 Entrance Signage Installation at Burgmanns Lane	High	\$53,540.00
		SUB TOTAL	\$53,540.00
Tamworth Manilla Road	Tier 1 Entrance Signage Installation	High	\$53,540.00
	Public art installation near intersection of Glengarvin Drive	Low	\$60,000.00
	Flora Corridor & Infill Street Tree planting (approximately 1.4 kilometres)	Medium	\$6,300.00
		SUB TOTAL	\$119,840.00
TIER 1 TOTAL			\$512,515.00

Prioritisation of Works and Funding Plan

TIER 2 LOCALITIES			
Barraba	Tier 2 sign installation Northern side of Barraba on Bingara Road	High	\$40,236.00
	Tier 2 sign installation Southern side of Barraba on Manilla Road	High	\$40,236.00
	Remove two (2) 'Regent Honey Eater' signs	High	\$900.00
	Remove portrait style signage	High	\$1,200.00
	Flora Corridor (approximately 1.6 kilometres)	Medium	\$9,600.00
	Central Median in Alice Street	Low	\$24,500.00
BARRABA TOTAL			\$116,672.00
Bendemeer	Tier 2 sign installation on Southern side of Bendemeer	High	\$40,236.00
	Tier 2 sign installation on Northern side of Bendemeer	High	\$40,236.00
	Flora Corridor (approximately 500 metres)	Medium	\$1,500.00
	Public Art Installation at the McDonald River	Low	\$60,000.00
	Remove two (2) 'Bendemeer Welcomes You' signs	High	\$900.00
	Remove existing timber sign in new sign location	High	\$450.00
BENDEMEER TOTAL			\$143,322.00
Kootingal	Tier 2 sign installation on Northern side of Kootingal	High	\$40,236.00
	Tier 2 sign installation on Southern side of Kootingal	High	\$40,236.00
	Flora Corridor (approximately 2.4 kilometres)	Medium	\$7,200.00
	Public Art Installation	Low	\$60,000.00
	Remove two (2) groupings of portrait style signage	High	\$2,400.00
KOOTINGAL TOTAL			\$150,072.00

Prioritisation of Works and Funding Plan

TIER 2 LOCALITIES CONTINUED

Manilla	Tier 2 sign installation on Northern side of Manilla	High	\$40,236.00
	Tier 2 sign installation on Southern side of Manilla	High	\$40,236.00
	Design and Installation of Public Art	Low	\$60,000.00
	Flora corridor along Arthur Street (approximately 1.5 kilometres)	Medium	\$5,625.00
	Flora corridor along Court Street (approximately 370 metres)	Medium	\$2,100.00
	Remove two (2) 'Welcome to Manilla' sign	High	\$900.00
	Remove two (2) timber 'Welcome to Manilla' sign	High	\$900.00
	Remove 'Welcome to Manilla' sign on Rushes Creek Road	High	\$450.00
		MANILLA TOTAL	\$150,447.00
Moonbi	Installation of Tier 2 sign on New England Highway northern side of Moonbi	High	\$40,236.00
	Installation of Tier 2 sign on New England Highway southern side of Moonbi	High	\$40,236.00
	Flora Corridor (approximately 1.5 kilometres)	Medium	\$5,625.00
	Public Art installation in Moonbi Park	Low	\$60,000.00
	Removal of two (2) existing welcome signs	High	\$900.00
		MOONBI TOTAL	\$146,997.00
Nundle	Tier 2 sign installation on Eastern side on Nundle	High	\$40,236.00
	Tier 2 sign installation on western side of Nundle	High	\$40,236.00
	Avenue of 10 trees in accordance with USTMP	Medium	\$750.00
	Remove single post brown 'Nundle' sign	High	\$450.00
	Remove two (2) 'Welcome to Nundle' sign	High	\$900.00
	Remove portrait style signage	High	\$1200.00
	Public Art Installation	Low	\$60,000.00
	Install small sign commemorating the Tidy Town accolades in the Nundle Park	High	\$500.00
		NUNDLE TOTAL	\$144,272.00
TIER 2 TOTAL			\$851,782.00

Prioritisation of Works and Funding Plan

TIER 3 LOCALITIES			
Attunga	Two (2) Tier 3 sign installation	High	\$22,444.00
	Flora corridor	Medium	\$1,500.00
	Remove two (2) existing style B signs	High	\$900.00
	Remove two (2) existing style A signs	High	\$900.00
ATTUNGA TOTAL			\$25,744.00
Duruka	Two (2) Tier 3 sign installation	High	\$22,444.00
	Flora Corridor in Duruka	Medium	\$1,500.00
DURUKA TOTAL			\$23,944.00
Dungowan	Remove existing signage and install Tier 3 sign on Nundle Road	High	\$11,672.00
	Remove existing signage and install Tier 3 sign on Nundle Road	High	\$11,672.00
	Remove existing signage and install Tier 3 sign on Ogunbil Road	High	\$11,672.00
	Flora Corridor in Dungowan	Medium	\$1,500.00
	Remove existing signage (E 322255, N 6544362)	High	\$450.00
DUNGOWAN TOTAL			\$36,966.00
Duri	Remove existing signage and install Tier 3 sign (E 292171, N 6543983)	High	\$11,672.00
	Remove existing signage and install Tier 3 sign (E 292724, N 6544872)	High	\$11,672.00
	Flora Corridor in Duri	Medium	\$1,500.00
DURI TOTAL			\$24,844.00
Hanging Rock	Remove existing signage and install Tier 3 sign (E 327941, N 6515779)	High	\$11,672.00
	Tier 3 sign installation (E 328736, N 6513593)	High	\$11,222.00
	Flora Corridor in Hanging Rock	Medium	\$1,500.00
	Remove other existing signage	High	\$750.00
HANGING ROCK TOTAL			\$25,144.00

Prioritisation of Works and Funding Plan

Limbri	Tier 3 sign installation (E 324301, N 6564643)	High	\$11,222.00
	Tier 3 sign installation (E 324101, N 6564591)	High	\$11,222.00
	Remove existing two (2) Limbri signs	High	\$900.00
	Flora Corridor in Limbri	Medium	\$1,500.00
		LIMBRI TOTAL	\$24,844.00
Nemingha	Remove existing signage and install Tier 3 sign (E 307324, N 6554875)	High	\$11,672.00
	Remove existing signage and install Tier 3 sign (E 308576, N 6555069)	High	\$11,672.00
	Flora corridor in Nemingha	Medium	\$1,500.00
		NEMINGHA TOTAL	\$24,844.00
Niangala	Flora Corridor in Niangala	Medium	\$1,500.00
	Remove two (2) existing RMS style signage	High	\$1,350.00
	Install two (2) Tier 3 sign	High	\$22,444.00
		NIANGALA TOTAL	\$25,294.00
Piallamore	Install Tier 3 sign and remove existing signage (E 315504, N 6550210)	High	\$11,672.00
	Install Tier 3 sign and remove existing signage (E 314742, N 6550803)	High	\$11,672.00
	Remove three (3) existing signs (E 314822, N 6550791, E 315504, N 6550210 and E 315504, N 6550210)	High	\$1,350.00
	Flora Corridor in Piallamore	Medium	\$1,500.00
		PIALLAMORE TOTAL	\$26,194.00
Somerton	Install two (2) Tier 3 sign	High	\$22,444.00
	Remove two (2) existing signs	High	\$900.00
	Flora Corridor	Medium	\$1,500.00
		SOMERTON TOTAL	\$24,844.00
Woolbrook	Replace existing signage near Oxley Highway with Tier 3 sign	High	\$11,672.00
	Replace existing signage on Danglemah Road with Tier 3 sign	High	\$11,672.00
	Flora Corridor in Woolbrook	Medium	\$1,500.00
		WOOLBROOK TOTAL	\$24,844.00

Prioritisation of Works and Funding Plan

Woolomin	Replace two (2) existing signs with new Tier 3 signs	High	\$22,444.00
	Flora Corridor in Woolomin	Medium	\$1,500.00
	Remove two (2) existing signs	High	\$900.00
		WOOLOMIN TOTAL	\$24,844.00
		TIER 3 TOTAL	\$312,350.00
TIER 4 LOCALITIES			
Tier 4 Category A - Installation of seven (7) tier 4 signs in locations noted in section 5.3.4 of this report.		High	\$374,780.00
		TIER 4 CAT. A TOTAL	\$374,780.00
Tier 4 Category B- Installation of eight (8) tier 4 signs in locations noted in section 5.3.4 of this report.		High	\$428,320.00
		TIER 4 CAT. B TOTAL	\$428,320.00
TIER 4 TOTAL			\$803,100.00

FUNDING SUMMARY

PRIORITY WORKS	TOTAL
HIGH PRIORITY	\$1,918,572.00
MEDIUM PRIORITY	\$116,675.00
LOW PRIORITY	\$444,500.00
	\$2,479,747.00

TIER	TOTAL
TIER 1	\$512,515.00
TIER 2	\$851,782.00
TIER 3	\$312,350.00
TIER 4	\$803,100.00
	\$2,479,747.00



ANNEXURE A - TABLE OF SIGNS TO BE REMOVED

Town	Description	Coordinates (MGA 94, Zone 56)
Tamworth	Armidale Road Entrance Wall	E 306027, N 6555589
	Werris Creek Road Entrance Gravel sign	E 298849, N 6555215
Barraba	Welcome to Barraba' Sign	E 270451, N 6635364
	'Regent Honey Eater' Sign	E 270301, N 6637460
	'Regent Honey Eater' Sign	E270255, N6635925
	Portriat Signs	
Bendemeer	'Bendemeer Welcomes you' sign	E 323515, N 6580328 -
	'Bendemeer Welcomes you' sign	E 324433, N 6582360
	Timber sign	E 323658, N 6580650
Kootingal	Welcome to Kootingal Sign	E 313475, N 6562355
	Portriat Signs	E 314151, N 6562497
	Portriat Signs (Federation Park)	E 314497, N 6563904)
Manilla	Welcome to Manilla Sign	E 281081, N 6598289
	Welcome to Manilla Sign	E 282855, N 6594991
	Welcome to Manilla Sign	E 281645, N6594120
	Welcome to Manilla Sign	E263937, N6575462
Moonbi	Welcome to Moonbi Sign	E 315496, N 6565660
	Welcome to Moonbi Sign	E 316378, N 6567064
Nundle	Welcome to Nundle Sign	E 320903, N 6518097
	Single Post brown Nundle sign	E 321241, N 6518037
	Portriat Signs	E 321160, N 6518057
	Welcome to Nundle Sign	E 322623, N 6517652
Attunga	Arched two post Attunga Sign	E 293895, N 6576832
	Single Post Attunga Sign	E 293961, N 6576713
	Arched two post Attunga Sign	E 294581, N 6575790
	Single Post Attunga Sign	E 294645, N 6575698

Dungowan	Nundle Road Dungowan Sign	E 318851, N 6545722
	Nundle Road Dungowan Sign	E 320514, N 6544454
	Ogunbil Road Sign	E 322362, N 6544346
	Dungowan Sign	E 322255, N 6544362.
Duri	Welcome to Duri Sign	E 292171, N 6543983
	Welcome to Duri Sign	E 292724, N 6544872
Hanging Rock	Welcome to Hanging Rock	E 327941, N 6515779
Limbri	RMS Single Post Limbri Sign	E 324301, N 6564643
	RMS Single Post Limbri Sign	E 324101, N 6564591
Nemingha	Welcome to Nemingha	E 307324, N 6554875
	Welcome to Nemingha	E 308576, N 6555069
Niangala	RMS Single Post Niangala Sign	E 348217, N 6535959
	RMS Single Post Niangala Sign	E 348468, N 6536599
Piallamore	Welcome to Piallamore sign	E 314742, N 6550803
	Welcome to Piallamore sign	E 314822, N 6550791
	Welcome to Piallamore sign	E 315504, N 6550210
	Welcome to Piallamore sign	E 315480, N 6550261
Somerton	Welcome to Somerton Sign	E 273770, N 6575055
	Welcome to Somerton Sign	E 275008, N 6574148
Woolbrook	Welcome to Woolbrook Sign	E 342728, N 6573651
	Welcome to Woolbrook Sign	E 341413, N 6572801
	Welcome to Woolbrook Sign	E 342005, N 6572971
Woolomin	Welcome to Woolamin Sign	E323813, N6534684
	Welcome to Woolamin Sign	E323954, N6536037