

# Signage Guidelines

## Signage guidelines for parking on private property

March 2018

**Disclaimer:** *The information contained in these guidelines, does not constitute legal advice and should not be relied upon as such. Persons should seek their own independent legal advice in relation to their particular circumstances.*

# Creative Commons information

© State of Queensland (Department of Transport and Main Roads) 2015



<http://creativecommons.org/licenses/by/4.0/>

This work is licensed under a Creative Commons Attribution 4.0 Licence. You are free to copy, communicate and adapt the work, as long as you attribute the authors.

The Queensland Government supports and encourages the dissemination and exchange of information. However, copyright protects this publication. The State of Queensland has no objection to this material being reproduced, made available online or electronically but only if its recognised as the owner of the copyright and this material remains unaltered.



The Queensland Government is committed to providing accessible services to Queenslanders of all cultural and linguistic backgrounds. If you have difficulty understanding this publication and need a translator, please call the Translating and Interpreting Service (TIS National) on 13 14 50 and ask them to telephone the Queensland Department of Transport and Main Roads on 13 74 68.

**Disclaimer:** While every care has been taken in preparing this publication, the State of Queensland accepts no responsibility for decisions or actions taken as a result of any data, information, statement or advice, expressed or implied, contained within. To the best of our knowledge, the content was correct at the time of publishing.

# Contents

|                                |          |
|--------------------------------|----------|
| <b>Introduction</b>            | <b>1</b> |
| <b>Applicability</b>           | <b>1</b> |
| <b>1. Signage guidelines</b>   | <b>1</b> |
| 1.1 Size                       | 2        |
| 1.2 Positioning & Illumination | 2        |
| 1.3 Design                     | 2        |
| 1.4 Content                    | 3        |
| 1.5 Samples                    | 3        |
| 1.6 Further information        | 10       |

# Introduction

These guidelines outline recommended signage for owners and occupiers of private property parking locations. They aim to promote visible, clear, comprehensive and consistent signs for motorists when outlining parking terms and conditions, including the circumstances of when a vehicle may be towed. Signs that give the necessary information, are large enough for an average motorist to read, and are placed where they will be noticed will help to minimise the potential for conflict between motorists, property owners/occupiers, and towing operators.

Appropriate signage is integral to the lawful removal of vehicles from private property. The conditions on a sign form the basis of the contract between the property owner and occupier and the motorist. The owner and occupier's right to remove vehicles is generally defined by signs. It is recommended that property owners and occupiers provide fair notice to motorists in the form of terms and conditions on visible signage, before arrangements are made for unauthorised vehicles to be towed from the property. This may reduce the risk of litigation brought against property owners and occupiers in the case of an unlawful removal.

## Applicability

These guidelines apply to private property that does not have barriers to entrance, such as a boom gate, and are accessible to the public. They do not apply to the owners of private property that require a motorist to enter through a locked barrier, a boom gate, or pay on entry.

## 1. Signage guidelines

A sign should not mislead or deceive a motorist with incorrect information about the conditions for parking and the consequences for breaching the conditions.

Signage should have clear and unambiguous wording in plain, simple English and be designed so that the motorist is aware that they are entering into an agreement with the property owner and occupier when they park on private property.

The overall legibility of a sign is essentially determined by its size, including font characteristics, position and illumination, design including colour, and sign content. Recommended guidelines are outlined in further detail below.

## 1.1 Size

Signage should be of sufficient size, with appropriate letter size and spacing for readability by the motorist from inside a moving vehicle from a distance of 20 metres. Signs placed at the entry of a private property car park may differ in size to those placed inside the private property car park, as it would be appropriate to make these signs larger.

## 1.2 Positioning & Illumination

Signage should be:

- obvious to the motorist,
- prominently displayed at each vehicle entry point to the site, facing the entering traffic, with additional signs within the site to ensure drivers are aware of the conditions of parking. It is important that drivers can see a parking sign when entering private parking and make an informed decision of whether to park,
- placed at sufficient intervals within the carpark so drivers have no doubt to the fact that parking restrictions exist at each individual parking space in a carpark. This may be at each individual parking space within the carpark,
- displayed at sufficient height from ground level so as to be easily viewed by the motorist entering or parking in the parking area. It is recommended that signage be positioned at least 1200mm and not more than 1900mm from ground level,
- clearly legible during the hours that the parking conditions apply. For example, if the parking restrictions apply at night, the sign should be illuminated or made of a suitably reflective material.

## 1.3 Design

Colours used on signage should be a contrast between the background and the text. For example, black text on white background or white text on black background. The colours chosen for the sign should also contrast with the surrounding environment so that they stand out.

The font used should be one that is easy to read. Novelty or cursive fonts, while interesting to look at, are not easy to read and therefore are not recommended.

Signage should contain a combination of capital and lowercase letters as this is the easiest to read. Avoid using all capitals where possible.

Signage should be constructed from material that is sufficiently robust to withstand normal external conditions including wind gusts, sunlight and other weather conditions. It is recommended that signage be professionally made, and not hand written, to convey the importance of the message.

Where possible, inclusion of the tow truck symbol should be considered (as shown in the examples provided). Signage that contains symbols is generally more effective at conveying the message and can assist in overcoming language and literacy barriers.

If signage becomes damaged, it should be replaced as soon as practicable. It is recommended that this generally occurs within 7 days. Temporary signage should be displayed in the interim.

## 1.4 Content

Signage should include the terms and conditions of parking and the consequences of non-compliance to ensure motorists are aware of their obligations prior to parking.

It is recommended that the following information be displayed on signage:

- The purposes for which parking is authorised e.g. shopping in the complex
- That unauthorised parking is prohibited and that unauthorised vehicles will be towed at the owner's expense
- The times when parking is permitted or the times the parking restriction may apply e.g. 24 hours a day
- Specific conditions such as whether the motorist must remain on the premises at all times
- The maximum charge for towing and storage associated with vehicle recovery\*
- The name of, and contact information for, the towing company
- The tow truck symbol to overcome language and literacy barriers

Where there may be a change to the parking terms and conditions that may impact on regular motorists parking in the location, additional temporary signage should be placed at the entrance to clearly identify any changes.

\*Please note that capped fees for private property towing are regulated and will be subject to adjustment in line with Government Indexation Policy. This should be taken into consideration when including towing fees on signage. The use of stickers on signage to enable the adjustment of fees annually is advised.

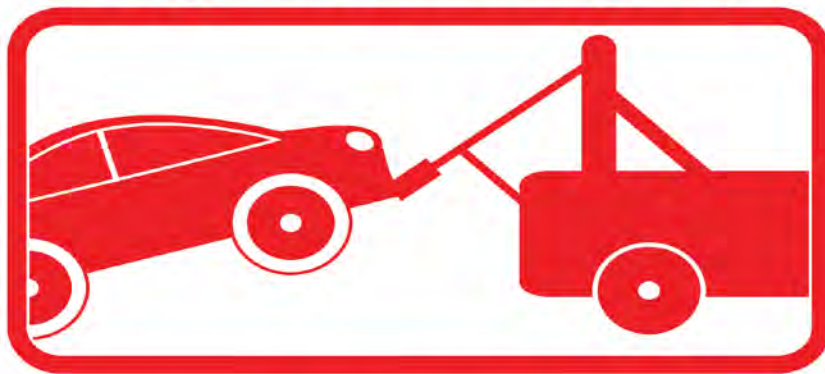
## 1.5 Samples

The following are generic samples of signage formats.

# **TOW AWAY ZONE**

**No parking allowed  
at any time, 7 days a week**

**Vehicles will be towed  
at owner's expense  
\$250 MAXIMUM (INC. GST)  
Storage fees may apply**



**[TOWING COMPANY NAME]  
PH: 0400111222**

# **WARNING PRIVATE PROPERTY**

**THIS CAR PARK IS FOR  
CUSTOMERS ONLY. PARKING  
FOR 2 HOURS MAXIMUM.**

Unauthorised vehicles will  
be towed at owner's expense

**\$250 maximum fee for towing**

Storage fees may apply

**[TOWING COMPANY NAME]**

**PH: 0400111222**





# PRIVATE PROPERTY



Vehicle will be towed at owner's expense if you leave the site

**Towing Charge \$250 maximum**

Storage fees may apply

**To reclaim vehicle phone 0400111222**

[TOWING COMPANY NAME]

**WARNING**  
**TOW AWAY ZONE**  
**BEYOND THIS POINT**

**Tenant Parking Only**



[Towing Company  
Name]

Unauthorised vehicles will  
be towed at owner's expense  
**\$250 MAXIMUM CHARGE**

**Ph: 0400111222**

# PRIVATE PROPERTY

## VISITOR CAR PARKS ARE EXCLUSIVELY FOR VISITORS TO TRANSPORT HOUSE

100 Transport Road

**No other parking is permitted**

---

All illegally parked vehicles will  
be towed at owner's expense



**BY PARKING HERE YOU AGREE  
TO THESE TERMS**

**Contact 1300 1010101**

[Towing company name]

\$250 maximum fee for towing  
Storage fees may apply.

# PRIVATE PROPERTY

---

**ENTRY AND USE OF  
THIS CARPARK IS FOR  
CUSTOMERS OF SHOP A,  
SHOP B AND SHOP C ONLY**

**PARKING IS FOR A MAXIMUM  
PERIOD OF 3 HOURS**



**Unauthorised vehicles will be  
towed at owner's expense**

**\$250 maximum towing charge. Storage fees may apply.**

**To reclaim vehicle Ph: 0400111222**

**[TOWING COMPANY NAME]**

## 1.6 Further information

Further information can be obtained from the Department of Transport and Main Roads on 13 23 80.