

## POLICY REGISTER

POLICY NO. 04.012

# POLICY TITLE:

SIGNAGE OF MAJOR TOURIST ATTRACTIONS

FILE REFERENCE NO.	
DATE ADOPTED	
MINUTE NO.	
EXPIRY DATE	

T20/11, O1/5/1 APRIL 30, 1997 37582

# **OBJECTIVES**

- 1. To provide travellers with clear and unambiguous direction to major tourist attractions.
- 2. To ensure that the sign posting is adequate without an excessive proliferation of signs.
- 3. To co-ordinate signage with the tourist information system.

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## POLICY STATEMENT

## <u>General</u>

It is Council's aim to ensure that the signing of major tourist attractions is part of the total tourist information and support system consisting of maps, brochures, tourist information centres, tourist information bays and the like.

### Scope

This policy is to generally apply to roads that Council has care, control and responsibility (local and regional roads) and state highways with RTA approval.

## Major Tourist Attraction

These establishments may be of the following general types:

- Art Galleries
- Museums
- Historical Buildings and Structures
- Tourist Parks
- Amusement and Recreational Parks, etc.

For an establishment to be assessed as a major tourist attraction it must satisfy the following criteria:

- 1. An important essential criteria to be used to determine whether a sign is appropriate is to assess the tourist interest for the particular establishment. It must be demonstrated that the attraction receives more than 5000 tourists per year or the establishment is deemed to have significant or potentially significant tourism value to the area.
- 2. The establishment must be opened at least 4 days per week including weekends.
- 3. It is desirable that the organisation employ permanent staff with relevant experience who can provide a high level interpretive service.

The philosophy behind this criteria is to limit the proliferation of non-essential signs and still give the opportunity for the development of high potential tourist attractions. The sale of artifacts, produce or similar to tourists would not prohibit establishments from this category, provided the cultural interests of tourists is catered for.

## Sign Legend

Signs will generally indicate only the particular type of establishment except where there is a number of attractions of the same type when a business name may be permitted. All signs are to comply with Australian Standard AS1742 Manual of Uniform Traffic Control Devices.

#### Consultation with Tourist Association

The views of the Tourist Association are to be sought prior to final approval/erection of any sign under the Policy.

### Sign Installation

- 1. Establishments which abut a classified road will not be signed (other than within the site of the establishment) except where the entrance is on a side road.
- 2. An establishment which is reached via a side road which junctions with a classified road or significant local road may be signed from the main road with a direction sign. Additional signs may be necessary where further corners need to be negotiated to reach the establishment.
- 3. Generally only one route would be signed that being the most appropriate and direct path.

### Funding

Prior to the erection of the signs the applicant will be required to pay a once only payment to Council a sum equal to the estimated cost of the supply and erection of the sign plus 50% as a contribution toward continuing maintenance.

### Removal of Signs

Tourist signs may be removed whenever Council considers that the needs of the public are not being served by the tourist establishment.