

CP57 - ROAD TOURIST SIGNAGE POLICY

Aims and Objectives

- (a) To provide a cost effective public road tourist signage system in Wentworth Shire.
- (b) To provide a user pays system for public road tourist signage as per fees and charges set out in the Council's Management Plan.
- (c) To identify priority lists of major attractions to prevent tourist signage from affecting road user amenity.
- (d) To provide a clear system of tourist signage maintenance for allocation of space on signs and removal of signage when appropriate.
- (e) To identify a "sunset" period for paid tourist signage on public roads.

Policy Definitions

(a) Major Tourist Attraction

Are those tourist attractions identified by Council as prime attractions for tourists, that will attract people to Wentworth Shire.

(b) Secondary Tourist Attraction

Are those attractions that will be of tourist interest to those people attracted by the prime attractions to Wentworth Shire.

(c) Ancillary Tourist Attractions

Are support services such as Motels, Hotels, boats, hire services, etc.

Policy

- (a) That Council offer to primary and secondary tourist operators a tourist signage system based on actual cost to Council.
- (b) That costs of tourist signage reflect the actual delivered cost to Wentworth, fittings and support posts and concrete, and management costs.
- (c) That tourist signs facing moving traffic have a maximum of four attraction listings, with priority on the signs to major tourist attractions.
- (d) That secondary and ancillary tourist attractions be only listed in tourist bays at cost to the tourist operator.
- (e) That should a new major attraction be created, then it be entitled to displace one of the four attractions in (e), on the sign with full costs of signage change, and compensation paid to displaced attraction, to be paid by the new major attraction.
- (f) That Council retain rights to approve the wording of any tourist sign and the size of lettering, shape of lettering, and size of the sign generally.