

## TOURISM SIGNAGE POLICY

### DOCUMENT SUMMARY

This Official Council Policy is to provide an approach to tourism signage that is both regionally consistent, and compliant with RMS requirements.

#### 1. STATEMENT OF POLICY INTENT

The intent of this policy is to provide an approach to Tourism Signage that is both regionally consistent, and compliant with RMS requirements.

#### 2. POLICY SCOPE

This policy applies to the Council and those contracted by the council to ensure appropriate signage is located effectively and meets specific criteria outlined in the Mildura-Wentworth Tourism Signage Strategy all of Wentworth Shire Council's planning of, erection and maintenance of tourism signage across the local government area.

#### 3. DEFINITIONS AND ABBREVIATIONS (used in this policy)

The table below lists the definition and abbreviations used throughout this policy.

GM	General Manager
RMS	Roads and Maritime Services
TASAC	Tourism NSW Tourism Attractions Signage Advisory Committee
AS	Australian Standards

#### 4. BACKGROUND INFORMATION

Council in a joint effort with Mildura Rural City Council originally produced the Mildura-Wentworth Tourism Signage Strategy in August 2008.

#### 5. POLICY

It is the policy of this Council to:-

- 5.1 Primary tourism signing within the Shire is in accordance with the National accreditation standards.

Signing for tourist attractions uses the international convention of white lettering on a brown background, while signing for tourist accommodation and not-for profit facilities uses white lettering on a blue background.

Signing for tourist services such as accommodation) on RMS main roads is not permitted; including the Silver City Highway (including Adams St, Wentworth) and the Sturt Highway. Exceptions are five star resorts and caravan and camping parks. The RMS will allow the signing of caravan parks from roads under its control, but using only approved A.S. symbols and/or generic words, e.g. 'Caravan Park'; not the business name.

Signing for tourist attractions on the RMS controlled road network is permissible according to the following criteria -

<http://www.rms.nsw.gov.au/business-industry/partners-suppliers/documents/technical-manuals/touristsignsv4.pdf>

Application for attraction signing on the RMS road network is made to –

## TOURISM SIGNAGE POLICY

<http://www.destinationnsw.com.au/tourism/business-development-resources/tourist-attraction-signposting/categories-and-application-forms>

TASAC may consult with the local road authority and the regional RMS office, but its decision is binding on Council and there is no appeals process.

Roads under the jurisdiction of Wentworth Shire Council, classed as an eligible tourism attraction in urban areas may be signed at one, or two points from its nearest arterial road/s. Where a tourism attraction/service within the Wentworth urban area is already signed, it will not be eligible for additional standalone signage.

5.2 To be eligible for tourism facility signing on the local road network within Wentworth Shire, a business must be:

- Open for at least seven hours per day, five days a week, including the weekend, plus public and school holidays
- Offer the public a tourism experience (as opposed to retail) as its core operation
- Meet all statutory requirements of the State and local authorities
- Appropriately signed within its property line and clearly visible to passing motorists
- Provide detailed navigational advice on collateral marketing and visitor information material
- Be registered with the officially designated visitor information centre
- Wineries must have a purpose-built facility for wine tasting (cellar door);
- Art galleries and craft outlets: must either feature a resident artist/craftsperson, display a production process, or provide more than 50% of their artwork on display from local/regional artists/craftspeople.
- All other galleries/crafts outlets are considered to be retail in nature and do not qualify for signing;
- Primary production attractions: must display quality interpretative material of the primary/ secondary production process and/ or provide guided tours of the production process at advertised times.
- Tourist attractions opening on a seasonal-only basis are not eligible for permanent signing and are encouraged to use visitor information sources to communicate with the public.

5.3 Sign location & design

- Commercial tourism services (e.g. motels, hotels, B&BS, guest houses, backpacker hostels etc.) may be signed at one point from their nearest arterial road.
- Caravan and camping parks in urban areas are eligible for a maximum of two signs from key arterial routes but must be located no more than 3km from the business. Intermediate signing may be provided using Australian Standard symbols.
- Where the most logical signing point for a tourism service (i.e. accommodation) is at the intersection of a local road and an RMS controlled road, the business may be eligible to be signed at that intersection provided that the actual sign installation is located in the road reserve of the local road and that it directs traffic to the facility along the local road, not via the RMS controlled road.

**TOURISM SIGNAGE POLICY**

- Within urban areas, the business must be located within 3 km of the signing point/s. Eligible businesses in rural areas may be signed up to 10 km from the signing point/s.
- Reference to commercial tourism facilities will usually be made by abbreviated name and the relevant A.S. symbol, where available, e.g. Silver Lakes (caravan logo), not Wentworth Silver Lakes Caravan Park.
- Signing to tourism facilities more than 1km distant from the signing point must carry a distance indicator, rounded-up to the next whole number, e.g. 5, not 4.7
- Signing to tourism facilities located less than 300 metres from the signing point will generally not carry a distance indication, but when the location is between 300m and 1km from the signing point, it may carry the distance indication in metres, e.g. Silver Sands (accommodation symbol) 700m.
- Signing may not be granted where the location of a tourism business will require extensive trail blazing signing from their nearest arterial route. The exceptions may be attractions attached to historical or unique natural features, which cannot be replicated elsewhere.
- The style and size of the sign will be determined by the prevailing speed of traffic and other safety/ traffic management considerations, determined by the road authority according to the Australian Standard (A.S) and relevant traffic engineering standards.
- Signing to eligible tourism facilities (i.e. attractions and/or service facilities) is limited to three business names at any permissible intersection. Where there is demand for more than three names, the road authority reserves the right to replace all existing signing with signs carrying generic references, by way of approved symbols and/or generic words, e.g. motels, wineries etc.
- Only symbols tested and approved to A.S. 2342 may be used on road signs. Logos and trademarks are not permitted to be displayed. Logos depicting a touring route/ tourist drive may, in some instances, be permitted for limited display on a sign face, following satisfactory testing for legibility and comprehension under A.S. 2342.

**5.4 Signing Process and Manufacture**

- Applications for tourist signing must be submitted to Council.
- Tourist facility signs must be designed and manufactured to Australian Standards and satisfy the requirements of the road authority. Applicants must use designers and manufacturers approved by the State/local roads authority. Signs need to be installed by qualified practitioners, at the expense of the applicant.
- Damaged, destroyed or faded signs are required to be replaced at the request of the road authority, at the expense of the business proprietor.
- No alteration is allowed to be made to an approved sign face without the approval of the authorising road authority and may be subject to a new signing application. Illegally altered sign faces will be removed by the road authority, with no compensation paid to the business owner.

**TOURISM SIGNAGE POLICY**5.5 Tourist drives within the municipality are restricted to:

- Chaffey Trail North
- Wentworth Town Drive
- The permit issued for the display of a tourism attraction or services sign in the road reserve is issued for a fixed period of five years. After five years it may be reviewed for efficacy and appearance, as well as continuing eligibility as a tourism business. If the business fails to meet the conditions, the sign will be removed by the road authority, at the expense of the business, and no compensation will be owing.
- At any point during the five year permit period, the sign can be removed at the expense of the business and without compensation if, in the opinion of the road authority, the business fails to maintain eligibility as a tourism venue, the sign becomes worn, damaged or destroyed. The sign may also be removed during the permit period, at the expense of the road authority, for safety and/or traffic management reasons.

**7. ATTACHMENTS**

Nil.

**Document Approval**

This document is the latest version of the official policy of the Wentworth Shire Council, as adopted by Council on the 28/06/2017. All previous versions of this policy are null and void.

This policy may be amended or revoked by Council at any time.

