

POLICY No: I/RS/19

FORMER POLICY No:

TOURISM, TOURISM SERVICES AND COMMUNITY SERVICES
DIRECTIONAL SIGNS

DIVISION	BUSINESS UNIT	RESPONSIBILITY AREA
Works and Services	Infrastructure	Road Signage

OBJECTIVE

To ensure the provision of tourism, tourism services and community services directional signs provide guidance to the public, in particular the visiting public, to locate services and tourism facilities through clear and uniform information.

POLICY

1. Scope
 - 1.1 This policy applies to tourism and service directional signs on road reserves and public places within the Shire of Plantagenet.
 - 1.2 The Council supports the control and limitation of signage to ensure signs:
 - a) Provide clear and uniform information;
 - b) Meet a consistent standard;
 - c) Do not present a public safety hazard; and
 - d) Do not impact on the aesthetic values of the landscape and environment.
 - 1.3 Tourist and service signs are in place to confirm the location of a business or service, not to advertise a business or service. Advertising businesses should be through Visitor Centre services, the Business Information / Tourist map structure and commercial advertising mediums covered in Town Planning Scheme Policy No 22 - Advertising Signs.
 - 1.4 The Main Roads WA (MRWA) Tourism and Service Signs in Western Australia Policy complies with both national and international standards and will be followed with the application of this policy.
 - 1.5 Signage on MRWA controlled roads is to be referred to MRWA for approval. These roads include the Albany Highway, Chester Pass Road, Denmark Mount Barker Road and Muir Highway.
 2. Definitions for Directional Signs
 - 2.1 Tourist Signs
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Tourist signs identify features and establishments recognised as being of significant interest to tourists. In order for a business to qualify for a tourist attraction, the core business must be based on tourism and have a strong commitment to servicing visitors.

Examples include:

- a) Commercial tourist attractions;
- b) National Parks;
- c) Natural features;
- d) Wineries that provide tastings and cellar sales (including breweries and distilleries);
- e) Historic sites and towns; and
- f) Scenic Tourist Routes.

Arts and crafts establishments, nurseries, food and produce retail shops and the like are generally not endorsed as a tourist attraction unless they offer a significant value added visitor experience such as tours of the premises or demonstrations or a well-known artist in residence. The MRWA Tourism and Service Signs in Western Australia Policy should be referred to when considering the eligibility of a tourist business.

2.2 Service Signs

There are two categories for Service Signs: Community Service Facilities; and Tourist Service Facilities.

2.2.1 Community Service Facilities

Community Service Facilities are facilities of local interest, generally of a non-commercial or not-for-profit nature. For example:

- a) Hospital;
- b) Police Station;
- c) Religious buildings;
- d) Post office;
- e) Halls and Civic Centres;
- f) Returned Services League; and
- g) Sporting and recreation grounds.

2.2.2 Tourist Service Facilities

Tourist Service Facilities are facilities of interest to tourists and visitors. They can be commercial or non-commercial in nature. For example:

- a) Accommodation (including caravan parks and camping facilities);
 - b) Visitor Information Centres;
 - c) Fuel outlets;
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- d) Meals; and
- e) Public toilets and effluent dump sites.

2.3 Settlement Signs

Settlement signs inform road users of the direction and distance to townsites and districts. For example Mount Barker, Narrikup, Kendenup, Porongurup and Rocky Gully.

2.4 Position Signs

Position signs are placed at the actual location of the tourist attraction or service facility. These are generally only used when the facility or attraction is located in a rural area and is not obvious from the roadside. Where the Council considers it appropriate from a traffic safety perspective a position sign may be approved. Only one position sign per attraction or service is permissible.

3. Sign Format

Any sign to be installed on a MRWA controlled road must comply with the requirements detailed in MRWA's Tourism and Service Signs in Western Australia Policy and authority must be obtained from MRWA as part of the application process.

On Shire of Plantagenet managed roads, the following sign format applies.

A 'sign' in this context refers to a 'fingerboard' sign which is a maximum 200mm in height and one of three lengths: 900mm, 1200mm and a maximum 1500mm long.

All tourist and service signs will be accompanied by a street / road name sign where applicable.

3.1 Sign Hierarchy

The sign hierarchy is:

1. Street / road name sign;
2. Settlement sign (if applicable);
3. Service sign; and
4. Tourist sign.

3.2 Sign Colours:

Sign colours will remain consistent whether in a townsite or rural area and shall be:

- a) Street / road sign - dark green lettering on a white background;
 - b) Settlement signs - white lettering on a green background;
 - c) Service signs - white lettering and symbols on a blue background;
- and
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d) Tourist signs - white lettering and symbols on a brown background.

3.3 Sign Design

The sign design will be determined by the direction the tourist attraction or service is from the sign location. For a tourist attraction or service located to the left of the sign location the following shall apply (in the listed order):

1. Direction to proceed;
2. Symbol (if applicable). Symbols must be in accordance with Australian Standards whenever possible to ensure clear and consistent messaging;
3. Business name; and
4. Distance to the property / feature entrance or driveway.

See example below.



For a tourist attraction or service located to the right of the sign location the following shall apply (in listed order):

1. Distance to the property / feature entrance or driveway;
2. Business name;
3. Symbol (if applicable). Symbols must be in accordance with Australian Standards whenever possible to ensure clear and consistent messaging; and
4. Direction to proceed.

See example below.



3.4 Sign Location

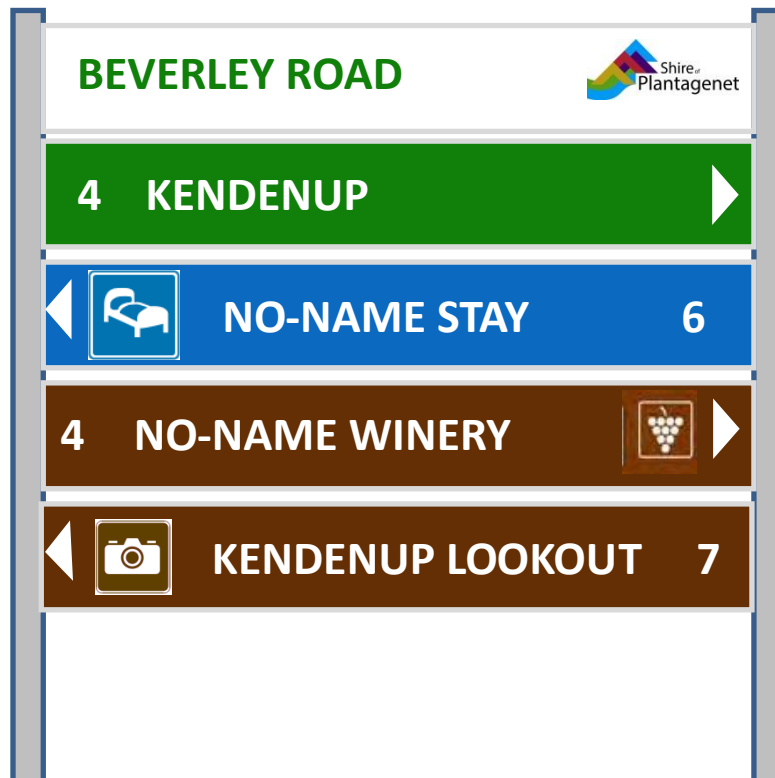
All tourism and service signs will be located to the satisfaction of the Executive Manager Works and Services.

3.5 Sign Stacks

If more than one tourist or service sign is required at a particular junction, a sign stack structure will be erected by the Council. All signs shall be a uniform length.

The recommended number of fingerboards on a sign stack is six, excluding the road name sign at the top. More than six fingerboards may be allowed if considered safe by the Executive Manager Works and Services.

Refer to the example below.



3.6 Multiple Features

In some instances a tourist attraction or service may provide more than one function, for example a winery with a café. Individual directional signs are not permissible for each attraction. In this instance the larger proportion of the business or feature will determine the sign format, with the secondary component acknowledged with a symbol. The symbol colour must reflect the relevant category.

For example a winery which is open seven days a week with a café open four days a week will fall under the category of a Tourism Sign (white lettering on a brown sign along with the grape symbol). The café is a Tourist Service and will be acknowledged with the symbol of a knife and fork (white design on a blue background).

3.7 Sign Replacement

The Council reserves the right to:

- a) Remove signs which are unapproved, dangerous or require modification or replacement;
- b) Relocate signs: or
- c) Replace deteriorated, stolen or damaged signs

with or without notice. The replacement will be at the business owner's expense and the Council's adopted fees and charges will apply.

4.0 Application

Applications for all new Tourism, Tourism Services and Community Services Directional signs must be made on the appropriate form together with the relevant fee as detailed in the Council's adopted fees and charges.

Replacement signs will require confirmation that the details are correct and payment of the relevant fee as detailed in the Council's adopted fees and charges.

Sign stacks will require a different method of charging depending on the number of applicants requesting a sign and whether there is pre-existing tourist or service signs. Fees for sign stacks will be considered by the Council on a case by case basis.

Any applications relating to MRWA controlled roads within the Shire will be referred to MRWA for approval.

Signs will be manufactured and installed by the Council after obtaining approvals from referral agencies (if required) and following confirmed payment of the fees.

ADOPTED: 16 DECEMBER 2008

LAST REVIEWED: 28 FEBRUARY 2020
