



# KENTISH COUNCIL POLICY

## DIRECTIONAL AND TOURISM INFORMATION SIGNAGE

**Policy Number 06:05:2006**

<b>POLICY NUMBER</b>	06:05:2006				
<b>OBJECTIVE</b>	<ul style="list-style-type: none"> <li>- To improve and make consistent tourism information signage in the Kentish municipality, in accordance with the TVIS.</li> <li>- The intention of this policy is not to sign every business on every road, but to provide direction for traffic to tourism businesses.</li> <li>- To improve and make consistent directional signage to major tourist attractions, in accordance with the TVIS, Australian Standards, state signing practice and the Kentish Planning Scheme.</li> <li>- To improve and make consistent directional signage throughout the Kentish municipality, in accordance with the TVIS and the current Australian Standards.</li> <li>- To reduce signage eye sores.</li> <li>- To minimise visitor confusion.</li> <li>- To promote the easiest and safest way to reach a destination.</li> <li>- To give Council a procedure that ensures a consistent approach to new tourism information signage applications and to the resolution of existing tourism and directional signage issues.</li> </ul>				
<b>POLICY</b>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Adopted 26/04/2006</td> <td style="width: 50%;">Minute 7.4.2</td> </tr> <tr> <td>Reviewed 17/11/2015</td> <td>Minute 11.4.5</td> </tr> </table>	Adopted 26/04/2006	Minute 7.4.2	Reviewed 17/11/2015	Minute 11.4.5
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<b>REVIEW</b>	The effectiveness of this policy will be reviewed every two years.				



## 1. INTRODUCTION

Tourism is a major contributor to the economy of the Kentish. The industry's growth has resulted in an increase of signs erected on road reserves throughout the municipality.

It is in the interests of tourists and permanent residents for Kentish Council to monitor and regulate this signage. By adhering to the Tasmanian Roadside Signs Manual, which incorporates the Tasmanian Visitor Information System (TVIS), Kentish Council can provide an integrated approach visitor information signage.

It is also in the interest of tourists and permanent residents for Kentish Council to monitor and ensure the accuracy and effectiveness of directional signage throughout the municipality.

## 2. RESPONSIBILITIES OF COUNCIL:

- To be vigilant in ensuring existing signs conform to the Kentish Signage Policy and Kentish Planning Scheme
- To ensure future tourism information signage applications follow the **PROCEDURES** outlined in the Kentish Signage Policy and Kentish Planning Scheme
- To control and regulate the location, form and content of tourism signage structures in accordance with the guidelines of the TVIS.
- Where special circumstances arise eg issues with GPS, Council will discuss with Department of State Growth (DSG) additional signage on minor routes.
- To control and regulate the location, form and content of directional signage in accordance with the guidelines of the current Australian Standards, state signing practice and the Kentish Planning Scheme.
- To ensure roads and routes are clearly and accurately marked with alpha-numeric and directional Guide Signs, liaising with the DSG where necessary.
- On Local Government roads, Council is responsible for the design, manufacture, installation, maintenance and cost of Guide signs. Council is responsible for the approval of all other signs.
- To provide Street Name signs on State and Local Government roads.
- To be responsible for the provision of interpretive signage at locations where appropriate to enhance the visitor experience.
- To support Tourism Operators who seek to install new tourism signage on Council-controlled road reserves. Council will assist with the application process and will regulate the design, purchase and installation of all signs. Council will seek reimbursement for the cost of any sign which promotes a commercial tourism venture from the business owner/operator.



- To remove signs that do not comply with original approvals and permits, have fallen into a state of disrepair or when the feature or business is no longer operational. These will be done at the cost of the business operator.
- Council is not responsible for the promotion of a tourist attraction or operator through the provision or approval of signage outside of the **PROCEDURES** of the Kentish Signage Policy and the Kentish Planning Scheme.

### 3. RESPONSIBILITIES OF THE DEPARTMENT OF STATE GROWTH

On State Roads the DSG is responsible for the provision and maintenance of guide signs and of other signs that are owned by DSG. DSG is responsible for the approval of all signs placed on state roads.

### 4. RESPONSIBILITIES OF OWNERS/OPERATORS:

- To follow the **PROCEDURES** of the Kentish Signage Policy when applying for tourism signage on Council-controlled Road Reserves
- Owners/operators of a natural, cultural or historic feature and those of commercial tourism facilities are responsible for costs associated with production, installation and maintenance of their own Tourism Information signs.
- Council will source and install TVIS-approved Tourism Information signs on behalf of owner/operators who apply. Applicants will pay costs.
- Regardless of sign ownership, owner/operators accept sign content will be determined in accordance to the guidelines of the TVIS.
- Owner/operators accept that road signs should never be used as the principal or only means of promoting the location of a business or activity to customers.
- To achieve business accreditation with the Tourism Industry Council of Tasmania (TICT).
- List their business on Tourism Tasmania's Tiger Tours data base.

### 5. PROCEDURES

- All queries about signage applications in Kentish are to be directed through Council.
- A planning application with the appropriate fee is to be forwarded to Council.
- Council will support, where possible, business operators and assist with the application process. Council can also assist operators who need to achieve business accreditation with the Tourism Industry Council of Tasmania. This accreditation is a key criteria in signage eligibility. Businesses must also be listed on Tourism Tasmania's Tiger Tours data base.
- Council will forward all applications to DSG tourism signs consultant.



- DSG makes a decision in regards to signage eligibility and if approved, copies of necessary permits and permissions are provided by DSG to both Council and the applicant.
- If approved, Council completes approval process with local government permits where required.
- If approved, Council proceeds with design and sourcing of new signs. Council will undertake installation.
- Reimbursement for the cost of the sign's design, manufacture and installation will be sought by Council from the applicant.

## **6. TOURISM SIGNAGE IN URBAN AREAS**

- The same TVIS eligibility criteria is applied to urban signage applications.
- Colours of signs are to be the same as the colours of Tourism Information signs on rural roads.
- Urban signs are to be Street Blade size with no more than two lines of lettering if needed.
- Urban signs will be attached to existing street corner posts, underneath the Street Name sign where practicable.
- The signs will be placed at the junction/intersection with the street in which the property is located.
- Signs are not permitted to be more than two streets removed from the tourist attraction or business.
- Signs are to be placed on the same side of the road as the direction of the property where possible.
- Service Information Symbols and Tourism Shields may be used.
- No Advance Warning signs are permitted (caravan parks exempt).