



MOUNT BARKER
DISTRICT COUNCIL

TITLE: TOURISM SIGNS POLICY

REFERENCE NUMBER:	DOC/19/104809
RESPONSIBLE OFFICER/ DEPARTMENT:	Community Services
APPLICABLE LEGISLATION:	Local Government Act 1999
MOUNT BARKER 2035 – DISTRICT STRATEGIC PLAN:	Economic Prosperity EP 4.3
RELATED POLICIES:	Nil
SUPPORTING PROCEDURES:	<ul style="list-style-type: none">• Form – Tourism Sign Application
PREVIOUS REVIEW DATES:	19 April 2004
ENDORSED BY COUNCIL:	2 September 2019
MINUTE RESOLUTION NUMBER:	OM201909.02.08
NEXT REVIEW DATE:	2 September 2023

1. PURPOSE

The primary policy purpose of this Policy are to:

- Provide information that gives information on signage to localities, services and tourism destinations;
- Ensure there is restraint to prevent over-proliferation of signs.

2. SCOPE

This Policy is applicable to the following types of signs, namely:

- Fingerboard Signs
- Tourism Signs
- Temporary Signs
- Advertising Signs
- Moveable Signs
- Interpretive and Informational Signs

Excludes Regulatory Signs, Warning Signs, Guide Signs and Election Signage.

4. DEFINITIONS

Nil

5. ROLES & RESPONSIBILITIES

Council:

- Approve a policy for tourism signage

Chief Executive Officer:

- Ensure appropriate policy in place

General Managers:

- Ensure the Policy is applied

Tourism Development Manager

- Assess Tourism Sign Applications

Field Services Staff:

- Erect the signs

6. SIGNS ON ROAD RESERVES

Signs located in road reserves should be limited to:

- Street names, township directional and general information signs;
- Directional signs for community uses such as recreation facilities, private and state schools, churches etc
- Tourist attractions
- Council sponsored tourism events
- Rural activities such as stud farms, plant nurseries etc in obscure locations.
- Shopping centres and entertainment precincts but not individual businesses; and
- Moveable signs that confirm with Council by-laws

7. TOURISM SIGNS

The number of signs per attraction will be relevant to the location and determined by the Tourism Development Manager. To prevent an over-proliferation of signs restraint will be exercised to ensure there is no detracting from natural beauty or amenity of the area.

Signage in heritage areas will be installed as required by the Development Plan and Heritage Act 1993.

All tourism directional signs will be 'finger board' style with the signs to be made of extruded aluminium 830mm x 200mm. Lettering shall be 100mm in height and the signs will be colour coded to Australian Standards Road Sign Guidelines – Guide to Visitor and Services Road Signs in South Australia as follows:

Accommodation

white letters on blue background

Tourist attraction	white letters on brown background
Information	white letters on brown background
Accredited Visitor Information Centres	yellow letters on blue background (registered trade mark)

Signs will be mounted on poles to aid angular placement and at a height of 2.1 metres on the pole.

An application form needs to be completed and approved and all costs paid in advance, prior to the sign being supplied and erected by Council.

8. POLICY STATEMENT

Tourism signage should be an efficient information system for the needs of the road users to direct people to a location they previously determined to visit.

9. REVIEW

This Policy will be reviewed every 3 four years or the frequency dictated in legislation, or earlier in the event of changes to legislation or related Policies and Procedures or if deemed necessary by the Andy Glen, Tourism Development Manager.

10. ACCESS TO THE POLICY

The Policy is available for public inspection at the Customer Service Centre, at the Local Government Centre, 6 Dutton Road, Mount Barker, South Australia and on the Council's website www.mountbarker.sa.gov.au.

11. FURTHER INFORMATION

For further information on this Policy, please contact:

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