



POLICY MANUAL

Policy title:	TOURIST DIRECTIONAL SIGNPOSTING FOR BUILT ATTRACTIONS POLICY
Policy number:	11.2.3
Objective:	To co-ordinate the approval process and erection of appropriate signposting designed to enhance visitor experience and assist safe traffic flows to built tourist attractions in the Lismore City Council area.
Link to community vision/service:	Transport and Infrastructure
Program Area:	Operations
Policy created: 31/8/99	Council reviewed: 8/1/14
Last reviewed by staff: 8/1/14	TRIM Ref: ED10/15929 & ED16/33333

* Forms available from front Counter, Administration Centre & Tourism & Visitor Centre.

1. Background

Signposting is one of the most important means of informing visitors of the range of attractions and services available in a destination, additionally providing a means for safely and efficiently guiding motorists. Importantly, signposting should be consistent, efficient, and provide the user with a high level of confidence in the quality of the information and the experience of the attraction designated through the tourist signposting system.

This policy is directed towards developing consistent directional roadside signposting for built attractions in the Lismore City Council area and includes a co-ordinated procedure for the approval process, erection and monitoring of the signs on Council road reserves.

Tourist signposting is a component of the statewide information system which also includes maps, tourist publications and new technologies. This policy has been largely sourced from the 'Tourist Signposting Manual' jointly prepared by the New South Wales Roads and Traffic Authority (RTA) and Tourism New South Wales (TNSW) as well as an assessment of local tourist signposting issues of relevance to the Lismore City Council area.

2. General Principles

This section deals with eligibility requirements for the range of available tourist road signs for built tourist attractions.

Generally, signs are provided for attractions where:

- they are well established in their present form
- no pre-booking is necessary
- there are adequate parking facilities

3. Categories and Criteria

3.1 Galleries (Art and Craft) and Museums

- changing exhibitions

- variety of contributors
- regular demonstrations on-site
- adequate exhibition space (less than 50m square only qualifies as a shop)
- adequate level of local/regional content
- interpretative/educational material available to visitors
- professionally presented - lighting and viewing
- demonstrated networking with community and other regional galleries
- ease of access to the property
- regular opening hours, open a minimum of five days including all weekends and all days for New South Wales and Queensland school holidays
- permanent staff with appropriate visual art/craft qualifications
- for craft galleries there is a requirement to display the production process with associated explanatory information
- demonstrated involvement in the tourism industry - as shown through advertising in local and other guides; involvement in tourism marketing activities; memberships of associated tourism and industry specific organisations.

3.2 Museums, Historic Properties and Sites

- must be open weekends and school holidays
- the provision and quality of supporting literature and explanatory material are major criteria for selection
- aboriginal or other cultural centres will be considered under this category
- demonstrated involvement in the tourism industry - as shown through advertising in local and other guides; involvement in tourism marketing activities; memberships of associated tourism and industry specific organisations.

3.3 Primary and Secondary Industries (eg. Nurseries, Processing Plants)

- open during normal business hours, at least five days per week including weekends, New South Wales and Queensland school holidays
- attractions in this category should be open to all the motoring public (i.e. not exclusively for coach tours and organised groups)
- should provide guided tours during business hours and /or display high quality educational and explanatory information to interpret the industry being represented
- may be a display garden (not for sale purposes) and/or a research interpretative facility
- the opportunity to sample the produce on-site is desirable.
- demonstrated involvement in the tourism industry - as shown through advertising in local and other guides; involvement in tourism marketing activities; memberships of associated tourism and industry specific organisations.

NOTE: In assessing attractions for signposting a useful consideration is - if the commercial component was removed (eg. sale of produce) would the attraction still warrant visitation?

4. Sign Types and Siting

Tourist signposting is a component of the statewide information system which also includes maps, tourist publications and new technologies.

If an attraction is located on a local road which is not necessarily accessed from a state or regional road, Council approval is necessary for all local road intersections until the attraction is reached.

Following the approval process the signs will be erected within the following criteria:

- signs permitted will be finger board
- the legend shown on the sign should adequately describe the attraction with a minimum of words.
- the business or commercial name is allowed provided it relates directly to any wider promotion of the business (For example Northern Rivers Gallery is allowed but not Jan and Teds Northern Rivers Gallery). Generally, the business name will not be placed on the sign unless it adequately describes the nature and wider understanding of the business
- commercial/built attractions will be shown in upper-case lettering in accordance with RTA guidelines.

5. Assessment Process

The assessment for tourist attraction signposting on local roads reserves involves the co-operation of several Lismore City Council (LCC) staff.

The Economic Development Unit will assess eligibility for attraction signposting in the first instance through assessment of the Application Approval Form (Attachment A) and a site inspection.

Following a successful application, the Economic Development Unit will provide written advice to the LCC Traffic Committee.

6. Maintenance of Standards

The approval of attraction signposting is reliant on the operator meeting the requirements set out in this policy.

It is the responsibility of the operator to maintain the levels of service required for approval.

If there are changed circumstances and necessary criteria are not maintained the LTAP may request Council's Signwriter to remove signposting by memo via Council's Manager - Roads and Parks. This monitoring may be conducted via a random audit (see Attachment 2).

It is therefore a requirement of any approval that operators indicate they accept this position as part of their application.

7. Funding

The proprietor is responsible for all costs involved with establishing the signposting and its ongoing maintenance and removals. Council's Signwriter will provide estimates for signposting once all approvals have been obtained. Before signposting is erected, the full amount is to be paid by the applicant. Council's Manager - Roads & Parks, will implement any establishment, manufacturing and removal preferences through advice of the Economic Development Unit.

8. Guiding Principles

In addition to the above policy, the Guiding Principles and Criteria will be sourced from the 'Tourist Signposting' manual (1998) Roads and Traffic Authority NSW.