



Directional & Tourism Information Signage Policy

(Policy Number – K-COMPOL004)
(Policy Type – Council)

1 Aim

The aim of this Policy is to:

- improve and ensure consistent tourism information signage is provided within the Kentish municipal area, in accordance with the Tasmanian Visitor Information System (TVIS).
- 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.
- improve and make consistent directional signage throughout the Kentish municipal area, in accordance with the TVIS and the current Australian Standards.
- reduce signage eyesores.
- minimise visitor confusion.
- promote the easiest and safest way to reach a destination.
- give Council a procedure that ensures a consistent approach to new tourism information signage applications and to resolving tourism and directional signage issues.

The intention of this policy is not to sign every business on every road, but to provide direction for traffic to tourism businesses.

2 Policy Statement

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

By adhering to the Tasmanian Roadside Signs Manual, which incorporates the TVIS, Council aims to provide an integrated approach for all visitor information signage.

It is also in the interest of tourists and residents that Council monitors and ensures the accuracy and effectiveness of directional signage throughout the area.

3 Policy Detail

Responsibilities	Description
Council	Ensuring existing signs conform to the Kentish Signage Policy and Kentish Planning Scheme.
	Ensuring future tourism information signage applications follow the procedures as outlined in the Kentish Signage Policy and Kentish Planning Scheme



Responsibilities	Description
	<p>To control and regulate the location, form, and content of tourism signage structures in accordance with the guidelines of the TVIS.</p> <p>Where special circumstances arise e.g. issues with GPS, Council will discuss with Department of State Growth (DSG) additional signage on minor routes.</p> <p>To control and regulate the location, form, and content of directional signage in accordance with current Australian Standards guidelines, State signing practice and the Kentish Planning Scheme.</p> <p>To ensure roads and routes are clearly and accurately marked with alpha numeric and directional guide signs, liaising with the DSG where necessary.</p> <p>To design, manufacture, install, and maintain guide signs at Council's cost. Council is responsible for the approval of all other signs.</p> <p>To provide street name signs on State and Council roads.</p> <p>To be responsible for the provision of interpretive signage at strategic locations to enhance the visitor experience.</p> <p>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 be reimbursed for the cost of any sign which promotes a commercial tourism venture by the business owner/operator.</p> <p>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. Business owner/operator will be charged for the costs involved.</p> <p>Council is not responsible for the promotion of tourist attractions and/or operators through the provision or approval of signage outside of the procedures of this policy and the Kentish Planning Scheme.</p>
State Growth	<p>On State Roads, DSG is the responsible entity for the provision and maintenance of guide signs and any other signs that are owned by DSG. DSG is responsible for the approval of all signs placed on state roads.</p>
Owners/Operators	<p>To follow the procedures of the Kentish Signage Policy when applying for tourism signage on Council controlled roads.</p> <p>Owners/operators of a natural, cultural, or historic feature and those of commercial tourism facilities, are responsible for all costs</p>



Responsibilities	Description
	associated with production, installation, and maintenance of tourism information signs.
	Council will source and install TVIS approved tourist information signs on behalf of owner/operators who apply. Applicants will reimburse Council for all costs incurred.
	Regardless of sign ownership, owner/operators accept sign content will be determined in accordance with the guidelines of the TVIS.
	Owner/operators accept road signs should never be used as the principle or only means of promoting the location of a business or activity to customers.
	Owners/operators are to achieve business accreditation with the Tourism Industry Council of Tasmania (TICT).
	Owners/operations are to list their business on Tourism Tasmania's Tiger Tours data base.

4 Procedures

- All queries about signage applications in Kentish are to be directed through Council.
- A planning application with the appropriate fee is to be submitted 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 (TCIT). This accreditation is a key criterion 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 the final decision with regard to signage eligibility and if approved, copies of necessary permits and permissions will be 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. The owner/operator will reimburse Council for all costs incurred. Reimbursement will include the cost of the sign design, manufacture, and installation.

5 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.
- Urban signs will be attached to existing street corner posts, underneath the street name sign (where practicable).
- 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).

6 Associated Documents and References

6.1 Strategic Plan Reference

Area	2	Community and Economic Development
Program	2.2	Tourism
Objective	2.2	To promote, develop and support tourism
Strategy	2.2.3	Work in partnership with business operators and local tourism related groups to increase visibility of Visitor Information services
	2.2.5	Support projects that improve the attraction of towns and villages (landscaping, signage, etc.)

6.2 Other Associated Documents

[Tasmanian Roadside Signs Manual](#)

[Tasmanian Tiger Tours](#)

[Tourism Industry Council of Tasmania \(TICT\)](#)

[Tasmanian Visitor Information System](#)

APPROVED BY COUNCIL: 23 January 2024 Minute: 12.1

EFFECTIVE DATE: 23 January 2024

ADMINISTERED BY: Team Leader Community & Economic Development

This policy will be reviewed periodically to ensure its relevance in terms of community needs and expectations and Council goals, targets, budget and statutory requirements.