



Council Policy Name: Tourism Directional Information Signage

Responsible Directorate: Engineering and Works Services

Version: Current

1. PURPOSE

1.1. The purpose of this Policy is to outline the principles of tourism directional information signage within the City of Busselton.

2. SCOPE

2.1. This Policy applies to all tourism directional information signage on road and other reserves that are under the care, control and management of the City of Busselton.

2.2. This Policy does not apply to signs already covered by provisions in the:

- a. City of Busselton Property Local Law 2010;
- b. City of Busselton Activities in Thoroughfares and Public Places and Trading Local Law 2015;
- c. Council policy 'Portable Advertising Signs in Public Places'; and
- d. City of Busselton Local Planning Scheme No. 21.

3. DEFINITIONS

Term	Meaning
Policy	this City of Busselton Council policy entitled "Tourism Directional Information Signage"

4. STRATEGIC CONTEXT

4.1. This Policy links to Key Goal Area 6 – Leadership of the City’s Strategic Community Plan 2017 and specifically Community Objective:

- a. 6.4: Assets are well maintained and responsibly managed.

5. POLICY STATEMENT

5.1. The City recognises that tourism is a major contributor to the regional economy and that the provision of clear, useful and consistent tourism directional information signage significantly adds value to the visitor experience.

5.2. Tourism directional information signage is not provided for the purposes of advertising.

5.3. All tourism directional information signs are to conform to the relevant legislation and standards.

5.4. All signs are to be erected and maintained by the City at the expense of the applicant.

- 5.5. The City retains the control of all signs it installs on road and other reserves under the care, control or management of the City. As such the City reserves the right to remove, modify or relocate unapproved, damaged, badly maintained or dangerous signs without notice.
- 5.6. Applications for tourism directional information signage will be assessed for eligibility against the criteria set out in the City of Busselton Directional Information Signage Operational Practice.

6. RELATED DOCUMENTATION / LEGISLATION

- 6.1. Australia Standards AS1742 and AS1744
- 6.2. Main Roads W.A Guidelines
- 6.3. Tourism Signs – W.A Tourism Commission
- 6.4. City of Busselton Operational Practice: Tourism Directional Information Signage

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	30 October 2019	Resolution #	C1910/210
Previous Adoption	DATE	N/A	Resolution #	N/A