

Guidelines for Tourist Attraction and Services Signage

LOCATED ON THE ROAD RESERVE

In the Maitland City Council Local Government Area





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With assistance from:

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The Tourist Attraction and Signposting Assessment Committee (TASAC)

With reference made to:

The NSW state-based 'Tourism Signposting' guidelines.

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1. FOREWORD

The Maitland LGA covers an area of 396 km² in the Lower Hunter region of New South Wales. It is located in close proximity to major transport links and the coastal and recreational areas of the Hunter. The LGA has experienced large inland population growth in recent years, with a residential population in 2002 of 55,611, which represents a 3.3% increase over twelve months in 2002.

Maitland has also proved to be a popular tourist destination with many tourist attractions across the City including Morpeth Jazz Festival, Steamfest, Wine and Antiques Trails, Walka Water Works and Maitland Gaol. The City's urban areas have a strong geographical presence due to their visibility to and from surrounding areas and many have the benefit of panoramic rural views. The result of this geographical setting is a large number of rural areas, each with their unique character and identity.

To ensure that tourism in Maitland is a benefit to the local community and the local economy, travellers visiting the area need to be able to locate attractions within the LGA easily and be given appropriate directions to the attraction. These guidelines aim provide a means of encouraging appropriate signage within the Maitland LGA that provide directions to tourist attractions and services, where these attractions and services are eligible for signage.

Statement of Intent:

To establish a process to provide tourist signage and service signage within Maitland City Council local government area that is strategic in approach, meets relevant Australian Standards, and provides set criteria for eligibility.

Generally, there are two determining authorities relating to tourist and service signage approvals - The RTA and the Maitland City Council. Depending on the location of the required tourist or service signs, one or both of these organisations may need to be involved in the application process. This document explains who to contact for each situation.

2. INTRODUCTION

Guidelines Objectives and Strategies

The objective of the guidelines is to facilitate the improvement of directional to the many tourist establishments and services catering to traveller's needs. They clearly define the process by which operators can apply for directional signs and service signs on local and unclassified regional roads where the Maitland City Council is the 'Road Authority'.

Important Note:

These guidelines have been produced for the Maitland City Council Local Government Area and relate only to roads where Council is the Road Authority. If signs are to be placed on major RTA or "classified" roads such as the New England Highway, the application process for those particular signs is administered by the RTA through the Tourist Attraction Signposting Assessment Committee (TASAC).

These guidelines will not only maintain the technical standards important to road safety and motorist comprehension, but establish a co-operative signage process for local government, tourism and service operators. The objectives include:

- improved awareness and access to tourist activities and facilities by traveller's;
- increased business activity for tourist and service operators;
- a high standard of co-ordinated and complementary directional signage; and
- widely available, highly relevant marketing material

In addressing this objective, these guidelines aim to:

- emphasise that tourist signage is directional, not promotional (i.e. not for advertising purposes);
- recognise Maitland's tourism strategies as principal points of reference in developing and enhancing signage schemes;
- ensure ease of visitor navigation by using the most effective combination of tourist and services signs, direction signs, marketing / promotional material and the Maitland Visitor Information Centre;
- adopt technical standards which not only facilitate motorist recognition and comprehension but meet road safety objectives and requirements;
- provide consistent application and administration across the Council area; and
- transition between signposting on the classified (RTA) and unclassified (Council) road networks

Maitland City Council is committed to reviewing these guidelines in consultation with the tourism industry on an annual basis.

3. WHY HAVE GUIDELINES?

These signage guidelines are designed to provide visitors with clear and comprehensive directions to the many tourist establishments and services catering to traveller's needs within the Maitland LGA.

The objectives of such guidelines include:

- increased business activity for tourist and service operators;
- improved awareness and access to tourist activities and facilities by traveller's;
- clearly define the process by which operators can apply for directional signs on local and unclassified regional roads where Maitland City Council is the 'Road Authority';
- a high standard of co-ordinated and complementary directional signage

In addressing these objectives, the guidelines aim to:

- to establish a co-operative signage process for local government, tourism and service operators;
- ensure ease of visitor navigation by using the most effective combination of tourist and services signs, direction signs, marketing / promotional material and the Maitland Visitor Information Centre;
- adopt technical standards which not only facilitate motorist recognition and comprehension but meet road safety objectives and requirements;
- provide consistent application and administration across Council departments;
- create a transition between signposting on the classified (RTA) and unclassified (Council) road networks

The Need for Guidelines

Tourist and services signs are primarily provided for the guidance of traveller's and to facilitate safe, efficient and orderly travel. Such guidelines emphasise that tourist signage is directional, not promotional, therefore, not for advertising purposes.

Road signs are the final directional link in a communication process between the destination and the traveller – a process which should also include motivational and other marketing material like brochures and advertising.

The specific role of tourist and services signs is to:

- reassure traveller's that they are travelling in the right direction;
- give advance notice of attractions and services, particularly where a change in direction is required;
- give immediate notice of an attraction or service and facilitate safe access;
- direct traveller's to sources of tourist information, such as the visitor information centre, information bays and interpretation centres

4. OUTCOMES AND BENEFITS OF GUIDELINES

The expected outcomes and benefits of these guidelines include:

- a signage system which adds value to tourism development and promotion strategies and, in particular, contributes to enhanced visitor experiences and greater tourism income within the Maitland LGA;
- the adoption and implementation of high quality, uniform tourist and services signage practices throughout the Maitland LGA;
- a clear definition of the roles and responsibilities of all stakeholders, including administrative, financial, implementation and maintenance responsibilities

5. SIGNAGE ROLES AND ADMINISTRATION

Overview

Tourist signposting is addressed on many different levels, from the State Government, which has responsibility for signing state roads such as the New England Highway to Local Government, which has responsibility for signing local and regional roads. Depending on the type of sign required and where it is to be placed, tourist attraction and services signing may involve the Roads & Traffic Authority (RTA) through the Tourist Attraction Signposting Assessment Committee (TASAC), various departments within the Council, Hunter River Country Tourism and individual or group tourism operators. Each group has specific responsibilities in relation to signage.

Role of the State-based Tourist Attraction Signposting Assessment Committee (TASAC)

In NSW the Roads and Traffic Authority (RTA) and the Department of Tourism, Sport and Recreation has established the Tourist Attractions Signposting Assessment Committee (TASAC) to evaluate applications for tourist attractions signposting on state roads (eg. New England Highway). This agency's role is to ensure that adequate, consistent signposting is provided to the motoring public within the framework of a total statewide tourist information system. It is also to:

- establish fundamental criteria to assess the suitability / eligibility of attractions for signposting;
- establish fundamental principles for sign design and siting practice;
- articulate the administrative procedures which apply to the assessment of applications and the maintenance of standards

Such processes are documented in the 'Tourist Signposting Manual - Version 2.0'. A copy of this document can be found on the RTA's web-site located at:

http://www.rta.nsw.gov.au/trafficinformation/downloads/touristsignsv21_i.pdf (The file size of this document is approximately 3.3 mg)

Role of Maitland City Council

Maitland City Council is the road authority for signage on roads not controlled by the RTA (i.e. roads in the area other than the New England Highway). Council must ensure that the standard of signage enables travellers, in particular tourists, to find their way to tourist and service facilities on the principal road network without the need for an excessive number of signs.

MCC ensures that all signage conforms to planning requirements and design, construction and safety standards.

Role of Tourism Manager

The Tourism Manager is responsible for the tourism planning and marketing for the Maitland local government area.

The role of the Tourism Manager in relation to signage is to:

- provide a point of reference for Council in establishing whether a business qualifies for tourist or services signage;
- provide initial advice and assistance to tourism businesses wanting to obtain tourist signage

In most cases, applications for tourist signage will commence with contacting Council's Tourism Manager for advice. Council's Tourism Manager can assist with the requirements of tourist signage within Maitland especially in relation to eligibility criteria (as detailed in these guidelines).

Role of Infrastructure Planning Engineer

The role of the Infrastructure Planning Engineer is to:

- ensure the signage proposed meets Australian Standards for tourism signage and or service signage
- ensure the signage proposed meets technical requirements and road safety standards
- advise of the suitability of the signage location proposed based on the surrounding environment, meets the strategic objectives for infrastructure within specific areas, and the proposed route for travellers to tourist attractions and service facilities are acceptable for signage
- determine applications for tourism signage and service signage on Councils roads

6. TYPES OF SIGNS AND DISPLAYS

Overview

Other than the major town and city directional signs, there are three major types of road signs used by visitors to find tourist attractions and facilities in the Maitland area. These are:

1.	Tourist Attraction Signs (<i>Brown and White</i>)
2.	Service Signs (<i>Blue and White</i>)
3.	Community Facilities Signs (<i>Blue and White</i>)
4.	Advertising signs (on private property) (Such as billboards)

Tourist Attraction Signs

(White lettering on a brown background)

Brown tourist attraction signs indicate features and tourist attractions of significant recreation and cultural interest. Where appropriate, these signs also make use of tourist attraction symbols, see Section 8. Tourist attraction signs include:

Commercial / non-commercial tourist operations

National Parks

Natural features

Conservation parks / botanic gardens

Wineries catering for tourists

Historic sites / buildings / towns

Scenic lookouts

Tourist drives and trails

Purpose:

Tourist attraction signs signal commercial and non-commercial tourist establishments and features of tourist interest, which meet the criteria in Section 8. In order to qualify for tourist signage, the core business must be tourism-based, with a strong commitment to customer/visitor service.

Cost:

With the exception of signs to natural and geographic features, which may be provided by Council or the RTA, Tourist Attraction Signs are paid for by the applicant. For further information, see Section 9.

Types of Tourist Attraction Signs

Tourist attraction signs (white on brown) come in a number of forms. These signs can refer to single tourist attractions or to a number of tourist attractions.

Gateway / Introductory Signs (Tourist)



← (White lettering on a brown background)



← (The addition of this service sign has white symbols and / or lettering on a blue background)

Purpose:

Gateway signs, erected at or near the entry points of a city, town or geographic region, can also provide traveller's with information about key local tourist themes, tourist attractions and tourist drives. A gateway sign can also include a row of white on blue symbols to denote the availability of services including visitor information. Where a gateway sign is located close to an intersection, advance direction information (eg. TURN RIGHT 400m) may be included on the sign. This may remove the need for a separate advance sign.

Cost:

Paid for by the applicant. For further information, see Section 9.

Advance Signs (Tourist)

(White lettering on a brown background)



Purpose:

Advance signs provide traveller's with advance notice of a tourist attraction or service, subject to the following:

Signs in advance of a rural intersection will only be considered where intersection signs are permitted; and

Signs are not permitted in built-up areas except in cases where road safety is a concern or the attraction is of a significant nature.

Cost:

Paid for by the applicant. For further information, see Section 9.

Intersection Signs (Tourist)

(White lettering on a brown background)



Purpose:

Intersection signs are placed at intersections to indicate the turn-off to one or more tourist attractions. Aggregation of attractions onto one intersection sign is encouraged. Signage at more minor intersections, especially in urban areas, usually takes the form of smaller fingerboards mounted on a single pole. (See example of fingerboard below)

Cost:

Paid for by the applicant. For further information, see Section 9.

Position Signs (Tourist)

(White lettering on a brown background)



← (Position signs may also be a smaller single post mounted fingerboard. Fingerboards usually carry a narrower, uppercase font)

Purpose:

If the entry to a tourist attraction cannot be made obvious from signage within the property line, position signs are placed to indicate the point of entry.

Cost:

Paid for by the applicant. For further information, see Section 9.

Reassurance Signs (Tourist)

(White lettering on a brown background)



Purpose:

If areas and attractions of regional significance are signed from a considerable distance away, reassurance signs are placed after major intersections so traveller's can be confident that they are still travelling in the right direction.

Cost:

Paid for by the applicant. For further information, see Section 9.

Route Markers (Tourist)

(White lettering on a brown background)



Purpose:

Route markers and route shields may be used along tourist drives to fulfil the role of advance intersection and reassurance signs and as a substitute for more complex and costly tourist signage. Tourist drives link attractions and should generally be supported by marketing and promotional material. The conditions relating to the development of tourist drives are covered in Section 12.

Cost:

Paid for by the applicant. For further information, see Section 9.

Services Signs

(White lettering on a blue background)

Service signs, with white lettering on a blue background, direct traveller's to facilities and services that may benefit them.

With the exception of some accommodation facilities, signage to other services uses Australian Standard symbols (approved service symbols for services signage are in Section 8)

Service signs include those for:

- accommodation facilities**
- caravan and camping parks / areas**
- visitor information centre**
- tourist information bays**
- service stations**
- public toilets**
- rest areas**
- parking areas**

Purpose:

Service signs direct the travelling public to essential services, or to services generally functioning for a specific Council recognised tourist attraction. Service signage may be provided for services of a general nature where outside a recognised business centre or business district. In all cases, service signage will be treated on a merits based system based on the broad guidelines noted.

Cost:

Signage to roadside and public facilities such as parking areas, picnic facilities, public toilets, etc. is the responsibility of the Council as the relevant road authority.

The cost of signage to specific service businesses and facilities is paid for by the applicant. For further information, see Section 9.

Types of Service Signs

Signage to service establishments can take the form of advance, intersection and position signage – whichever is most appropriate.

Advance Signs (Service)

(White lettering on a blue background)

**Purpose:**

Advance signs are used before an intersection or position sign when the entrance or intersection cannot be easily seen by approaching traveller's and therefore may constitute a traffic hazard. Advance signs should be positioned in a manner which allows travellers to continue on their journey informed/reassured of accommodation and tourism attractions along the route.

Cost:

Paid for by the applicant, except for signing to non-commercial facilities. For further information, see Section 9.

Advertising Signs

Refer to Council's Development Control Plan for Outdoor Advertising.

7. “AS OF RIGHT” SIGNS AND PROHIBITED SIGNS

“As of Right” Signs

The following signs do not require approval from Council:

- any sign or notice erected by a public authority;
- any sign notifying the public of possible hazards or of activities in a public area (e.g. roadwork signs, underground electricity etc); and
- any sign on a registered motor vehicle used principally for conveyance of goods or passengers.

Prohibited Signs

All signage placed within the road reserve without the proper consent is prohibited.

This includes:

- items attached to trees, power poles, telecommunications poles, existing signage poles etc;
- any sign on a vehicle (whether registered or not) which is used principally as an advertisement rather than as a vehicle; and
- any sign or bill poster placed within the road reserve (e.g. power or telecommunications poles, existing signage poles etc.) Note: This includes election signs.

8. DESIGN, CONSTRUCTION, LOCATION AND NUMBER OF SIGNS

General

A high standard of sign design is essential to ensure that roadside signage not only communicates effectively with traveller's, but also meets safety, aesthetic and environmental considerations.

The application of technical standards for design, manufacture and installation in signage is necessary to ensure:

- signs are of a consistent colour and shape for ease of recognition;
- legend size is the optimum for motorist comprehension at the prevailing traffic speed;
- the use and number of words and symbols is optimised for maximum information and comprehension;
- signs do not present a safety hazard

Sign Design

Good sign design principles are based upon extensive research conducted by organisations such as the ARRB Group and national standards. The following information presents a useful overview.

Primary consideration in sign design is motorist comprehension and safety. The optimum size of a sign is dependent upon the motorist's ability to interpret the sign from a distance. Generally the size of a sign will be determined by:

- the size of the lettering required (according to the prevailing speed of traffic in the location);
- the amount and type of information to be included;
- road conditions and location considerations

In order to comprehend sign-face information at speed, a summary of information relating to a number of attractions or services may be required. For example, "Wineries" rather than a list of wineries or "Motels" and "B&Bs", rather than a list of accommodation establishments.

While special conditions may apply in some situations, the standards set by the RTA will act as a guide.

Note: All tourist and service signs should feature borders, except for blade-type fingerboard signs of extruded construction.

To ensure that tourist signs are of maximum value to traveller's, they should include, where appropriate, an indication of distance. This should be expressed in whole numbers (for example 3km not 2.9km except in circumstances of extreme directional difficulty.)

Symbols

Only symbols which have been approved according to Australian Standards AS 2342 – Development, Testing & Implementation of Information and Safety & Symbolic Signs, can be used on tourist and services signage unless otherwise approved by Council.

Symbols which meet the requirements of AS 2342 will be readily understood by domestic tourists and are likely to be easily understood by visitors from all countries. The use of symbols can often reduce the number of words necessary on a sign.

For example rather than Maitland City Caravan Park, the sign could read “Maitland City” followed by the approved symbol to denote a caravan park.

The following illustrates the internationally recognised approved symbols for service signs.

(White lettering on a blue background)



The following illustrates the internationally recognised approved symbols for tourist signs.

(White lettering on a brown background)



Winery

Walking track

Scenic lookout

Historic Village

Gallery

Aboriginal

Logos

Logos are generally unsuitable for use of road signs because they cannot usually be clearly distinguished from a moving vehicle.

Construction Materials

Good construction and installation of signs is necessary to avoid danger to road users and pedestrians, particularly from signs that are too low, have sharp edges or are not designed

to collapse on vehicle impact. Generally, Australian Standards for such signage shall be used as a point of reference for the minimum construction standard.

Location

The location of a tourist attraction or service business should be a primary consideration at the time of initial business planning. Roadside signage cannot be used to compensate for a poorly located business.

It is important that tourist and services signs are located within road reserves so that they do not interfere with the safety of road users. Signs should be carefully positioned so that:

- they do not obstruct a driver's view of the road or intersection;
- they do not obstruct traffic or pedestrians;
- they do not create a confusing background to normal regulatory traffic signs and signals;
- they do not heavily impact on visual amenity, particularly in environmentally and visually sensitive locations

In general, Council will follow the guidelines of the RTA's Tourism Signing Guidelines in relation to the location of tourist and service signs. A copy of this document can be found on the internet at: http://www.rta.nsw.gov.au/trafficinformation/downloads/touristsignsv21_i.pdf (The file size of this document is approximately 3.3 mg)

Number of Signs

To prevent proliferation of signs and to ensure commercial equity, there is a limit to the number of tourist and service signs that will be permitted on road reserves. In the case of intersections whereby a tourism establishment or establishments are located there is a limit of two fingerboard signs that can be attached to the road name sign. Once the required number has surpassed this it will be necessary for the tourism businesses to apply for space at the next closest point, information bay/sign. On receipt of application each applicant will be advised of the number of signs available.

Information Bays

Council information bays may replace approved tourism signage and approved service signage at the discretion of Council where the following conditions apply:

- There are too many signs for the travellers to comprehend over a specified road distance as recommended by relevant Australian standards
- Council may plan for information bays in strategic locations of the Maitland LGA as part of an overall initiative to improve directions to tourist attractions within an area

Advice should be sought from council's tourism unit to determine whether council has plans for providing information bays

9. COST, OWNERSHIP, PERMIT PERIOD, INSTALLATION AND MAINTENANCE OF SIGNS

Overview

When Council receives an application, Council's Infrastructure Planning Engineer will assess and determine the application in consultation with Council's Tourism Unit. If the application is approved the applicant will be advised by Council of the total cost including sign design, construction, installation, permit fees and on-going maintenance.

Cost

The cost of design, installation and maintenance of signage is generally the responsibility of the applicant unless otherwise stated. Such costs form part of the overall cost quoted by Council.

Sign Permit

Should an application be approved, the applicant will be issued with a sign permit that details a number of conditions including:

- standards and specifications relating to sign construction, installation and maintenance;
- responsibilities in relation to cost, maintenance and removal;
- conditions under which Council may remove any sign;
- conditions relating to the continuing operation of the tourist or services establishment

It is the applicant's responsibility to immediately notify Council to arrange for the removal of all road signage to the property in the event of the business closing or it is no longer considered to be an eligible tourism business. Costs for undertaking this work will be charged to the business owner.

A sign permit is granted for the original design. The sign cannot be altered in any way. Any alteration to a sign design is subject to a new application, which may require a new sign permit.

Permit Period

The sign permit issued by Council grants the applicant the right to use the portion of roadside reserve for a period of five years, in which to display the approved sign, after which time the appropriateness and efficacy of the sign may be reassessed. However, Council maintains the right to replace, or remove any sign installed on roads under its control when any of the following occurs:

- the applicant no longer conforms with the conditions of the sign approval;
- the sign is in a poor state of repair;
- there is a demonstrated need for aggregating signs in a particular location;
- Council needs to resume the land

Ownership

The signage shall always remain the property of Council. Applicant's fees are for a permit to display such signage.

Installation

Council shall be responsible for the installation of all signage. The cost for such installation shall form part of the initial quote supplied to the applicant.

Maintenance

The need for sign and or supporting structure repairs or replacement, for any reason, shall be at the discretion of Council. The cost for maintaining sign and or supporting structure, including damage or vandalism, replacement, reinstatement and / or re-erection is the responsibility of the applicant. Where a sign is vandalised, Council may cover the sign until a response is received from the applicant to proceed with the maintenance work on the sign and or supporting structure.

The applicant will be informed of any maintenance requirements, and the estimated cost and timing of the works. Should the applicant not respond in 28 days of notice, Council will proceed with the works and bill the applicant. Should urgent repairs be required for safety of the public, no notice will be given to the applicant and the applicant billed for the repairs accordingly.

10. ELIGIBILITY FOR TOURISM SIGNAGE

Criteria for Tourist Attraction Signage

In order to qualify for tourist attraction signage as outlined in Section 6 a tourist attraction (other than a natural feature) must satisfy all of the following essential criteria:

Essential Criteria

Tourism must clearly be a 'Core Business Activity' of the attraction (see definition in Appendix A)

In addition, the attraction must:

- provide a substantive tourism experience in addition to or as part of any commercial / retail nature of the establishment;
- have all relevant State and Local Government licences and approvals to operate as a tourist attraction, including health, planning and parking requirements, as well as facilities for disabled persons;
- be open to the public at appropriate times such as week-ends, school holidays etc. depending on the nature of the attraction or business;
- be a financial partner of the Maitland Visitor Information Centre;
- have a documented promotional plan which should incorporate promotional literature, on-site signage and other relevant initiatives;
- be appropriately signed within the property line so that it is easily identifiable by passing traveller's;
- have appropriately trained visitor contact staff

Desirable Criteria

It is also desirable if the attraction:

- provides a parking area for coaches and other large vehicles;
- maintains a record of visitor numbers and comments

Automatic Eligibility

Applicants that can demonstrate that they have already met the eligibility requirements from the RTA (if previously applied for signage on the highway), automatic eligibility will be assumed.

Specific Criteria

The following attractions must comply with the essential criteria, unless noted otherwise:

Golf Courses

Golf courses are not signed as tourist attractions, but are generally eligible for signage as community facilities.

Art Galleries and Craft Outlets

Art and craft outlets are signed as tourist attractions (white on brown) only when they can meet all the essential criteria and can fulfil any two of the following specific criteria:

- feature a resident artist / craftsman;
- display a production process, together with associated explanatory information;
- provide adequate exhibition space (less than 50 square metres is deemed a retail outlet);
- is a studio gallery; and more than 30% of the art / craft works on permanent display are of local and / or regional artists craftspeople

Antique Galleries / Stores

Are required to meet essential criteria detailed within essential criteria.

Museums and Historic Properties

Historic sites and properties, principally those owned and / or operated by the National Trust of Australia, are eligible for tourist signage when they meet all the essential criteria, with the following addition:

- Museums and historic properties must provide supporting literature and interpretive material for the visitor

Wineries

Wineries holding a Vignerons License or a license which permits sales direct to the general public, which feature a purpose-built facility (cellar door) for the tasting of wines, and which meet the essential criteria, will be considered for permanent signage.

National Parks, State Forests and Reserves

All National Parks, State Forests and reserves are eligible for brown and white tourism signage. Service facilities within such areas may also be eligible for blue and white service signage.

Tourist Accommodation Signage

Signage policy may range from no signs at all for most accommodation types in built up areas, to very specific signposting to a particular establishment in a remote location. Wherever possible, signage to accommodation establishments will make use of the Australian Standard symbols (see Section 8) either on their own or combined with word legends (for example motel, caravan park).

Facilities located on designated roads, with adequate sight distances for traffic and with the ability to erect property signs, will not be eligible for service signage, except in cases of traffic safety in which case advance signs within the information bay may be warranted.

Relevant properties should refer to Council's B & B Signposting Policy

Tourist Accommodation Signage in Urban Areas

Signage to accommodation establishments within major urban areas or within the urban limits of rural towns is generally in the form of a fingerboard sign from the nearest designated road. However:

- the facility must be located within two kilometres of the intersection; and
- further reassurance signs will be considered only in cases of extreme directional difficulty

Tourist Accommodation Signage in Rural Areas

Signage to accommodation establishments in rural areas is generally by way of larger fingerboard signs, the size of which should be determined by the prevailing traffic speed. Generally, the size will be determined by Council using the RTA's Tourism Signposting Manual as a guide.

Criteria for Tourist Accommodation Signage

This section outlines general eligibility criteria for tourist accommodation signage. In order to qualify for tourist accommodation signage, the relevant accommodation facilities must be:

Essential:

- currently operating and must hold all relevant State and Local Government licences / approvals and other appropriate consents;
- open daily;
- available for casual accommodation (prior booking not required);
- open to the general public (not exclusively for coach tours or other organised groups);
- a financial partner of the Maitland Visitor Information Centre

Specific Criteria

In addition to the general criteria, the following accommodation facilities must satisfy the criteria set out below:

Caravan Parks

Caravan Parks must:

- provide a mixture of accommodation, powered caravan sites and camping sites; and
- be operated and maintained by an on-site manager 7 days per week

The bed symbol can only be used on caravan park signage where bed linen and towels are provided.

Camping areas

Camping areas will be signed by the tent symbol only and must be serviced by fresh water for drinking purposes and toilets.

Bed and Breakfast Establishments

Bed and breakfast establishments:

- must provide on-site management;
- must avoid signage proliferation in areas featuring a high number of B&Bs, only generic signage, ('B&B' and / or bed symbol) will be permitted at major intersections, but may be supplemented by more specific signage closer to the property;
- establishments that close for more than three months of any one twelve month period will not be eligible for signage

Relevant properties should also refer to Council's B & B Signposting Policy.

Farmstays / Host Farms

Farmstays and host farms must provide a legitimate farm experience for visitors.

Resorts

The terminology 'resort' will only be used on services signage when the following conditions are met:

- a variety of accommodation options is provided;
- dining or self-contained cooking facilities are provided;
- essential guest services are provided on site;
- reception area is staffed for a minimum of 14 hours per day;
- a range of recreational facilities are provided;
- a range of activities conducted by suitably experienced staff are provided in order to extend the holiday experience

11. ELIGIBILITY FOR SERVICES SIGNAGE

Criteria for Service Signage

As there are so many establishments that provide services to travellers, and Council is committed to non-proliferation of signage, eligibility for this type of signage will be at the sole discretion of the Tourist Manager in consultation with the Infrastructure, Planning Engineer dependent on the type and location.

In order to qualify for service signage a service provider must provide one or more of the following services:

Hospital

Rubbish receptacle

Boat ramp

Visitor information (Accredited only)

Food / dining

Parking

Toilet facilities

Fuel

Airport

Disabled access

Tea / coffee

Truck parking areas

Bicycle track

Fresh drinking water

Public telephone

Fireplace / BBQ facilities

Rest area

Accommodation - including caravan parks and camping areas. (Criteria for this category is covered in Section 8)

Symbols to indicate this type of service can be found in Section 6.

Essential Criteria

- Service facility must be located outside of recognised business districts (refer to Maitland City Council Urban Settlement Strategy)
- Service facility must be located in a position which would not otherwise be seen by travellers or sign would benefit traveller's road safety based on the type of road environment in the area

Desirable Criteria

- Service facility supports specific tourist attractions
- The scale of the service facility size is comparable to the distance to travel there and or is comparable to the tourist attraction it supports

Note: In all cases, service signage will be treated as a merits-based application.

12. HOW TO APPLY FOR SIGNS

Overview

As mentioned earlier, this document deals only with regional and rural roads within Maitland City Council Local Government Area (LGA) e.g. roads within the LGA other than the New England Highway. The table below illustrates the Road Authority for the type and location of sign. You may need to make application to more than one authority for signs depending on the type and location. In the first instance, however, you should contact Council's Tourism Manager

Preparation of Application

Applicants should meet with Council's Tourism Manager to discuss entitlement, design, wording and in some cases, the possibility of including 'like attractions' in a co-operative scheme.

A promotional plan for the business must accompany the application to indicate that the requested sign(s) will be supported by adequate marketing activity

The application form to be used (Appendix E) can be found on page 44.

Lodgment of Application

Application should be lodged with the Service, Regulation & Planning Department at the Maitland City Council Administration Office, 285-287 High St, Maitland.

If the proposed signage is on a State managed road, (i.e., the New England Highway) the applicant should contact the NSW Tourist Attractions Signposting Assessment Committee (TASAC).

Consideration of Application

The Infrastructure Planning Engineer who will assess and determine the application.

- Assessment of the application will involve consideration of the facility (whether it qualifies for consideration for tourist or service signage), road safety and traffic management issues
- Australian Standard, AS 1742.6 Manual for uniform traffic control devices Part 6: Service and Tourist Signs for Motorists, and the State-based Tourism Signposting Manual will be used as a reference for all applications
- The Infrastructure, Planning Engineer may seek input from and consult with Tourism and / or Economic Development staff and/or with any other referral body considered appropriate.
- When considered necessary (i.e. regional strategic / policy issue) the application may be referred to the Tourist Attraction & Signposting Assessment Committee for its endorsement or otherwise.
- Some applications may take some time to process because of the need for more extensive evaluation and consultation.

Approval or Refusal of Application

Where Council is the Road Authority, the applicant will be notified in writing within a target timeframe of **28** days advising whether:

- the application has been approved;
- the application has been rejected;
- the application must be referred to other authorities for consideration;
- a cooperative signage scheme should be considered;
- a cooperative signage scheme should be considered

The timeframe may vary as applications may require further investigation. In addition, signage issues can only be dealt with as resources allow.

Approval will take the form of a sign permit which will detail a number of conditions, including the technical and physical standards of the design, the manufacture and installation of the sign(s), the applicant's responsibilities for maintenance and Council's rights to remove any sign if the conditions are not met. An example of a sign permit can be found on page 41.

Approval may also be conditional on aspects of the applicant's promotional plan.

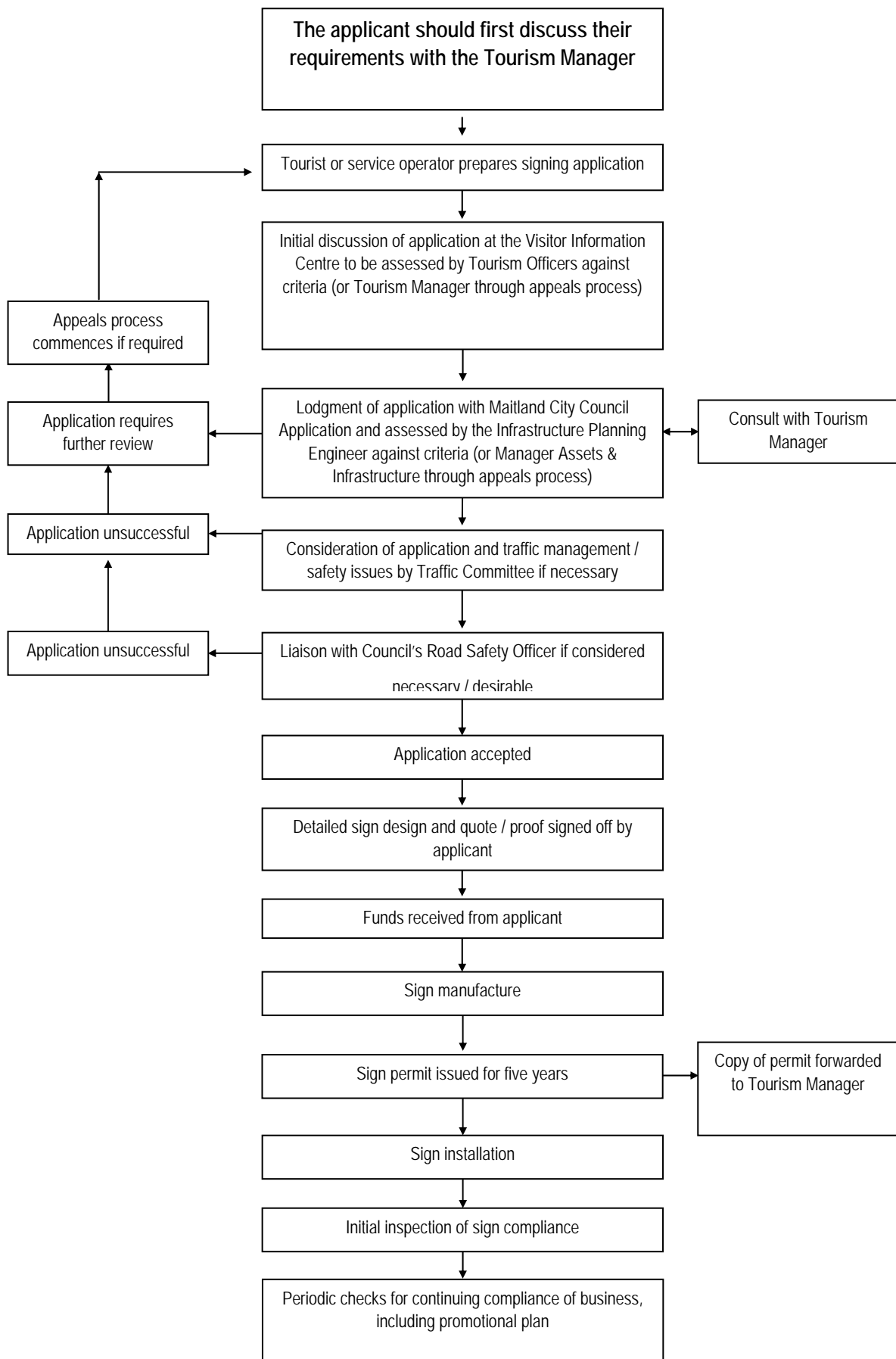
Sign Implementation

Maitland City Council will arrange for the design, manufacture and installation of signs with full cost recovery from applicants. Council shall notify the applicant of all costs involved prior to implementation. Payment is to be made by the applicant before the signs are ordered.

Summary of Process

Location	Determining Authority	Process
Main Highway maintained by the RTA	Tourist Attraction Signposting Assessment Committee (TASAC)	Contact TASAC and obtain the appropriate guidelines and application form. A full copy of their guidelines can be found on the internet website located at: http://www.rta.nsw.gov.au/trafficinformation/downloads/touristsignsv21_i.pdf (The file size of this document is approximately 3.3 mg). Their contact details are on page 47
All other roads - For tourist or service signs proposed to be located within the road reserve	Maitland City Council - Tourism Manager & Infrastructure Planning Engineer	Read this document and commence the application process. An application form can be found on page 44. Arrange to meet with Council's Tourism Manager.
Route markers along a defined tourist route	Tourist Attraction Signposting Assessment Committee (TASAC)	As above. Also - make initial contact with the Tourism Manager.
For advertising signs proposed to be located on private property such as billboards or attraction entrance signs	Maitland City Council – Service, Planning & Regulation Department	Advertising signage on private property is not covered by these guidelines. Consultation will need to be made with the Service, Planning and Regulation Department; Council Administration Building located at 285-287 High St, Maitland. In addition to applying for the signage, development consent may also be required.

Application and approvals process for tourist and service signs where Council is the Road Authority.



13. RATIONALISING AND AGGREGATION

Overview

Many tourist attraction and services signs previously erected do not satisfy these guidelines. In some cases it may also be appropriate to group attractions together on one sign, consistent with good sign design principles detailed in Section 6.

Incentives may be offered to owners of existing signs to encourage them to comply with the guidelines. Incentives might include:

- incorporating existing sign owners in new signs at a reduced cost;
- inviting existing sign owners to participate in aggregation of signage

In all cases, operators will be informed in advance of rationalisation of road signage.

Rationalising Signs

Proliferation of signs, particularly at intersections, is not desirable. Too many signs create visual pollution, can be a safety hazard for traveller's and are often ineffective because of the very limited amount of information that can be absorbed by a motorist at design road speed.

Wherever possible, the rationalising of existing signs should be considered by the applicant and road authority when processing applications for new sign(s). Rationalising may include a mixture of the following:

- removal of old or outdated signs;
- aggregation of existing signs under a generic reference;
- creation of a major tourism signage scheme;
- use of promotional materials (maps, guides, audio tapes etc) to reduce dependence on signage

When rationalisation of individual signs is not possible, Council and / or the applicant(s) should consider the aggregation of smaller signs into one sign. This may often involve the replacement of references to individual attractions with a generic descriptor. For example, instead of signage to several individual wineries or galleries, a larger general sign to "wineries" or "galleries" may be appropriate.

Another possibility may be to incorporate a series of related attractions into a signed tourist drive (see Section 14)

The need to rationalise signage will be made in consultation with existing stakeholders. However, the Council holds the final decision in relation to rationalised and aggregate tourism signage. Applications for new signage schemes will generally not be approved by Council without the removal and / or rationalising of some existing signs.

Additions to Tourist Signs

While the aggregation of tourist attractions on one sign is encouraged, applicants need to strictly adhere to good design principles detailed in Section 6. Reference to the State-based Tourist Signposting Manual should be made in regards to sign design and for specific text size, sign size, spacing etc.

Where possible, space should be allowed for the addition of further establishments. When an applicant can be added to an existing sign in accordance with good sign design

principles, the applicant will usually be required to meet all or most of the cost of the re-manufacture of the sign in order to incorporate the additions dependent on the specific circumstances.

Preferred suppliers of signs should also take into account sign size, fonts etc. if additional signage is to be installed to ensure consistency.

14. DRIVING EXPERIENCES

Overview

New South Wales offers a wide range of driving experiences to the visitor market. Driving experiences might occur on any part of the road network, from state through to local roads. They may vary in driving time from several days down to a few hours. Experiences, activities and services promoted and delivered en-route and within destinations for the visitor include tourist attractions and other services eg. accommodation, dining opportunities, visitor information and rest areas. The driving experience can vary in terms of a range of factors, including:

- using the most direct route to a destination, eg national or state highway;
- using a destination as a base to explore sub-regions / regions, i.e. “hub and spoke” trips;
- taking alternative routes of interest from the main corridors, eg regional tourist drives;
- following a pre-determined route based on a particular theme / product / experience, eg wine trail, heritage trail or local tourist drive;
- no fixed travel plan, but utilising information provided en-route to determine destinations and other stops

Driving experiences are typically developed and promoted by state government, local government, regional and local tourism organisations or other tourism industry interests, or any combination of the above. The agencies involved will determine management responsibility for:

- communication strategies eg. available collateral, such as maps and interpretive guides, with appropriate distribution channels; and
- monitoring the tourist attractions, visitor services, other services and benefits en-route to ensure the driving experience is providing what the target market(s) require

How to Apply for a “Driving Experiences” Themed Route

Applications for the assessment of additional tourist drives, or amendments to those already planned in NSW, have to be considered by the Tourist Attractions Signposting Assessment Committee (TASAC). Endorsement from Council’s Tourism Unit is essential. Please speak with the Council’s Tourism Manager regarding this.

15. INFORMATION/INTERPRETIVE SIGNS AND SERVICES

Visitor Information Centres



Purpose:

Visitor Information Centres (VIC's) should provide the major source of information to a visitor in a city, town or region. Major VIC's are generally operated and funded by the local Council and or / tourist association. The principal tourist signage in any urban area needs to be to the nearest accredited visitors information centre.

Criteria:

Only those centres with the NSW Accredited Visitor Information Centre (AVIC Program) can be provided with signs showing the yellow on blue italicised "i" symbol.

The use of the white on blue Roman "i" symbol is no longer appropriate for use by Visitor Information Centres. A new italicised yellow on blue "i" sign (as shown in the picture above) is to be used for accredited VIC's. This forms part of the strategy to improve and obtain an integrated, high quality network of information centres better focused on servicing tourism in NSW and most importantly, the tourist.

Location:

Visitor Information Centres are most effective when located on an arterial road and preferably along an established touring route. VIC's located within townships should be easily accessible, visible and provide adequate on-site parking or parking near to the building. Signage to visitor information centres can take the form of advance, intersection and position signage, as appropriate. Detailed signage schemes should be developed with input from relevant road authorities, particularly in cases where advance notice of the VIC needs to be provided from the through traffic route.

Cost:

Funding and on-going maintenance of signage to VIC's is the responsibility of each signed centre.

Information / Interpretation Shelters and Signs

Purpose:

Special interpretive signage is permitted on tourist routes / drives of significant cultural / geographic or heritage appeal. Such signage should succinctly explain and / or interpret

pertinent information about the site or vista. The signage should have all-weather durability, with a minimum maintenance requirement. It can be a stand-alone fixture or incorporated into a shelter.

Criteria:

Installation of interpretive signage must be warranted by the significance of the attraction, natural feature or theme in question. Initially, applications to establish tourist information bays should be made to the Tourism Manager at the Maitland Visitor Information Centre to ascertain whether Council has plans for any information bays. Applications will be referred to the Council's Tourism Unit for consideration, and then on to Council's Infrastructure Planning Engineer for final determination.

Location:

Careful consideration should be given to the siting of interpretive signage and should take into account:

- the size and visibility of the roadside reserve, safe entry to and access from the road;
- pedestrian safety;
- co-location with other facilities such as toilets, picnic facilities etc.;
- vulnerability to vandalism

Special interpretive signage can take the form of advance and position signage, developed with input from the relevant road authorities. Signage will generally be restricted to the adjacent road. The yellow on blue “i” symbol is to be used for indicating information bays. The word “BAY” should be added to signs to differentiate information bays from other information sources.

Cost:

Funding and on-going maintenance of signage is the responsibility of the body which operates the interpretation shelter and must be determined at the time of application between the road authority and the body which operates the bay.

Visitor Display / Guide Boards

Purpose:

Visitor display / guide boards present visitors with an opportunity to quickly and easily find products, services and activities in the area. Generally, they will be coordinated and funded by the private sector who will seek advertising sponsorship. Each advertiser (where appropriate) will have a map reference, which can easily be found on a map, which is incorporated into the sign.

Location:

Location will be negotiated between the applicant and the Tourism Manager.

Application:

Application should be lodged with the Service, Regulation & Planning Department at the Maitland City Council Administration Office, 285-287 High St, Maitland.

Cost:

Paid for by the applicant.

16. APPENDIX A: DEFINITIONS

Australian Standards (AS)

Australian Standards are prepared by committees made up of experts from industry, governments, user groups and other sectors. The requirements or recommendations contained in published Standards are the consensus of the views of representative interests and also take account of comments received from other sources. They reflect latest scientific and industry experience. Australian Standards are kept under continuous review after publication and are updated regularly to take account of changing circumstances.

Built Up Area

A area with substantial development, generally defined by the limits of a speed limit other than the relevant open road limit (100 or 110km/h), except where such a limit may be imposed for road safety reasons other than adjoining development.

Community Facilities

Facilities which are essentially community based and operated, even though they may be used by visitors and, in some cases, they may attract visitors in their own right. These might include a public golf course, swimming pool or airport.

Core Business (Tourism)

Refers to a business operation where the principal motivation, or one of the major motivations, is the provision of an experience and / or service to meet the needs of tourists. A demonstrated commitment to high standards of customer service should be central to the business philosophy. Membership of, and active participation in, the marketing programs of local and regional tourism organisations may also be taken into consideration when assessing the “core” business of a tourism operation in order to determine its eligibility for tourist signage.

Information Bay

A facility provided and maintained by the body who operates it for the free use of travellers and containing tourist information on display boards provided and maintained by the Council, local Tourism Association or other body.

Infrastructure Planning Engineer

An officer of Maitland City Council who has the role of planning infrastructure, whilst ensuring appropriate standards for road safety and traffic management.

Interpretation Centre / Shelter

A purpose built building, shelter or panels generally located on tourist routes / drives of significant cultural, geographic or heritage appeal which succinctly explains and / or interprets pertinent information about the site or vista.

Manager Assets and Infrastructure

A senior officer of Maitland City Council who is responsible for managing Council's Asset's and Infrastructure in the Maitland local government area.

Tourism Manager

A senior officer of Maitland City Council who is responsible for managing and coordinating tourism planning and marketing for the Maitland local government area or a region.

Marketing / Promotional material

Any material, including maps, guides, promotional brochures, audio tapes / CD's etc, which provides visitor information in relation to tourist attractions and facilities on a state, regional, local or individual basis.

Natural Feature

A geographic or other natural feature of interest to the tourist, for example, lookouts, waterfalls, lakes, wetlands, waterways, national and state parks.

Road Authority

The Government Authority with the responsibility of managing road networks.

Roadside Establishment

A commercially operated establishment catering for travellers in terms of meals, refreshments, fuel or accommodation.

Roadside and Public Facilities

Facilities other than roadside establishments, including rest areas or truck stop areas and associated facilities (picnic, fire place, toilets, etc), or other facilities such as telephone or emergency medical services.

Services Sign

A sign covered by the services sign provisions of AS 1742-6. Services signs can be used to sign visitor information centres, information bays, roadside establishments and roadside and public facilities in accordance with the guidelines.

Tourism

Travel by Australian residents and overseas tourists of at least 40kms from home involving at least one night stay for any reason. Day trips are additional to this.

Tourism Projects Officer

An officer of Maitland City Council who is responsible for implementing strategic planning and infrastructure projects.

Tourist Attraction Sign

A sign covered by the tourist sign provisions of AS 1742-6. Tourist signs can be used to sign tourist regions and areas, tourist attractions, natural attractions, tourist routes and tourist drives in accordance with the guidelines.

Tourist Attraction

A commercial or non-commercial attraction or establishment, or an attraction which is actively managed by a government agency or committee of management. Catering primarily for tourists and for which a charge may or may not be made. Eligibility criteria also applies.

Tourist Drive or Driving Experience

A tourist drive or driving experience may be:

- geographically based;
- tourist attraction based, for example, "Family Fun Trail";
- theme based, for example, 'wine trail'

Visitor Information Centre

A visitor information centre carrying a level of accreditation from the Aurora Group's management of the NSW Visitor Information Network and Development Program.

Visitor (overnight)

An Australian resident or international visitor undertaking a trip within NSW, involving a stay away from home of more than one night, but less than 90 days, and requiring a journey of at least 40kms away from home.

17. APPENDIX B: ORGANISATION ABBREVIATIONS

RTO

Regional Tourism Organisation

TASAC

Tourist Attraction Signposting Assessment Committee

RTA

Roads and Traffic Authority

MCC

Maitland City Council

MT

Maitland Tourism

VIC

Visitor Information Centre

18. APPENDIX C: SIGN PERMIT EXAMPLE (WHERE COUNCIL IS THE ROAD AUTHORITY)

Permit No: _____ Date: _____

The person named below (the applicant) is hereby granted approval to display a sign or signs at the location(s) specified for a period of 5 years from the above date, in accordance with the conditions detailed herein.

Applicant: _____

Brief Description of Sign(s): _____

Please also append detailed sign design(s) for each sign:

Location of Sign(s): _____

General Conditions:

All signs shall comply with Signposting Standards through the Dept of Tourism, Sport and Recreation and the Roads and Traffic Authority for construction and installation and shall satisfy technical requirements for legend style and size and other sign face elements

Signs shall be installed at the above location(s) in accordance with Maitland City Council and with regards for safe work practices at all times ensuring the safety of road users and property

The applicant shall bear all associated costs in relation to the design, manufacture, installation and maintenance of the signs as detailed in this document

The applicant shall indemnify the road authority and hold the road authority blameless for any loss or damage or injury that may result from the installation or presence of detachment of the signs or any of their mountings or fittings

The road authority reserves the right to cancel this approval and remove (without compensation) any sign which is not installed or maintained to the road authority's satisfaction or is in any way considered by the road authority to be a safety hazard. In the event the related business closes or changes in character or operation significantly from the time of approval issue, approval cancellation and sign removal may result without compensation

The applicant shall, at no time, alter the approved sign face design, without referral to the authorised officer of the road authority

The applicant shall immediately notify the relevant road authority to arrange for the removal of the sign(s), at the sign owners expense, in the event of the business closing or no longer being involved in the tourism industry

Failure to install any sign to the road authority's satisfaction within 90 days of the date of this permit shall cause the approval to laps

Special Conditions:

Applicant Agreement

Applicant to complete, sign and forward copy to the Infrastructure Planning Engineer listed below.

I agree to the conditions listed above and all other conditions outlined in the Tourist Signing Guidelines.

I understand that this permit is valid for 5 years from the date above and that, at the expiration of that time, the sign design and/or location may be reassessed to determine its suitability and the ongoing eligibility/compliance of this business. I also understand that at any time the road authority reserves the right to replace or remove the sign when any of the following occurs:

- the applicant no longer conforms with the conditions of the sign approval;
- the sign is in a poor state of repair;
- the operator or attraction is no longer eligible for tourist attraction or service signage;
- the business ceases to operate;
- there is a demonstrated need for aggregating signs in a particular location;
- the road authority needs to resume the land

Applicant to sign: _____

Date: _____

Please note, this permit is not valid until signed by the applicant and returned to the contact below:

Infrastructure Planning Engineer: _____

Organisation: _____

Postal Address: _____

P/code: _____

Telephone number: _____ Fax number: _____

19. APPENDIX D: PROMOTIONAL PLAN

The promotional plan submitted with tourist signage applications should provide a brief summary of the various elements that your business uses to communicate with the visitor.

Its inclusion with the signage application is to demonstrate to the Infrastructure Planning Engineer that you understand a tourist sign is primarily for directional purposes, not promotional, and that it is the final link in the communication chain with visitors - guiding them to your facility once they have been motivated to visit through other means.

You may submit your promotional plan in any form, but the following is provided as a checklist to assist you in the process.

- Name of business
- What means do you use to communicate its operation, facilities etc to the visitor?
- Print media advertising
- Brochures
- Electronic media advertising, website, email newsletter etc.
- Direct mail campaigns
- Other means
- Do you advertise in local / regional tourist guides / magazines etc?
- Are the details of your business, including opening hours available to visitors at the nearest accredited Visitor Information Centre?

Note: please attach samples / examples of the above materials

Please also note: Automatic eligibility may apply if you have already met eligibility criteria from the RTA.

20. APPENDIX E: APPLICATION FORM (WHERE COUNCIL IS THE ROAD AUTHORITY)

Completing the application form

To be favourably considered for signposting (where Maitland City Council is the Road Authority – i.e. non-RTA road network), applicants must demonstrate that they meet all the relevant criteria. Please provide as much detail as possible, including documentary evidence and supporting material, to demonstrate that all eligibility criteria are met in all relevant parts of the application form. Generally, simple ‘Yes / No’ answers are insufficient. The space provided on the application form should not be seen as a limitation, please attach additional pages if required.

If you have any questions about the application process, please contact the Tourism Manager or Infrastructure Planning Engineer at Council. Contact details can be found on page 50.

Name of attraction / region / area (This will form the basis of the wording on the sign(s) if approved)			
How long have you been operating?			
Street address or location of attraction / region / area. (Please attach a map showing where it is located)			
Address:			
Town/City:	State: NSW	Post Code:	
Postal address or location of attraction / region / area. (If different from above)			
Address:			
Town/City:	State: NSW	Post Code:	
Name and position of applicant			
Name and position of key contact. (If different from above)			
Phone:	Fax:	Mobile:	
Email address:			

Website address: (If applicable)

How many signs do you require in total? (Please complete one sign template per sign required - see next page):

Is your establishment a financial partner of the Maitland Visitor Information Centre?

Yes No

Please sign and date here

Signed by the applicant:	Date:	Signed by the Tourism Manager:	Date:
--------------------------	-------	--------------------------------	-------

- Have you spoken with the Tourism Manager?
- I have appended sign design(s) using templates on page 46
- I have appended a map(s) showing the exact location of each sign
- I have attached promotional material and other supporting documentation. OR
- I wish to be considered for automatic eligibility as I can demonstrate that RTA Standards have been met.

21. APPENDIX F: SIGN TEMPLATES

PLEASE REPEAT THIS SECTION FOR EACH SIGN APPLIED FOR

What type of sign are you requesting?

- Gateway / introductory Sign (Tourist Brown and White)
- Advance Sign (Tourist Brown and White)
- Intersection Sign (Tourist Brown and White)
- Position Sign (Tourist Brown and White)
- Reassurance Sign (Tourist Brown and White)
- Route Marker (Tourist Brown and White)
- Temporary Sign (Tourist Brown and White)
- Advance Sign (Service Blue and White)
- Intersection Sign (Service Blue and White)

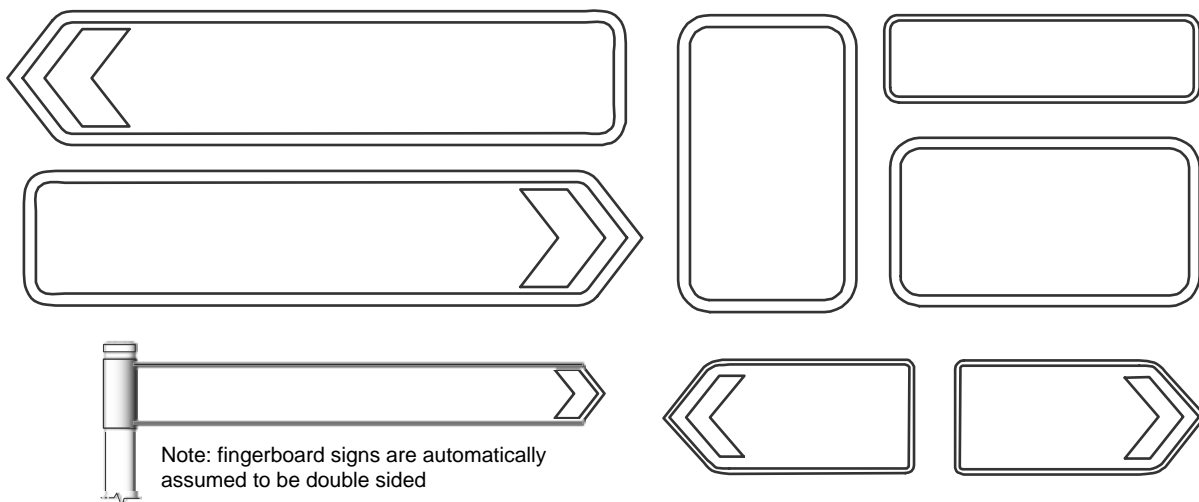
Where is the precise location you would you like this sign to be located?

Description of location - street (or streets intersection - attach map if necessary):

Town, village or locality: _____

Speed limit at point of proposed sign: _____

You can write and draw your requested wording straight onto one of the templates below.



22. APPENDIX F - CONTACTS

Manager Tourism

Maitland Visitor Information Centre
Ministers Park, Cnr New England Hwy & High Street, MAITLAND
PO Box 220
MAITLAND NSW 2320
(02) 4931 2866

Manager Assets and Infrastructure

Maitland City Council
285 - 287 High Street, MAITLAND
PO BOX 220
MAITLAND NSW 2320
(02) 4934 9814

TASAC

Shop 7, 108 Penthurst Street
WILOUGHBY NSW 2068
(02) 9967 0688

RTA

Traffic Management Branch
Email: technical_directions_publication@rta.nsw.gov.au
Phone: (02) 9218 3908
Web:
www.rta.nsw.gov.au/trafficinformation/guidelines/documentregister/technicalmanuals.html

Hunter Regional Tourism Organisation

PO Box 137
THORNTON NSW 2322
(02) 4978 4000
Fax (02) 49662188

23. APPENDIX G – INDICATIVE SIGNAGE PRICES

Prices quoted are indicative only as at March 2006. A quotation will be obtained for each sign and its installation once a permit has been submitted by an applicant.

Indicative Installation Costs

For an average sized sign requiring two poles: \$152 including GST

Indicative Sign Costs

Finger Board Sign (see positions sign page 14)	\$60 including GST
Services Finger Board Sign with symbols	\$141 including GST
Larger Services Sign with symbols	\$257 including GST