

Council Policy

Council Policy Name: Tourism Directional Information Signage

Responsible Directorate: Infrastructure and Environment

Version: Adopted

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 is applicable to all tourism directional information signage on local government property, excluding Main Roads controlled roads.
- 2.2. This Policy does not apply to signs already covered by provisions in the:
- Council policy 'Portable Advertising Signs in Public Places'; and
 - City of Busselton Local Planning Scheme No. 21.

3. DEFINITIONS

Term	Meaning
Policy	this City of Busselton Council policy titled "Tourism Directional Information Signage"
Local government property	means anything, whether land or not, that belongs to, or is vested in, or under the care, control or management of, the local government

4. STRATEGIC CONTEXT

Strategic Theme	Strategic Priority
KEY THEME 2 LIFESTYLE	2.12: Provide well maintained community assets through robust asset management practices.

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 local government property. As such the City reserves the right to remove, modify or relocate signs on local government property 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 operational practices as determined from time to time by the City of Busselton, based on relevant legislation, standards and guidelines.
- 5.7. The City of Busselton may impose conditions on application approval as it deems appropriate.

6. RELATED DOCUMENTATION / LEGISLATION

- 6.1. Road Traffic Code 2000
- 6.2. City of Busselton Property Local Law 2010
- 6.3. City of Busselton Activities in Thoroughfares and Public Places and Trading Local Law 2015
- 6.4. Australia Standards AS1742 and AS1744
- 6.5. Main Roads Western Australia guidelines
- 6.6. Tourism WA Tourist signage guidelines
- 6.7. National Tourist Signing Reference Group guidelines
- 6.8. Relevant City of Busselton Operational Practices
- 6.9. Application form – Tourism Directional Signage (*hyperlink to be confirmed*)

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	21 August 2024	Resolution #	C2408/220
Previous Adoption	DATE	30 October 2019	Resolution #	C1910/210