

PART E TOURISM INFORMATION SIGNS - TYPES

1. FEATURES

Natural, Cultural and Historic

1.1 Intent of Signs

Directs visitors to natural, cultural and historic features and attractions which may charge admission or provide free entry, such as waterfalls, walking tracks, historic buildings or sites, and National Parks, etc.

1.2 Key Criteria

The feature must have all relevant State and Local Government licences and approvals to operate as a tourist attraction and should:-

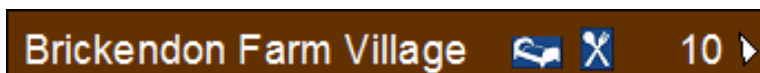
- (i) provide a substantive tourism experience. Other than admission fees, any commercial/retail aspects of the attraction must be of lesser significance in comparison to the feature itself.
- (ii) be open on weekends and at least four other days of the week, as well as public and school holidays.
- (iii) be open at least 9 months of the year, with periods of closure evident from signage.
- (iv) be listed on Tourism Tasmania's TigerTOUR database.
- (v) be registered for accreditation with Tourism Council Tasmania.

1.3 Ownership and Maintenance

The owners/ operators of the feature shall be responsible for the production, installation, maintenance and removal of the relevant signs if the Feature is closed to the public.

The road authority reserves the right to remove signs that no longer comply with the original approval, have fallen into a state of disrepair or the Feature is no longer open to the public.

1.4 Style of Sign



2. FACILITIES

Commercial Tourism

2.1 Intent of Signs

Directs visitors to tourism related commercial facilities and services such as accommodation, tearooms, restaurants, wineries, craft shops, etc.

2.2 Key Criteria

The business must have all relevant licences and approvals to operate as a tourism business and generally should:

- (i) provide a substantive visitor experience or service, eg. accommodation, gift shop, antique store, gallery or restaurant.
- (ii) be open on weekends and at least four other days of the week, as well as public and school holidays.
- (iii) be open at least 9 months of the year, with periods of closure evident on signage.
- (iv) be listed on Tourism Tasmania's TigerTOUR database.
- (v) be registered for tourism accreditation with Tourism Council Tasmania.

2.3 Ownership and Maintenance

The Commercial tourism facility shall be responsible for the production, erection and maintenance of the relevant sign including removal if the business ceases operating.

The road authority reserves the right to remove signs which no longer comply with the original approval, have fallen into a state of disrepair or the facility is no longer operational.

2.4 Style of Sign

Advance Access



Advance Junction



3. PROMOTIONAL SIGNS

(i) 'Welcome to Tasmania'

(a) Introduction

At the major air and sea ports of arrival into Tasmania, 'Welcome' signs can be erected to greet visitors to Tasmania. Generally these signs will be funded by State Government. The designated ports are as follows:-

- Hobart Airport
- Launceston Airport
- Devonport Airport
- Burnie Airport
- Devonport Ferry Terminal

(b) Design

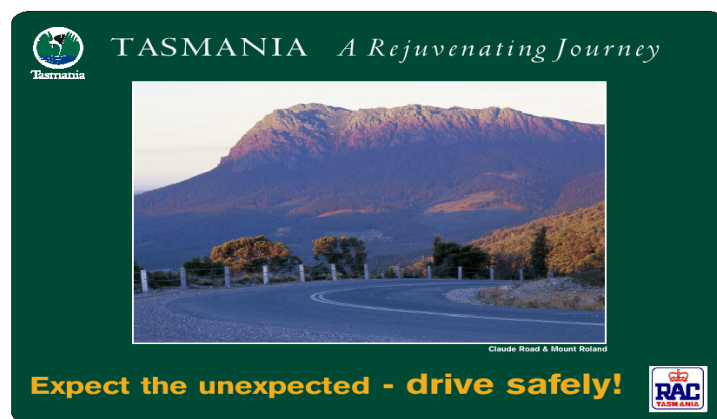
The design shall parallel the promotional strategies of Tourism Tasmania and as negotiated with the landowners and / or partners.

(c) Ownership and Maintenance

The State Government will be responsible for the design, installation and maintenance of the relevant signs unless other arrangements are entered into with the landowner.

The State Government will remove signs which no longer comply with the promotional strategies of Tourism Tasmania or have fallen into a state of disrepair.

(d) Style of Sign



(ii) Tourism Precinct

(a) Introduction

Signs may be erected to indicate a defined tourism precinct where evidence exists of an integrated approach to tourism in a particular area / region.

(b) Criteria

- Evidence of a critical mass of attractions in the precinct / bypassed town providing a substantive tourism experience;
- The development of an integrated tourism development and promotional strategy by the local tourism association or local council focusing on the precinct experience.
- On going commitment by the local operators to the strategy.

The determining authority as to the classification of an area as a tourism precinct, for signing purposes, will be Tourism Tasmania.

(c) Design

Signing of tourism precincts will generally be on separate dedicated structures and not on existing guide signs.

The letter size and the total sign should be sufficiently large, so as to be readily appreciated having regard to its location and vehicle operating speeds.

Signs are not permitted which, because of colour, animation, siting or aspect, detract from the value of traffic signals or road marking.

Design specifications and location of the signs shall, in the final event, be determined by the Road Authority.

As provided for in Part B (1) of this Manual, bypassed town tourism precincts can be highlighted through the use of photographs on the Advance Direction Signs

(d) Installation of Signs

Signs are to be installed in accordance with Australian Standard 1742.2 and DIER Specifications. Where these two differ, on State Roads DIER Specifications shall take precedence. In the final event, the installation of the sign(s) shall be determined by the Road Authority.

(e) Ownership and Maintenance

Precinct signs will generally be provided at the cost of the relevant Municipal Council which shall be responsible for sign erection, maintenance and removal of the signs.

The approving authority / road authority will remove signs which no longer comply with the original approval, have fallen into a state of disrepair or the precinct no longer exists.

(iii) Municipal and City/Town Boundary Greetings

(a) Introduction

With the approval of the Road Authority, Local Government may erect greeting signs at municipal or town/ city boundaries at their discretion.

(b) Installation of Signs

Signs are to be installed in accordance with Australian Standard 1742.2 and, on State roads, DIER Specifications shall take precedence where these two differ.

(c) Design

The letter size and the total sign area should be sufficiently large, so as to be readily appreciated having regard to its location and vehicle operating speeds. The total sign should have a surface area no greater than 3 square metres.

In those cities/towns that have a TVIN Centre, the city/town boundary signs should be designed to accommodate the italicized '*i*' symbol – see Part E 3 (iv).

Signs are not permitted, which, because of colour, animation, siting or aspect, detract from the value of traffic signals or road marking.

Design specifications of the signs shall, in the final event, be determined by the Road Authority.

(d) Ownership and Maintenance

The signs shall be funded by the city/municipal council which shall also be responsible for sign installation, maintenance and removal.

The road authority reserves the right to remove signs which no longer comply with the original approval or have fallen into a state of disrepair.

(e) Style of Sign



(iv) Tasmanian Visitor Information Network (TVIN) Centre

(a) Introduction

Tasmanian Visitor Information Network (TVIN) Centres authorized by Tourism Tasmania to use the italicised ‘*i*’ symbol may, with the approval of the Road Authority, erect signs directing to the Centre at the city / town boundary and at additional locations within the city / town.

The italicized yellow on blue ‘*i*’ is a registered trademark symbol and, as such, its use is limited to parties licensed to do so.

(b) Type and Location

As a general principle, the focus of signs leading into cities and towns will be to guide visitors to the TVIN centre servicing the community or region. The State Government (through Tourism Tasmania) will provide TVIN signs on primary access roads leading to cities / towns where TVIN’s are located.

A tiered approach to TVIN signs is recommended as below:-

- Advance signs 10 – 30 km from the city / town boundary;
- A combined town 'Welcome' and TVIN sign on major access roads at the city / town boundary;
- Direction signs at junctions leading to the Centre;
- Appropriate signs at or on the TVIN Centre;

An after hours information board at or near the Centre outlining the location of key features and commercial tourism facilities is a desirable asset for visitors arriving after regular opening hours.

Location, design and number of signs will be determined by Tourism Tasmania in consultation with the Road Authority in conformity with signs shown in Part F (4).

Signs are to be installed in accordance with Australian Standard 1742.2 and, on State roads, DIER Specifications. Where these two differ, on State Roads DIER Specifications shall take precedence. In the final event, the installation of the sign(s) shall be determined by the Road Authority.

(c) Eligibility

Will be determined by Tourism Tasmania. Details of current Centres can be obtained from Tourism Tasmania.

(d) Maintenance and Ownership

Tourism Tasmania shall generally fund manufacture and erection of standalone TVIN signs including costs incurred in their maintenance and removal if required.

The road authority reserves the right to remove signs that no longer comply with the original approval, have fallen into a state of disrepair or the TVIN Centre is closed.

(e) Style of Sign



(v) Information Bay, Lay-by and Non TVIN Information Centre

(a) Introduction

The following guidelines relate to erection of the white on blue 'i' used for non-TVIN information centres, information bays and lay bys. An application to erect such signs would generally be made, or supported by the city/municipal council.

(b) Eligibility Criteria

➤ Non TVIN Information Centre

A premise with a dedicated area set aside for the provision of free and saleable tourism literature to visitors and accessible by the public during reasonable hours most days of the week. Where the information area is within the premises of another business activity, provision of information / literature will not be conditional upon purchases from that other business activity.

➤ Information Bay

A permanent roadside structure providing a range of visitor information.

➤ Lay-by

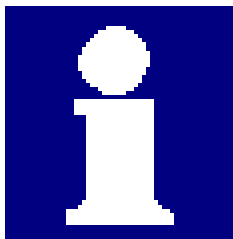
A panel of tourism and/or service information signs providing visitor information.

(c) Ownership and Maintenance

The signs will generally be provided at the cost of the relevant city/municipal council which shall also be responsible for sign design, installation, maintenance and removal.

The road authority reserves the right to remove signs which no longer comply with the original approval, have fallen into a state of disrepair or the facility is closed.

(d) Style of Sign



(vi) Visitor Radio

(a) Introduction

Prior to submitting an application for signs, the Broadcaster must obtain all necessary approvals permitting the broadcasting of a Visitor Radio Information Service.

(b) Broadcast Content

- The broadcast content must provide visitor information (which may include advertising) relating to visitor attractions and facilities in the broadcast area, to the satisfaction of Tourism Tasmania.

(c) Installation

Signs are to be installed in accordance with AS 1742.2 and DIER Specifications. Where these two differ, on State roads DIER Specifications shall take precedence.

In the final event, installation of these signs shall be determined by the Road Authority.

(d) Ownership and Maintenance

The broadcaster will be responsible for the manufacture, installation and maintenance of the relevant signs and for their removal upon cessation of the broadcast service.

The road authority reserves the right to remove signs which no longer comply with the original approval, have fallen into a state of disrepair or the service ceases to operate.

(e) Style of Sign



(vii) Historic Town / Historic Village/Historic Precinct

(a) Introduction

For a town, village or precinct to qualify for the 'historic' classification and receive relevant signs the following criteria apply.

- There should be a reasonable number of well-grouped structures dating from before 1901 (pre-federation), each of which has not been dramatically altered since that time.
- At least one building of historic interest is to be open for inspection by the public during normal trading hours.
- The town, village or precinct is to have in place the means to provide information, interpretation, guidance and advice on its historic buildings and structures.
- The determining authority for these classifications will be Tourism Tasmania in consultation with the Heritage Council of Tasmania.
- Approved historic towns, villages or precincts may qualify for white on brown Advance Direction Signs and the appropriate Tourism Shield, on the boundaries of the town, village or precinct.
- The following are classified as Historic Towns as at 14 July June 2006;

Bothwell, Campbell Town, Carrick, Deloraine, Derby, Evandale, Franklin, Hamilton, Kempton, Latrobe, Longford, New Norfolk, Oatlands, Pontville, Queenstown, Richmond, Ross, Stanley, Swansea, Westbury, Zeehan.

(b) Ownership and Maintenance

The Road Authority is responsible for the costs of design, manufacture, installation and maintenance of the signs.

(c) Style of Sign

Insert Richmond real historic town sign here

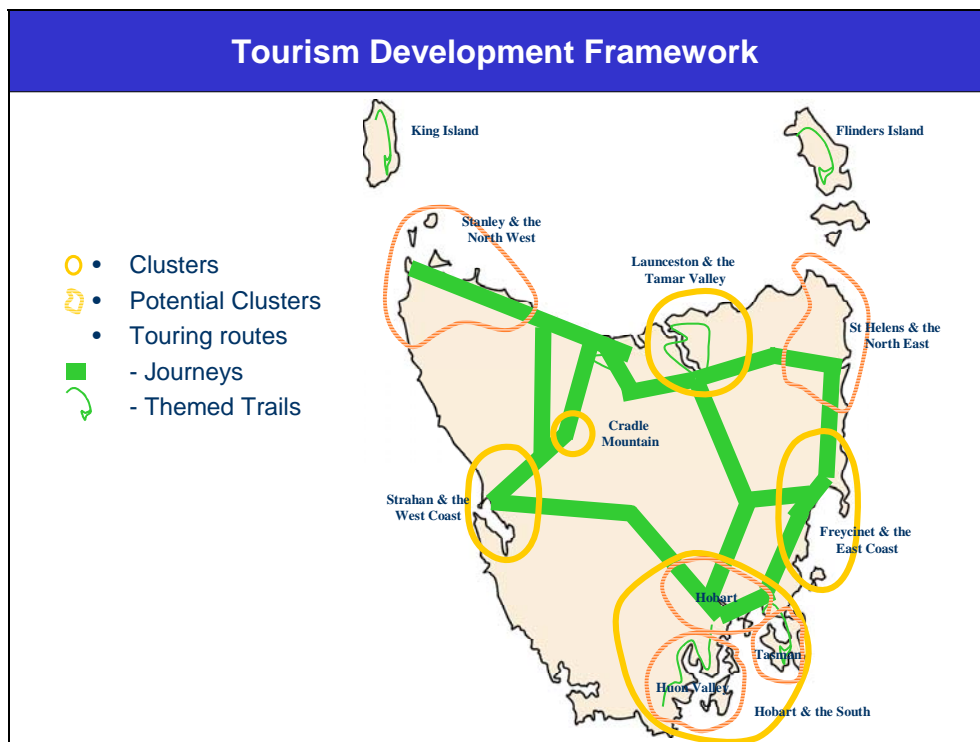
(viii) Themed Routes

(a) Introduction

In partnership with the three regional council bodies (Cradle Coast Authority, Northern Tasmania Regional Development Board, Southern Councils Tourism Task Force) Tourism Tasmania has implemented a ‘touring route’ strategy designed to improve the Tasmanian touring holiday experience.

The Strategy is underpinned by the Tourism Tasmania’s Tourism Development Framework which defines a touring route as:

- a primary themed route connecting clusters.



The intent of the Touring Route Strategy is to feature the key attractions of Tasmania and facilitate the delivery of the ‘Tasmanian Experience’ to visitors. Tourism Tasmania is encouraging the development of themed touring routes through the regional partnerships whereby each route will have its own development strategy embracing product development, standardised literature, web sites, integrated tourist signage, public infrastructure, etc.

A touring route is intended not to encourage a rush from one cluster to another, but rather to highlight all the opportunities along the way to experience Tasmania – there will be many products / experiences that are accessible off the major ‘A’ classified road network as visitors journey from one region to another.

Generally touring route signs will not appear on existing guide signs – the preferred solution is for standalone signs, which do not detract from Traffic Control, and

Guide Signs. A minimalist approach is deemed more desirable than saturating routes with vast numbers of touring route signs

(b) Criteria

A primary themed route between clusters will portray and link some of the State's unique natural, cultural or heritage features and in a manner which make it a 'must see and do' for tourists.

It is essential that the quality of the experience of a themed route is maintained at a very high level to ensure it creates a perception of 'something special' and is held in high regard by tourists.

The distinguishing issue for determining whether a collection of natural, cultural or historic features joined by a roadway constitutes a 'touring route' will be the presentation of such features and how they can be experienced by tourists; and, the manner in which the route between such features is part of the experience.

A route that simply links together the general features and facilities of an area would not constitute by itself a touring route.

To be classified as a touring route and be eligible for signage as part of the guide system, the route must satisfy the following criteria:

- The route should have significant tourism and or/ scenic appeal, including a high frequency of quality tourist attractions;
- The route must not be based on attractions which are strictly seasonal or are not a permanent feature of the route;
- The route must use only suitably maintained roads, preferably sealed, which are also capable of handling the higher volumes of traffic attracted to the area;
- Tourist literature covering the route must be developed and made available through TVIN Centres and local information outlets along the way;
- The theme of the route should reflect its unique characteristics and be aligned with Brand Tasmania values.
- The route must be endorsed and supported by the relevant Regional Tourism Authority as part of its Regional Touring Strategy;
- There should be no overlap with other Journeys but it will be an advantage for connections to other Journeys to be well co-ordinated.
- The determining Authority for the approval of Journeys will be Tourism Tasmania in association with the respective Regional Tourism Authority.

(c) Maintenance and Ownership

The proponents of touring routes will be responsible for the production, erection and maintenance of the relevant signs unless other arrangements are entered into with the Road Authority.

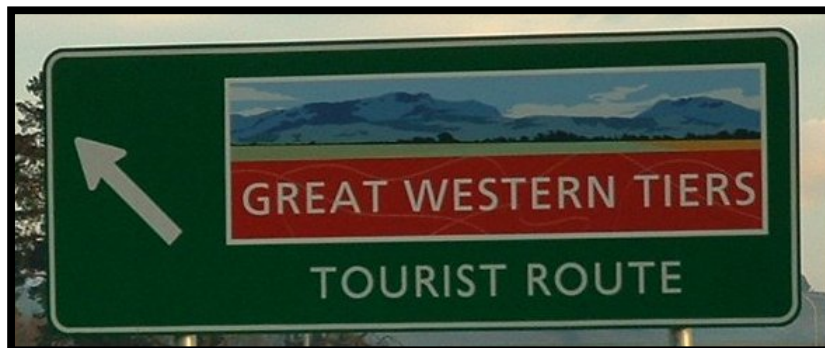
Signing of routes will generally be on separate dedicated structures and not on existing guide signs.

The road authority reserves the right to remove signs that no longer comply with the original approval, have fallen into a state of disrepair or the Journey or Trail ceases to function as intended.

(d) Style of Signs

Signs may include:-

- route markers – shields or smaller signs erected along the route;
- advance signs – to indicate a change of direction, particularly on rural roads;
- junctions signs;
- position or interpretative signs; and
- end marker / signs – to signify the end of a themed route.



(ix) Wildlife Parks

(a) Introduction

Wildlife Parks are nature-based attractions that are considered to be of substantial importance to the State's tourism industry as a core element of Tasmania's natural heritage and are key contributors to the Tasmanian tourism brand core appeals, primarily through the display of native Tasmanian fauna.

(b) Key Criteria

Wildlife Parks must have all relevant State and Local Government licences to operate as a tourist attraction, including a Wildlife Exhibition Licence, and must:-

- comply with all criteria for being a Natural, Cultural or Historic Feature.
- Display a varied range of native fauna, which may be complemented with domestic animals, reptiles, fish or birdlife. Species not native to Tasmania / Australia may also be displayed but must not be the dominant exhibit.
- offer a quality visitor experience, including identification and interpretation of species / exhibits.
- be open on weekends and at least four other days of the week, as well as public and school holidays for at least 9 months of the year and preferably all year round.

(c) Signage Entitlement

Wildlife Parks may be eligible for tourism signs in either rural and / or urban environments. The determining authority for entitlement shall be Tourism Tasmania, in consultation with the Nature Conservation Branch, Department of Primary Industries Water and Environment (DPIWE).

Generally, signage will be limited to those locations providing direct access to the attraction. The road authority, in conjunction with Tourism Tasmania, may also give consideration to more distant locations.

All signage is subject to availability of safe and suitable sites on the roadside.

(d) Ownership and Maintenance

The attraction shall be responsible for all costs associated with the design manufacture, erection and maintenance of the signs. The attraction shall also be responsible for all costs associated with their removal if the business has closed or no longer meets the criteria for recognition as a Wildlife Park.

The road authority reserves the right to remove those signs that no longer comply with the original approval, have fallen into a state of disrepair or that the attraction has failed to remove following closure.

(e) Sign Style

The design of the signs shall be determined on a case by case basis. Wildlife Parks may be accorded signage of a design standard as shown in Fig XX (see Part F).
SHOW IMAGES HERE OF AD AND ID SIGNS

4. APPLICATION PROCESS FOR TOURISM INFORMATION SIGNS

Applications for natural, cultural, historic features signs, commercial tourism facility signs and promotional signs should be forwarded to the Coordinator Tourism Signs and Infrastructure, DIER using the application forms which follow.

There are certain conditions that need to be satisfied prior to formal approval being given to erect a tourism sign. The approval stages involve seeking permission from the landowner (either State Government or Local Government) and in some cases gaining planning approval from the city/municipal council.

(a) The Process for State Roads

- All enquiries should be directed to the Coordinator Tourism Signs and Infrastructure, DIER (62338539).
- An Application Form will be forwarded, if appropriate, to the enquirer.
- Applicant completes and returns.
- If eligible, permits and permissions are provided, other than those required by Local Government, to allow the signs to be erected.
- Guidelines on placement, lettering and style along with authorized manufacturers are also provided.
- Some councils require planning permission be given for signs. Contact must be made with the local council once DIER approval is provided.
- Once the signs are installed, the applicant must advise the Coordinator Tourism Signs and Infrastructure, DIER of completion.

(b) The Process for Local Government Roads

- Contact the Coordinator Tourism Signs and Infrastructure, DIER (62338539).
- An Application Form will be forwarded, if appropriate, to the enquirer.
- Applicant completes and returns Form.
- Eligibility letter copied to council, applicant also receives guidelines on placement, lettering and style along with authorized manufacturers.
- Applicant contacts the council to complete approval process.
- If approved, the applicant must advise the Coordinator Tourism Signs and Infrastructure, when the signs are installed, to confirm completion.



Tasmania

DEPARTMENT of
INFRASTRUCTURE,
ENERGY and RESOURCES

ROADS AND PUBLIC TRANSPORT DIVISION

TOURISM SIGNING GUIDELINES TASMANIA
APPLICATION FORM – TOURISM INFORMATION SIGNS
Commercial Tourism Facility / Natural, Cultural, Historic Feature

PART A: APPLICANT DETAILS

Name of Applicant:

Address:

.....

Phone:..... **Fax:**..... **email:**

Are you the business owner? Y / N

(If no, please attach contact details of the owner and confirm whether you act on their behalf).

PART B: DETAILS OF TOURISM FACILITY / FEATURE

Registered Business Name:.....

Location of Facility / Feature:

.....

Local Government Area:

Briefly describe the nature and operation of your tourism business / feature:

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.....

PART B: DETAILS OF TOURISM FACILITY / FEATURE (cont.)

Is your business currently trading? Y / N

Hours / days of operation:

Is your business closed seasonally? Y / N If yes, when?.....

Is your business on the Tourism Tasmania database (TigerTOUR)? Y/N

Are you registered for Tourism Accreditation with Tourism Council Tasmania? Y/N

PART C: DETAILS OF PROPOSED SIGNS

Where do you propose that these signs be located?

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(Please attach a map or sketch drawing of the proposed location(s) for these signs, showing your premises and surrounding roads).

Are there tourist information signs currently erected at or near the location(s) you propose? If so, please give details:

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What information do you want to show on the signs, understanding that the signs are considered directional and only the business name or trading identity would generally be shown:

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PART D: DETAILS OF OTHER SIGNS

Do you have any other signs erected remote from your business location? Y / N

(Please show the locations of these signs on your map or sketch drawing above).

If yes, do these signs have Local Government planning approval? Y / N

When was the approval given?..... Permit No.....

Do you have the written consent of the landowner to display the sign(s)? Y / N

PART E: SUPPORTING INFORMATION

Please attach the following documentation in support of your application:

- (i) Copy of Certificate of Business Name Registration;*
- (ii) Copy of Certificate of Occupancy (if accommodating travellers); and*
- (iii) Any other information that may assist in considering your application, eg. your business brochure.*

SIGNATURE OF APPLICANT

I / We certify that the above information is true and accurate; that the business has and meets all statutory and Local Government licences and approvals to operate as a tourism business / feature. I / we hereby submit this application accordingly:-

Signed:.....

Date / /

This application and supporting information should be forwarded to:-

Vin Gerasimenok
Coordinator – Tourism Signs & Infrastructure
Roads & Public Transport
Department of Infrastructure, Energy & Resources
GPO Box 936
HOBART TAS 7001

If you require any assistance in completing this application please contact Vin:

Telephone: (03) 6233 8539
Fax (03) 6233 6657
Email vin.gerasimenok@dier.tas.gov.au

PART B: DETAILS OF PRECINCT / TRAIL / VISITOR RADIO AREA (cont.)

Briefly describe the concept of the Precinct / Themed Trail / Radio Services and related features and facilities:

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Local Government Area:

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.....

What tourism attractions, facilities and features are located in the area covered by the proposed Precinct / Trail / Visitor Radio broadcast:

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Are the tourism attractions, facilities and features on the Tourism Tasmania database (TigerTOUR): Y / N

Are the tourism attractions, facilities and features registered for Tourism Accreditation with Tourism Council Tasmania: Y / N

PART C: DETAILS OF PROPOSED SIGNS

Where do you propose that signs be located?

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(Please attach a map or sketch drawing of the proposed location(s) for signs, showing their relationship to the precinct / proposed trail / visitor radio broadcast area and surrounding roads).

PART C: DETAILS OF PROPOSED SIGNS (cont.)

What artwork or words do you wish to show on the signs:

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Do you have the consent of the landowners to display the sign(s)? Y / N

If yes, has planning approval been given by the relevant Local Government Authorities to display the proposed signs? Y / N

If yes, when was the approval given? ***Permit No.....***

How is the project to be funded?

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PART D: DETAILS OF OTHER SIGNS

Are there any other Precinct, Trail or Visitor Radio signs located in the area proposed? Y / N

(Please show the locations of these signs on your map or sketch drawing above).

Are there tourist information signs currently erected at or near the location(s) you propose? If so, please give details:

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PART E: SUPPORTING INFORMATION

In support of your application, please attach any other information which may assist in considering your request, eg. your brochure, letters of support or approval from relevant authorities, program content (Visitor Radio).

SIGNATURE OF APPLICANT

I certify that the above information is true and accurate and submit this application accordingly:-

Signed:.....

Date / /

This application and supporting information should be forwarded to:-

Vin Gerasimenok
Coordinator – Tourism Signs & Infrastructure
Roads & Public Transport
Department of Infrastructure, Energy & Resources
GPO Box 936
HOBART TAS 7001

If you require any assistance in completing this application please contact Vin:

Telephone: (03) 6233 8539
Fax (03) 6233 6657
Email vin.gerasimenok@dier.tas.gov.au