

## 2. COMMUNITY SERVICES POLICIES

### 2.4 TOURISM

#### 2.4.3 Visitor Information Bays

#### Policy Measures

##### **Objective**

To outline Council's role and the role of others in the:

- a) Location, Construction and Maintenance of Visitor Information Bay Structures;
- b) Installation of Signage on Visitor Information Boards Located in those Bays; and
- c) Signage Production, Installation and Maintenance on Sign Boards.

##### **a) Location, Construction and Maintenance of Visitor Information Bay Structures**

The Shire of Manjimup will be responsible for:

- the location of visitor information bays and the construction of those bays and associated signage in accordance with Main Roads WA Design Guidelines. The location of Information Bays is to be determined on a case by case basis where possible, utilising existing infrastructure.
- the full cost of the sign structure, landscaping and all other additional facilities however some of this cost can be offset by a contribution from Main Roads WA towards the cost of hardstand area, kerbing and drainage work.
- maintenance of the sign structure, landscaping and all other facilities, administration of the information displayed on the sign structure and maintenance of litterbin and general litter within the information bay area.

In respect of the maintenance responsibilities, The Shire may assign or contract out any of those services to other parties, however, primary responsibility will always remain with the Shire.

##### **b) Installation of Signage on Visitor Information Boards Located in the Bays**

Visitor Information Bays are about providing good relevant information to visitors such as:

- Tourist attractions and any tourist services such as visitor centres, camping and caravan areas;
- Information on attractions and experiences within the Southern Forests which would be of interest to tourists
- Maps and guide information
- Events
- Information on accommodation and eating establishments; and
- Community services

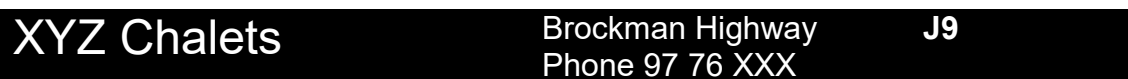
Structures erected at visitor information bays are to include a signage board incorporating a map of the tourism region relevant to that town and where practical, a map of the whole of the Shire and Southern Forests Region.

The style of the information board is as follows:

- visitor information to be placed either side of the central map section;
- signs to be grid referenced to the map;
- using metal or plastic signs set into aluminium extrusion (so that they look professional and can easily be changed should the details regarding the business or service be amended);
- signs to be organised under various generic headings,
  - Accommodation
  - Restaurants & wineries
  - Tours and attractions
  - Trails and Activities
  - Events
  - Galleries, art & craft
  - Community services
- Shire to pay for the sign board infrastructure and for those signs relating to community services;
- Businesses to pay for the installation and annual maintenance of their own signs;
- Visitor Centres to administrate the business signage.

Given the likely demand for signage each tourism location is limited to one sign only irrespective of the number of separate businesses operating from that location. The dimensions of the individual signs are to be no greater than 1040mm wide X 60 mm high.

All individual signs are to be uniform in size, be white lettering engraved or painted on a black background as illustrated below.



Businesses may include a logo on their particular sign in the designated portion of the sign reserved for a logo.

Additional symbols will be used to reflect multiple activities for the one tourism location. Use of symbols (such as star ratings etc) or advertising type comments are not permitted.

The sign board is not to be used as an advertising hoarding. Tourism businesses have many other mediums, such as print media and the Visitor Centre, in which to advertise the merits of their business over others.

Only information in respect of tourism businesses physically located within the area generally serviced by the Visitor Centre in that the town to which the information bay is relates, is to be displayed on the sign board.

**c) Signage production, installation and maintenance on sign boards**

The responsibility for the production, installation and maintenance of business signs on the sign board is assigned to the recognised Visitor Centres in each town.

Where business signage is installed the Visitor Centre will be responsible for:

- ensuring compliance with the above criteria before installing a business sign on the information board.

Administration of any reasonable fees, set in consultation with the Shire of Manjimup, for

- The assessment of an application for signage;
- Production and installation of approved signage;
- Maintenance of approved signage; and
- membership conditions related to signage.

If a genuine tourism business does not wish to be a member of the recognised Visitor Centre in the relevant town, this does not necessarily preclude that business from representation on the visitor information bay signage where:

- (a) the business makes application to the Shire of Manjimup and is deemed to be providing a relevant service or facility, and
- (b) the business pays to the visitor centre the specified upfront fee for production and installation of the sign (such fee can incur up to a 50% loading to the fee charged to members of the visitor centre for the same service), and
- (c) the business pays and continues to pay the annual maintenance fee to the visitor centre (such fee can incur up to a 50% loading to the fee charged to members of the visitor centre for the same service) and
- (d) There is sufficient available room on the display board.

Should any of the above criteria cease to apply, then the Visitor Centre management has the right to remove the sign.

Where there is no vacant space on an information bay sign board, the Visitor Centre is to maintain a waiting list. Inclusion on any waiting list is to be in chronological order from the time an application is approved, and is to include any business that has applied to the Shire for inclusion on that board. When a position on the sign board becomes vacant, representation on the sign board is to occur in chronological order from the waiting list.

**d) Removal of business signage**

In saying the above although signage has been part of the design of Information Bays in the past, the use of mobile phones and the ability to access current information easily and quickly as well as the high turn-over of business making it difficult to retain business details that are current, there is an option for Visitor Centres to elect to opt out of including business signage on the Information Board. Should that be the case the Shire would replace the space unused with promotion of iconic attractions and events in that area.

**Other relevant documents**

Tourism Western Australia Position Statement – Roadside Information Bays

Main Roads WA Standards:

- Policy And Guidelines for Rest Areas 2D – 17 October 2019.

**Administration**

Administration of this policy is by the Community Services Directorate

**Adoption and Date Due for Revision**

ADOPTED 14 DECEMBER 2006  
REVIEWED MAY 2016  
REVIEWED APRIL 2022  
NEXT DUE FOR REVIEW APRIL 2026

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