

## **TOURIST ATTRACTION, VISITOR AMENITY AND OTHER FACILITY SIGNS**

### **1.0 INTRODUCTION**

- 1.1 Dunedin City Council may erect directional signs on the road reserve to indicate the location of points of interest and amenities for the assistance of visitors to the City. This Policy provides guidance on the appropriate design, location and form of Tourist Attraction, Visitor Amenity and Other Facility signs in Dunedin. It outlines which tourism attractions and amenities are eligible for directional signage and who is responsible for funding such signs.

### **2.0 DELEGATIONS**

- 2.1 The Transportation Planning Manager shall have delegated authority, in consultation with the Economic Development Unit and Tourism Dunedin, to determine where visitor signs will be erected. All signage must comply with the international tourist conventions and details specified in Transit New Zealand's Manual of Traffic Signs and Markings (MOTSAM), *Section 8 and Section 9*.

### **3.0 QUALIFYING ACTIVITIES, ATTRACTIONS AND SERVICES**

- 3.1 Signs are only permitted for recognised tourist facilities as agreed by the Transportation Planning Manager, in conjunction with the Economic Development Manager and the Chief Executive of Tourism Dunedin. For signing purposes, tourist attractions, visitor amenity and other facility signs have been grouped in the following manner:

#### *3.1.1 Tourist Attractions (Non-Commercial)*

##### **a) Tourist Features**

Defined as sites visited by tourists or geographical features viewed from the road but not actually visited. Examples include: scenic lookouts, historical sites or markers and geographical features such as waterfalls, rock formations, caves, lakes etc.

##### **b) Tourist Establishments (Non-Commercial)**

Defined as commercially operated not for profit enterprises catering mainly for tourists, for which a charge may or may not be made. Examples include: Royal Albatross Colony, Museums, Historic Houses/Gardens/Sites etc.

Visitor signs shall only be permitted where they indicate an activity, attraction or service which:

- During the main tourist periods (October to March) is open at least six days a week;
- Is generally open to the public between 10.00 am and 5.00 pm; and
- Is adequately staffed during these times.

#### *3.1.2 Tourist Attractions*

##### **Tourist Establishments**

A commercially operated tourist establishment is defined as one which is operated solely on a commercial profit-making basis.

### 3.1.3 Visitor Amenities

Visitor amenities are primarily defined as accommodation facilities. For the purpose of this Policy these include:

- Motor Camps
- Motels
- Hostels
- Bed & Breakfast establishments

### 3.1.4 Other Facilities

Other facilities include recreational facilities, Council facilities, Hospitals, Rest Homes, Churches, Educational Facilities and Landfills not located on arterial or strategic roads.

## 4.0 SIGN DESIGN & TERMINOLOGY

### **General**

- 4.1 Generic names rather than trade names are to be used for accommodation and for all tourist attractions, visitor amenities and other facilities where generic names would adequately represent the type of activity or attraction. No more than two words are to be used if possible.
- 4.2 Place or facility names that would remain constant regardless of the operator (e.g. Larnach Castle, Olveston and Logan Park) are generally allowed. The Transportation Planning Manager, in consultation with the Economic Development Manager and the Chief Executive of Tourism Dunedin, will make final decisions on place or facility names.
- 4.3 Distances may be used on fingerboards where the distances to be travelled are more than 5km.

### **Tourist Attractions**

- 4.4 The size, format, legend and colour of the tourist attraction signs are defined in MOTSAM. They will be of the "fingerboard"-style, with white lettering on a brown background and conform to international standards.

### **Visitor Amenities and Other Facilities**

- 4.5 The size, format, legend and colour of the visitor amenity and other facility signs are defined in MOTSAM. They will be of the "fingerboard"-style, with white lettering on a blue background and conform to international standards.
- 4.6 If more than one accommodation facility is to be signed, the plural of the word (e.g. "Motels") is to be used unless there are different types of accommodation, in which case separate signs will be erected.
- 4.7 International symbols as well as words are to be used for accommodation such as motels, hotels, motor inns and motor camps, as per the MOTSAM guidelines.

## 5.0 SIGN CHANGES

- 5.1 The Dunedin City Council will meet the cost, installation and maintenance of directional signage for non-commercial tourist attractions listed in Section 3.1.1 and 3.1.4 above, providing adequate funds are available and the facility is recognised as a quality tourist attraction by Tourism Dunedin.

- 5.2 The full installation cost of all signs for commercially operated tourist facilities listed in Section 3.1.2 and 3.1.3 shall be met by the owner or operator of the facility. The Council will supply, install and maintain signs after the initial installation payment has been made.
- 5.3 The rules governing the installation of advertising signs for commercial operators are contained in the Signs section of the District Plan. Any advertising signs not complying with District Plan rules will require resource consent. The resource consent process would consider the issues, objectives and policies outlined in the District Plan.

## **6.0 SIGN LOCATION**

- 6.1 Signage can only indicate one route, and cannot begin until the route to be taken deviates from a defined arterial route. The exception to this is the pair of streets on the one-way system, where a sign from both the north-bound and the south-bound streets is allowed.
- 6.2 Up to one additional sign may be approved by the Transportation Planning Manager if the required route differs from the apparent route.
- 6.3 Signs are not permitted where they will conflict with essential traffic management devices.
- 6.4 The exact siting of the signs is at the discretion of the Transportation Planning Manager, based on a need to avoid visual clutter and safety hazards.
- 6.5 Signage is not normally allowed for visitor amenities or tourist attractions located on collector or arterial routes as per Dunedin City Council's District Plan. Exceptions to this rule will be at the discretion of the Transportation Planning Manager, in consultation with the Economic Development Manager and Chief Executive of Tourism Dunedin. Tourist attraction warning signs on arterial routes or collector roads may be permitted if:
- The tourist attraction has a significant national or international profile as endorsed by Tourism Dunedin;
  - The tourist attraction receives more than 15,000 visitors per year; and
  - The placement of signs does not pose a traffic safety risk.
- 6.6 Application should be made to Transit NZ for any sign erected on the road reserve of any part of the State Highway under its control.
- 6.7 Any existing signs not conforming to this policy will be replaced at the end of their lifespan with signs conforming to this policy.

Adopted: 8 March 2005