
Subject: FW: Information Bay at Eastern Approach to Denmark

Dear Duncan

RE: Information Bay at Eastern Approach to Denmark

Denmark Tourism Incorporated (DTI) is supportive of the recommendations outlined in the letter dated 25 August 2010.

DTI would ideally like to see the recommendations carried out before the end of this calendar year.

In addition to the recommendations outlined in the letter DTI wish Council to consider that an information panel be constructed in the Visitor Centre car park/or on the grassed area approximately adjacent to the building entrance doors and that this panel contain a district map, local town map, and space for advertising panels at no cost to DTI (Denmark Visitor Centre).

DTI are of the understanding that the road sign bay on the South Coast Highway on the eastern entrance to the town currently contains 18 signs. The annual fee for a roadside bay sign is \$150. In 2009-2010 the revenue from the roadside bay was \$2700.

Signs must conform to a specified size (700mm x 500mm). Denmark Signs normally charges \$120-\$150 for artwork and production. There has been some confusion over the arrangements for taking down and putting up signage. The Shire has assisted with this in the past, but has recently indicated that responsibility should fall to the DVC. This would require the DVC to hire a handy-man to put-up/take-down the signs. This cost would considerably reduce any income received. For this reason DTI wish that Council reconsider the responsibility falling to the DVC.

Kind Regards,

Justine Nagorski
Chief Executive Officer



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16th September 2010

Shire of Denmark
South Coast Highway
DENMARK WA 6333

Attention: Sam Williams

Dear Sam,

Eastern Information Bay

Background

Council resolved at its meeting in April 2010 that:

Council Resolution & Alternate Officer Recommendation Item 9.1.4

Moved: Cr Ebbett Seconded: Cr Barrow

That Council resolve the following in relation to the Tourist Signage Review prepared by Tourism Signage Review prepared by Tourism Australia in August 2009:

1. Receive the Tourism Signage Review and instruct the Director of Planning and Sustainability to review the document;
2. Subject to a review to be undertaken by the Director of Planning and Sustainability, in consultation with the Denmark Tourism Inc, Denmark Historical Society, Denmark Chamber of Commerce and effected operators undertake the recommendations numbered 1-175 (Part D) within the Tourism Signage Review and
3. Review the Shire's Local Planning Policy No. 32 – Signs, to include a specific section and recommendations for Tourism Signs.

Carried 9/1 Res: 120410

Correspondence and Recommendation

The Tourism Sub Committee met on 2nd September and considered your letter re Information Bay at the Eastern Approach to Denmark, and makes the following points:

1. This is the only map available to travellers out of normal business hours
2. It is understood that the Signs Working Group of the Shire had recommended to council that this information bay be redeveloped; has that decision be rescinded?
3. It was also recommended by the same working group that with the removal of the Western approach Information Bay, a new map be erected on the exterior of the Visitor Centre. Since this has not occurred, we would object to the Eastern approach Information Bay being removed until such time as this map is erected, whether in a physical form or as an electronic form similar to that in the window of South Coast properties.

Therefore our recommendation to the Shire is that a map should remain at the Eastern approach Information Bay for the convenience of those entering the town from that direction. And that all advertisements be removed once their paid period of advertising expires.

The map should clearly show the town, the local of accommodation and caravan parks (in the form of symbols), and the location of the Visitor Centre and that more information is available at the Visitor Centre which can accommodate caravans and large vehicles.

Whilst we are being consulted on this one issue of the policy, we feel that full consultation of the full document, as opposed to a piece-meal approach, is preferable before any actions are taken.

We suggest consultation though a joint meeting of the groups listed under section 2 of Resolution 120410.

Yours sincerely,

Gail Guthrie
Tourism Sub-Committee
Denmark Chamber of Commerce

