Manual

Traffic and Road Use Management
Volume 3 – Signing and Pavement Marking

Part 6: State Strategic Touring Routes Sign Revitalisation

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Queensland Government

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1 Introduction

This part provides an overview of the design and delivery of the State Strategic Touring Route (SSTR) program.

As part of the *Queensland Drive Tourism Strategy 2013–15*, the Department of Transport and Main Roads made a commitment to revitalise tourism signage along Queensland's 10 State Strategic Touring Routes. These 10 routes are:

- Pacific Coast Way
- Savanna Way
- Great Inland Way
- Warrego Way
- Leichhardt Way
- Matilda Way
- Australia's Country Way
- Overlanders Way
- Adventure Way

The program commenced in 2012–13 with a pilot project on the Pacific Coast Way between Cairns and Townsville and was finalised in June 2018.

The program has concluded, and the signing treatments outlined in this Part are specific to this program and are not to be applied elsewhere. This document is being retained as a reference for sign maintenance purposes.

If seeking guidance on tourist, welcome or tourist drive signs, please refer to Part 7 *Tourist, Service and Welcome Signs* of the *Traffic and Road Use Management* manual Volume 3 *Signing and Pavement Markings*.

2 Overview of project

The State Strategic Touring Routes (SSTRs) sign revitalisation project has three key focus areas including:

- signs to natural attractions:
  - to promote the key natural attractions in an area
  - to encourage visitors to an area to spend more time exploring the various natural attractions within the area, rather than just passing through
  - pictorial signs may be installed on the SSTRs (when appropriate) to provide visitors with an image of the natural attraction designed to encourage them to visit the attraction (either then or on future travels along this route), and
  - to assist tourists navigate to the natural attraction

- signs which identify the SSTR:
  - to assist in navigation along a specific SSTR, and
  - to associate each SSTR with a specific name and logo
- welcome signs:
  - welcome signs are milestone markers in a driver's journey (reaching a key location) and typically provide a welcome message, and
  - welcome signs as part of this project include welcome signs to:
    - all towns on a SSTR which have an accredited visitor information centre (VIC)
    - Queensland at the SSTR border crossings, and
    - selected Regional Tourist Areas, and
  - where appropriate, welcome signs should also include information about the accredited VIC (such as a distance from the welcome sign to the accredited VIC)

and some minor focus areas including:

- signs to the accredited VIC:
  - to assist drivers locate / navigate to the accredited VIC, and
- existing tourist signs with stylised logos:
  - replace existing tourist signs with stylised logos on SSTRs with pictorial style signs.

For all signs requiring the sourcing of images please also refer to the image selection guidelines provided in Section 12.

While two key tourist drives were installed as part of the pilot project between Townsville and Cairns, the installation of signs for tourist drives will not be included in the main project moving forward. For further information on the tourist drive signs included in the pilot, refer to Section 10.

2.1 Signs to natural attractions

These signs promote the key natural attractions in an area and aim to encourage visitors to an area to spend more time exploring the various natural attractions within that area, rather than just passing through.

Signs to natural attractions may incorporate a pictorial sign when appropriate, which includes an image (photo) of the natural attraction. This image is intended to provide the tourist with an impression of what may be seen or experienced by visiting the natural attraction. Pictorial signs to a natural attraction are only to be installed on a SSTR.

Once signs to a natural attraction are installed on the SSTR it is important to ensure signs along the roads to the attraction (once departing the SSTR) are adequate to safely navigate to that natural attraction.

Signs indicating the distance to the natural attraction from the intersection with the SSTR and at other selected locations on the route allow tourists to quickly make an informed choice (with regard to distance and associated travel time) about travelling to the natural attraction.

The relevant SSTR committee or representative is responsible for:

- stakeholder consultation and selection of a prioritised list of natural attractions which are accessed from the SSTR, and
- providing a high quality, high resolution image for use on the pictorial roadside sign, for each proposed natural attraction.

Some considerations when preparing the prioritised list of natural attractions include:

- The natural attraction must be free to visit (except barge / ferry fees in the case of an island).
- Commercial tourist facilities are not to have pictorial natural attraction style signs.
- A primary consideration for selecting suitable natural attractions along the route would be to consider those associated with nearby (or located within) National Parks.
- The connecting roads to the natural attractions must be in a reasonable condition and accessible by all types of vehicles for the majority of the year. Natural attractions with 4WD only access are not eligible for signage under this SSTR program unless this is the type of vehicle that typically travels along the SSTR.
- Access to the natural attraction should be in reasonable condition, safe for visitors and easily visible from the visitor parking area.
- The actual number of natural attractions to be signed along the route is dependent on installation costs and the existing supporting signage in place to direct visitors safely to the attraction after they exit the SSTR.
- In some cases, additional supporting signage may need to be installed.
- In some cases, natural attractions may be accessed and signed from multiple SSTRs.
- The distance from the SSTR to the natural attraction and the relative quality of the natural attraction.

2.2 Signs which identify the State Strategic Touring Routes

White on brown signs shall be used to provide assistance to tourists navigating the SSTRs.

Each state strategic touring route has a specific name and logo; however, these are NOT to be installed on any direction (white on green) signs.

Stand-alone signs shall be installed to identify the state strategic touring routes (by name and/or logo) and will be provided where SSTRs intersect and at other selected key locations along the routes.

Due to legibility concerns with the use of the SSTR logos on roadside signs, the actual touring route logo may be substituted (if authorised by the route committee) on a route-by-route basis with an initial style logo (the SSTR initials) in yellow font in a yellow box (on the brown background).

2.3 Welcome signs

This project may include a number of welcome sign types as identified following.

2.3.1 Welcome to town signs

These signs welcome visitors to Towns along a route and typically include an image and if required may also include a tourism slogan / message. A supplementary panel indicating the distance (in WHOLE kilometres) to the next accredited VIC also forms part of this sign arrangement.

This project will install welcome to town signs for all towns on the SSTRs which have an accredited VIC (identified by the yellow italic '*i*').

2.3.2 Welcome to Queensland signs

Welcome to Queensland signs may also be provided as part of this project. These signs welcome visitors to Queensland along a route and include multiple images and a tourism slogan / message.

These signs could be either replacement of existing welcome to Queensland signs or new installations if none currently exists. If required, these signs are to be located close to the state border crossings on the SSTRs and within Queensland.

2.3.3 Welcome to tourist region signs

There are 13 defined tourist regions within Queensland which may have welcome signs installed as part of this project. These signs welcome visitors to Tourist Regions along a route and include two images and a message about visitor information.

This project will install welcome to tourist region signs for selected tourist region areas. These signs are generally installed where:

- there are a number of accredited VICs (identified by the yellow italic '*I*'), in areas not on the SSTR, and/or
- the SSTR bypasses a number of towns / business centres with accredited VICs. As a consequence, the welcome to town signs with accredited VIC information are not appropriate and therefore are not proposed for installation.

2.3.4 Other welcome signs

Other welcome signs such as Welcome to: Queensland (on other roads), Local Government Areas, Towns without accredited VICs on SSTRs and Towns (on other roads) are not part of this project.

2.4 Signs to the accredited visitor information centre

This project includes any signs required (either replacement or new) to direct visitors to the accredited VICs within the towns on the SSTRs. These signs use the yellow italic '*i*' standard symbol on a blue background and may be either stand alone or incorporated as a symbol into other signs (direction or tourist).

2.5 Existing tourist signs with stylised logos

This project includes the replacement of any existing tourist signs which have large stylised logos with new pictorial signs incorporating a relevant image.

3 Signs to natural attractions.

Signs to natural attractions include pictorial signs (where appropriate), or tourist signs on the SSTRs. These signs may be combined with direction signs when appropriate.

Examples of the various types of signs for natural attractions are included in the following sections.

3.1 Advance

3.1.1 Advance pictorial signs

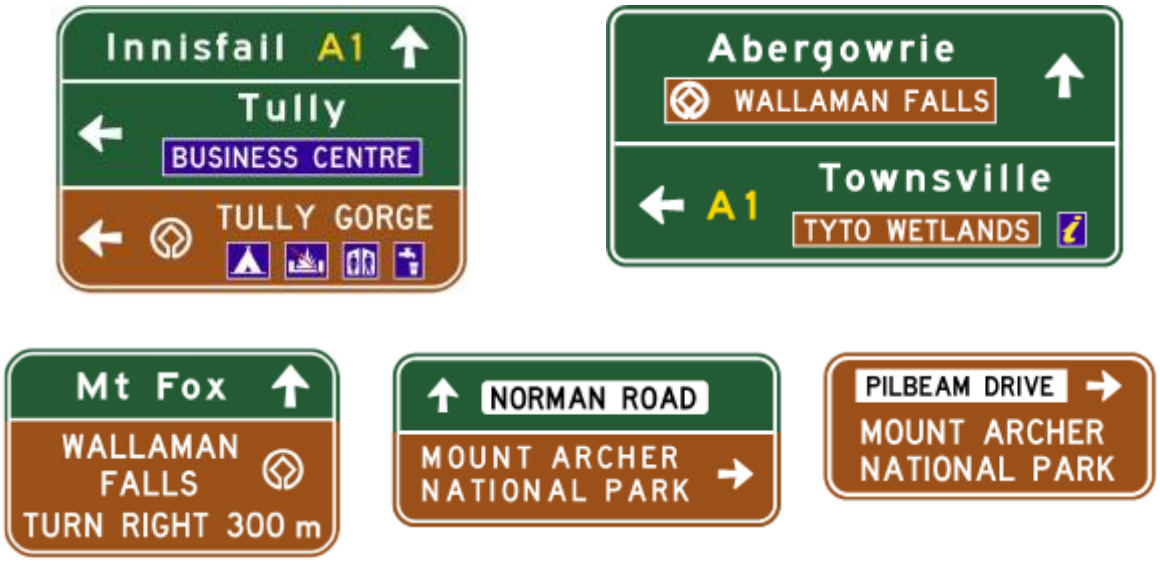
These signs (see TC2007, TC2034, or TC2070) include an image that is indicative of the particular natural attraction and are only to be installed on the SSTR in advance of the turn off to the natural attraction.

Figure 3.1.1 – Advance pictorial signs

3.1.2 Advance direction signs with tourist signs

This group of signs incorporate appropriate tourist signing within or in association with advance direction signs.

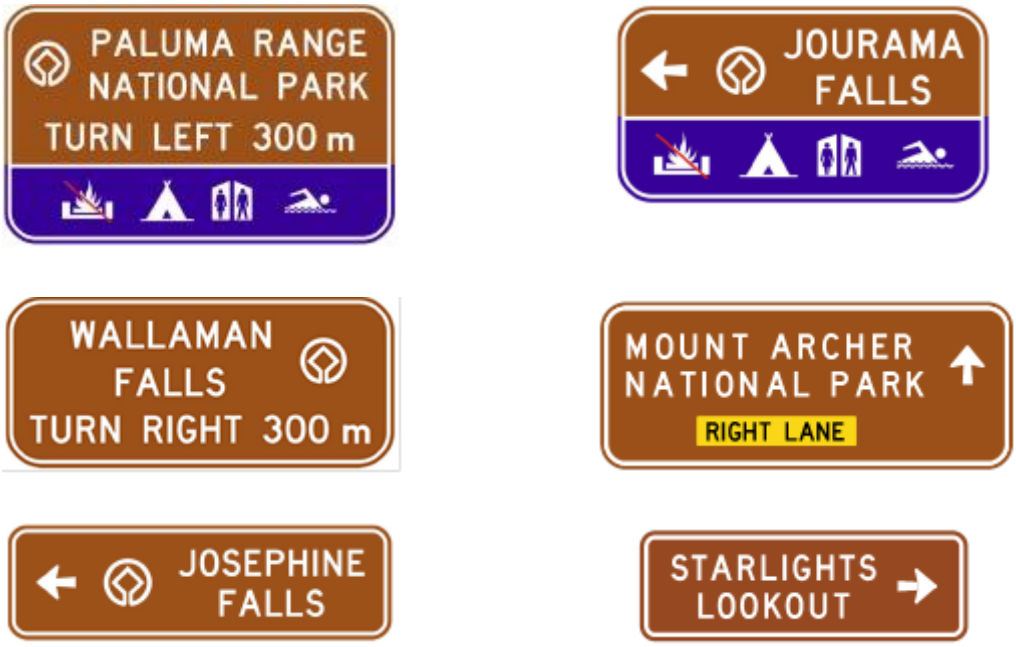
Figure 3.1.2 – Advance direction signs with tourist signs



3.1.3 Advance tourist signs

This group of signs are purely dedicated to the tourist signs and may also include the particular services available at that attraction.

Figure 3.1.3 – Advance tourist signs



3.2 Intersection

3.2.1 Intersection direction signs with tourist signs

This group of signs incorporate appropriate tourist signing within or in association with the intersection direction signs.

Figure 3.2.1 – Intersection direction signs with tourist signs

3.2.2 Intersection tourist signs

This group of intersection signs are purely dedicated to the tourist attraction and may be installed in association with the particular services available at that attraction. Where appropriate or required they may include items such as road information, services, appropriate logos or the distance to the attraction.

Figure 3.2.2 – Intersection tourist signs

3.3 Reassurance

3.3.1 Reassurance direction signs with tourist signs.

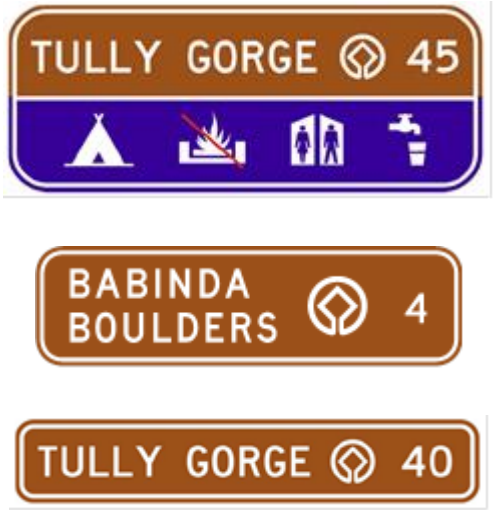
This group of signs incorporate appropriate tourist signing within the reassurance direction signs to reassure tourists and provide distance information to the tourist attractions.

Figure 3.3.1 – Reassurance direction signs with tourist signs

3.3.2 Reassurance tourist signs

This group of signs are purely dedicated to providing distance information to the tourist attraction; however, they may also include the particular services available at that attraction.

Figure 3.3.2 – Reassurance tourist signs



3.4 Sign layout / location

For examples of the following natural attraction signage situations, refer to Section 9.

3.4.1 Natural attractions with existing direction signs

Where the natural attraction already has direction signs in place, the following will apply:

- Generally, the pictorial direction sign will be installed on the SSTR at a suitable location in advance of the existing advance direction signs for the natural attraction. In this case the pictorial direction sign will be an additional advance direction sign to the natural attraction.
- If the existing direction signs (on the SSTR or on the way to the natural attraction) are old, damaged or faded and require replacement then this may be completed as part of this project.
  - Where the advance direction signs on the SSTR require replacement, they **may** be replaced with the pictorial sign.
- If extra direction signs (in addition to the existing ones) are required to assist navigation to the natural attraction, these may also be installed as part of this project.

3.4.2 Natural attractions without existing direction signs

Where the natural attraction does not already have direction signs in place, the following will apply:

- The pictorial direction sign will be installed on the SSTR at a suitable location and utilised as the advance direction sign for the natural attraction. In this case the pictorial direction sign will be the only advance direction sign on the SSTR to the natural attraction.
- All other direction signs (on the SSTR or on the way to the natural attraction) which are required to assist navigation to the natural attraction, are to be installed as part of this project.

4 Signs to identify the State Strategic Touring Routes

The state strategic touring routes can be identified by either their:

- SSTR name, or
- individual SSTR logo or their route name initials as a logo, or
- a combination of these.

The use of signs to identify the SSTR is to be limited due to the routes following established and signed routes such as the A3 or A1. In most instances following the alpha numeric route identifier (A3 or A1 and so on) on the existing white on green direction signs throughout the road network will be sufficient to allow the tourist to follow the SSTR while keeping the number of SSTR identifier signs to a minimum. Specific signs dedicated to identifying the SSTRs will only need to be installed at selected locations along the route.

The use of SSTR names or logos on the white on green direction signs is not permitted. However, in the very rare case where physical sign space at a location is limited, the SSTR identification signs may be co-located with other signs (such as direction signs).

While either the individual SSTR logo or their route name initials as a logo may be used for each of the routes, in the interest of consistency, the one type of logo shall be used for the entire route.

The table following reflects the choice (of the SSTR committee or representative) of either the individual SSTR logo or their route name initials as a logo, to be used on the SSTR identification roadside signs for each of the SSTRs.

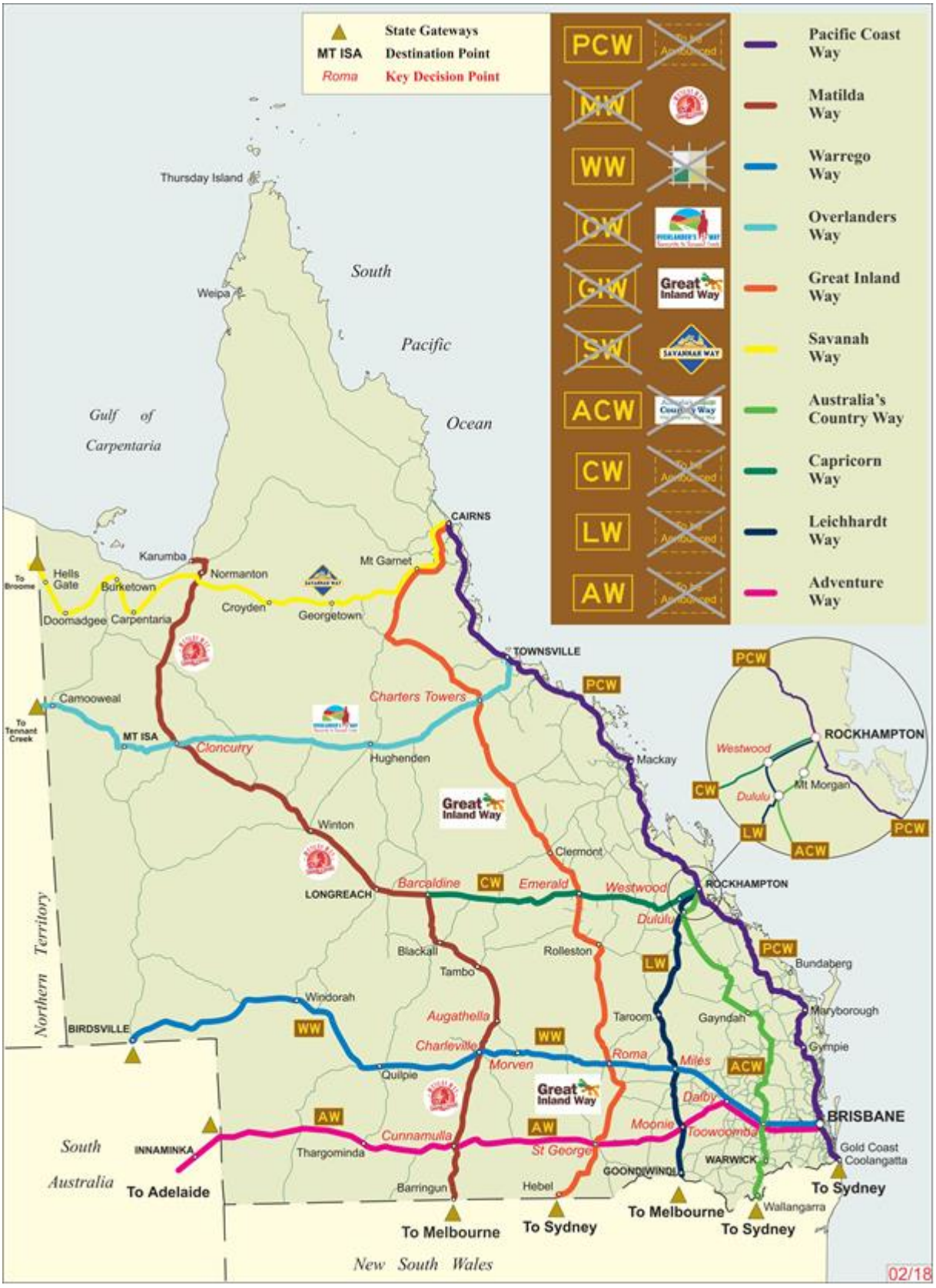
Table 4 – Signs to identify State Strategic Touring Routes

SSTR	Individual SSTR logo or their route name initials as a logo
Pacific Coast Way	Route name initials (PCW)
Matilda Way	Individual SSTR logo
Warrego Way	Route name initials (WW)
Overlanders Way	Individual SSTR logo
Great Inland Way	Individual SSTR logo
Savannah Way	Individual SSTR logo
Australia's Country Way	Route name initials (ACW) – see note following
Capricorn Way	Route name initials (CW)
Leichhardt Way	Route name initials (LW)
Adventure Way	Route name initials (AW)

NOTE: Australia's Country Way initially had a mix of its individual SSTR logo and the initials style logo (ACW) used on the SSTR identification signs along this route. In order to achieve a consistent approach, as existing SSTR identification signs (with the SSTR logo) require replacement, the SSTR logo will be replaced by the initials style logo (ACW). Over time, this approach will provide a consistent route initials style logo along this route.

There are 10 SSTRs in Queensland and the map following identifies their names and logo options.

Figure 4 – Queensland State Strategic Touring Routes



4.1 State Strategic Touring Routes identification sign locations

Signs which identify the SSTRs are to be installed:

- where SSTRs start or end
- where SSTRs intersect (both in advance and on departure)
- at key locations on the road network such as:
  - where a route identifier changes
  - where a SSTR changes direction, and/or
  - at the Queensland state border, and/or
- in advance of a town where a number of changes in direction may be required and a reminder to follow the route identifier through the town would be of assistance to drive tourists.

Signs which identify the SSTRs may also be installed as reassurance:

- at the departure points of selected towns
- where additional specific signage for the SSTRs will be of navigation assistance to drive tourists, and/or
- following an intersection with a major road, where a number of drive tourists may turn onto the SSTR.

There are a number of locations (identified previously) where SSTR identification signs are required; however, the number and location of extra (optional) reassurance signs will depend on individual SSTR characteristics. Generally, between the required signs there will be some long lengths of travel where reassurance for the drive tourist may be required or beneficial. These reassurance signs should be spaced out along the route dependant on a number of considerations including:

- the gap (travel distance / time) between the required SSTR identification signs
- the location and size of town within these gaps, noting that not all towns will require reassurance signs – a starting point may be to provide reassurance at the larger towns
- the need to space the reassurance signs out relatively evenly along the route
- the road environment (outback / coastal), number and size of intersections, complexity of the route and so on will impact on the need to install reassurance signs
- the travel distances (travel time) between the reassurance points
- the likelihood of drive tourists requiring or expecting reassurance
- as a guide, drive tourists may be looking for reassurance after about 30 minutes of travel time (less in more complicated environments), and
- location or number of intersections with major roads, where a number of drive tourists may turn onto the SSTR.

The various types of signs used for identifying the SSTRs are described in the following sections. Refer to Section 9 for example layouts.

4.1.1 Specific State Strategic Touring Routes identification requirements

The installation of signs to identify the following SSTRs are also subject to extra limitations as identified following:

Adventure Way

The Adventure Way will not have SSTR identification signs installed east of Dalby. The section of the Adventure Way (east of Dalby) follows the Warrego Way all the way to Brisbane and this project will be signing this section as the Warrego Way only. An exception to this will be at the end of the Warrego Way where the signs will also identify the end of the Adventure Way. Similarly, the Adventure Way will be identified at the start of this section (both at Brisbane and Dalby) with instructions to follow the Warrego Way to Brisbane / Dalby.

Warrego Way

The SSTR identification signs for the Warrego Way will start and finish (at the eastern end of the SSTR) at the outskirts of Brisbane (near the truck breakdown bays at Bundamba / Dinmore). The eastern end point of the Warrego Way is Brisbane and that destination is effectively reached at this location. The space available for signs from this location into Brisbane is very limited and the route to be taken through or into Brisbane from this point should be the choice of the drive tourist.

The SSTR identification signs for the Warrego Way do not follow the bypass routes around both Gatton and Toowoomba.

Pacific Coast Way

The SSTR identification signs for the Pacific Coast Way are not to be installed within the Transurban-controlled sections of Motorway.

The Warrego Way (see previously) will not have SSTR identification signs installed on the Pacific Coast Way at Brisbane as the Pacific Coast Way is remote of the start / end point of the Warrego Way being at the western outskirts of Brisbane.

4.1.2 Dual State Strategic Touring Routes identification sign requirements

Where two SSTRs follow the same route number, both SSTRs are to be identified (except in the case of the Warrego and Adventure Ways, see Section 4.1.1). The order of the SSTR identification logos on these signs is to be based on which SSTR is continuous with the route identifier for this road. This SSTR is to be placed above the other SSTR.

In the case of the Savannah Way and the Great Inland Way, as the Savannah Way is on the continuing route (National Highway 1), it will appear above the Great Inland Way along the sections where the dual SSTRs exist.

In the case of the Capricorn Way and the Leichhardt Way, as the Capricorn Way is on the continuing route (A4) it will appear above the Leichhardt Way along the sections where the dual SSTRs exist.

4.2 Advance direction signs

These signs provide direction and navigational assistance to the tourist and include the route identifier (A3 or A4 and so on) which the tourist must follow to stay on the SSTR.

These signs (TC2025) may be installed on SSTRs:

- in advance of a town where a number of changes in direction may be required and a reminder to follow the route identifier through the town would be of assistance to tourists
- where the route identifier changes, and/or
- at other key locations along the SSTR to provide assistance to tourists where smaller route marker-style reassurance sign might not be sufficient.

Figure 4.2(a) – Advance direction signs (TC2025)

These signs (TC2268) may be installed on SSTRs:

- prior to a state border crossing where the SSTR continues into another state or territory; in this case the destination shown is the end point of the SSTR
- at locations (as previously for TC2025) but where the SSTR does not follow an alpha numeric route or shielded style route designation; in this case the destination shown is the last destination prior to an alpha numeric or shielded style route commencing, and/or
- in both cases the destinations used on these signs should also be the destinations which appear on the directions signs (white on green) through to that destination.

Figure 4.2(b) – Advance direction signs (TC2268)

These signs (TC2025 or TC2026) may be installed on SSTRs:

- in advance of an intersection with another SSTR in urban environments where locating signs near the intersections (see advance intersection signs) would prove problematic (for example due to space constraints).
  - The SSTR currently being travelled on is always at the top, with the intersecting route at the bottom and identified as AHEAD (see TC2025).

Figure 4.2(c) – Advance direction signs (TC2025)

  - In some cases, it may also be beneficial to include a direction arrow on the advance direction signs (see TC2026). These signs are generally located further away from the intersection than the distance normally associated with standard advance intersection direction signs. They are generally only applicable at the junction between SSTRs.

Figure 4.2(d) – Advance direction signs (TC2026)

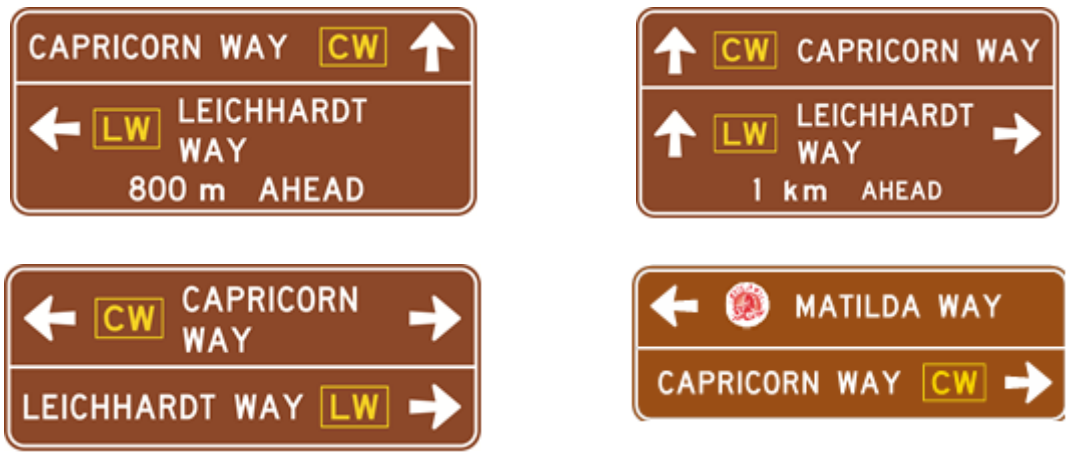
4.3 Advance intersection signs

These signs (see TC2028) are installed on SSTRs in advance of an intersection with another SSTR to give clear information to the tourists of SSTR options and directions.

These signs would be more suited to a rural type environment or a rural intersection. Locating extra signs in advance of these types of intersections, especially in highly urban environments, may be challenging due to space availability for extra signs. In these cases, the use of advance direction signs (described in the previous section) well in advance of the intersection may be a more appropriate option.

In some cases, the inclusion of a distance on the sign may be an appropriate option.

Figure 4.3(a) – Advance intersection signs (TC2028)



Signs (see TC2027) may also be required in advance of an intersection where the SSTR changes direction and extra guidance is required (also more suited to a rural intersection).

Figure 4.3(b) – Advance intersection signs (TC2027)

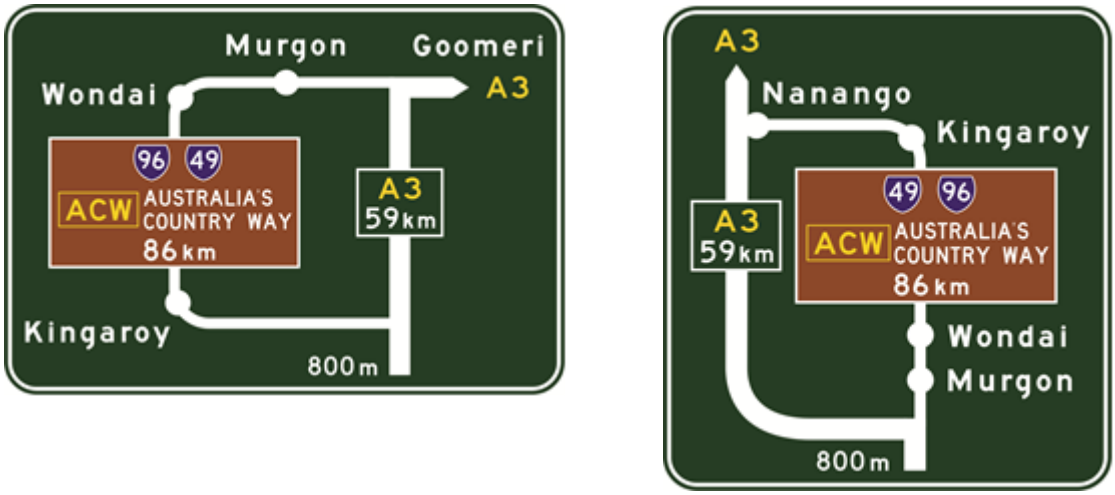
4.4 Diagrammatic advance intersection signs

Where extra guidance is required, diagrammatic advance direction signs (see TC2029) may be a better choice than the standard advance sign options. These signs are particularly useful where a route choice is applicable and following the SSTR may be longer or shorter than the alternative available route.

This sign design may also be used where towns are bypassed to indicate the SSTR option.

An exception applies for the inclusion of the SSTR logo on this style of white on green diagrammatic direction sign only.

Figure 4.4 – Diagrammatic advance intersection signs



4.5 Reassurance signs

These signs (see TC2025) provide the tourist reassurance they are on the SSTR and include the route identifier (A3 and so on) which the tourist must follow in order to remain on the SSTR.

These signs may be installed:

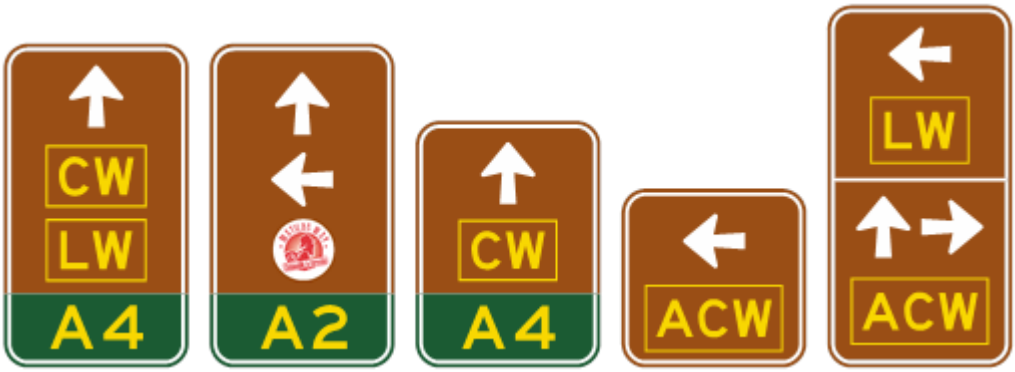
- at a suitable location beyond an intersection with other SSTR (for example at the departure point from a town where the SSTRs meet)
- after leaving key towns along the SSTR as reassurance, and/or
- at other selected locations along the SSTR where reassurance (greater than that provided by the route marker style signs – see next section) is required.

Figure 4.5 – Reassurance signs

4.6 Route marker style (reassurance or intersection) signs

These signs (see TC2030, TC2031 or TC2032) are installed at key locations on the SSTRs where additional reassurance or guidance is required to show the direction of the relevant SSTR. They may be installed mid-block or in advance of or at intersections as required. These signs generally also include the route identifier (A2 or A4 and so on).

Figure 4.6 – Route marker style signs



4.7 Signs which identify the end of the route

Where the SSTR ends, a sign (see TC2033) indicating the end of the route may be installed. Generally, a SSTR will end at another SSTR and the END message can be combined with an advance direction message about the new route or installed as a separate sign located shortly in advance of the sign about the new route.

Figure 4.7 – Signs which identify the end of the route

5 Welcome signs

Welcome signs may be installed at specific locations on the SSTRs as milestone journey markers to inform tourists that they have reached a key point in their travels. Examples of the types of Welcome Signs (which may be installed on SSTRs) as part of this project are included in the following sections.

5.1 State Border signs on State Strategic Touring Routes

State Border welcome signs (see TC1286) are installed on SSTRs at entry points into Queensland and are pictorial with four images that depict the natural features and activities that are associated with Queensland. These signs are to be located close to the border point but within Queensland.

Figure 5.1 – State Border signs on State Strategic Touring Routes

5.2 Tourist Region signs on State Strategic Touring Routes

These signs (see TC2044) comprise a ‘Welcome to’ or ‘Welcome to the’ message and one or two selected images particular to that tourist region. They also include a supplementary message about visiting accredited VICs for tourist information.

When required (see Section 2.3.3), these signs are located at or close to the border points between the defined 13 tourist regions in Queensland (see map following).

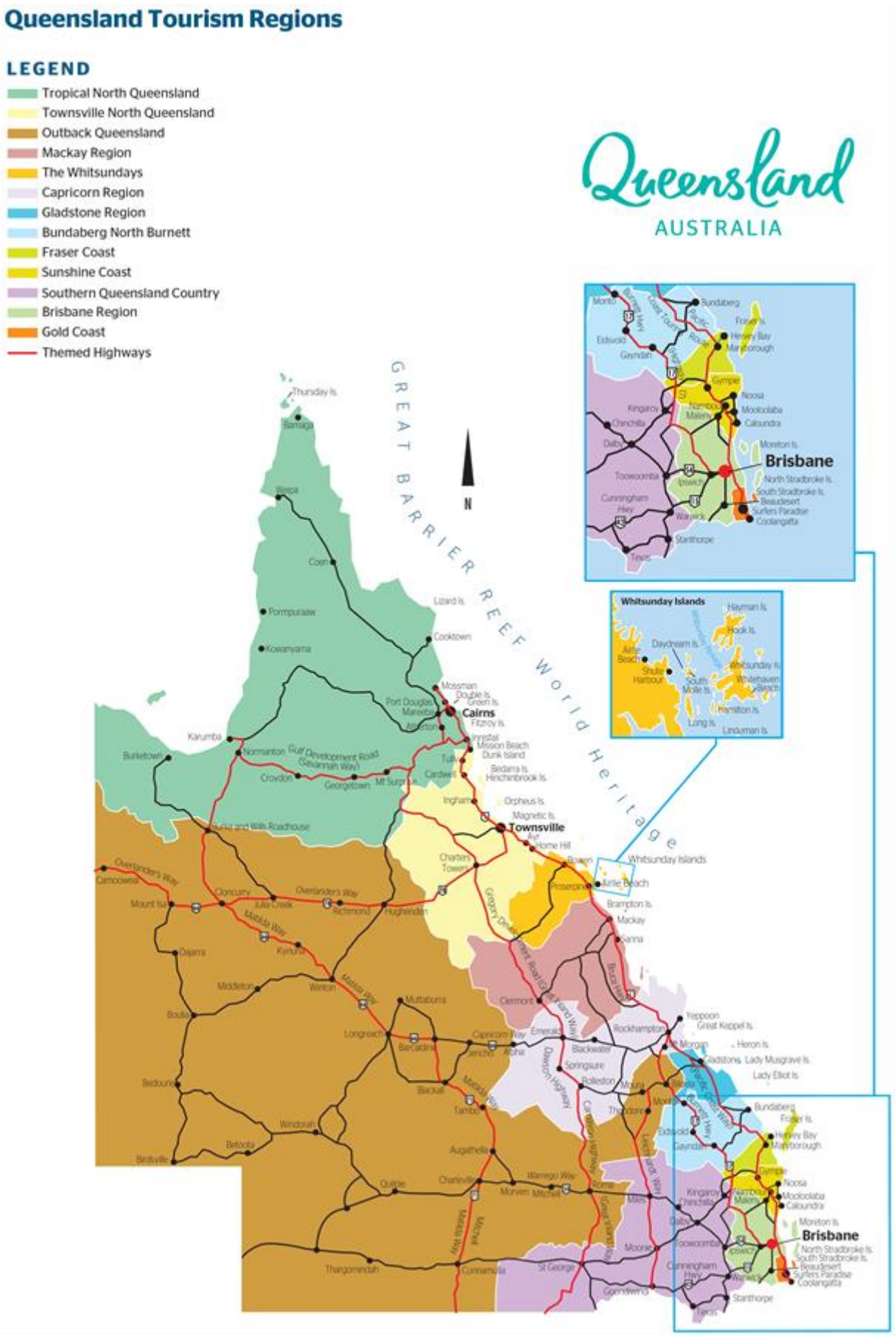
Figure 5.2(a) – Tourist Region signs on State Strategic Touring Routes (TC2044)

'Welcome to the' • Mackay Region • Capricorn Region • Gladstone Region • Fraser Coast • Sunshine Coast • Brisbane Region • Gold Coast	
'Welcome to' • Tropical North Queensland • Townsville North Queensland • Outback Queensland • The Whitsundays • Bundaberg North Burnett • Southern Queensland Country	

TC2269 may be used where a 'tourist slogan' is desired to be included with the tourist region sign.

Figure 5.2(b) – Tourist region signs on State Strategic Touring Routes (TC2269)

Figure 5.2(c) – Queensland tourism regions



5.3 Town signs on State Strategic Touring Routes with visitor information centres

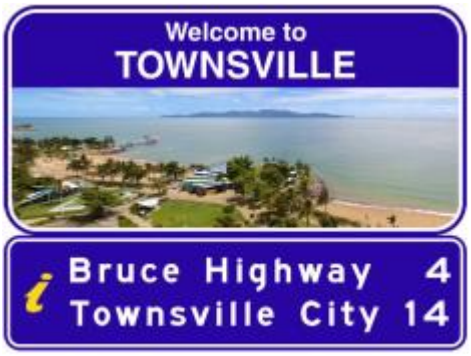
These signs (see TC1345) comprise a 'Welcome to' message and a selected image particular to (or representative of) that town. An associated supplementary plate shows the accredited VIC logo, the name of the location of the closest accredited VIC and the distance to that VIC.

Welcome to town signs may also incorporate a 'tourist slogan' representative of the town or area.

This project will install welcome to town signs for all towns located on the SSTRs which have an accredited VIC (identified by the yellow italic '*i*').

Welcome to town signs are generally located on the approach to towns, prior to the point where the road environment changes from rural to semi-rural / urban. Drivers should not be travelling for too long after being welcomed to a town, prior to them experiencing this road environment change.

Figure 5.3 – Town signs on SSTRs with VICs



6 Signs to the accredited visitor information centre

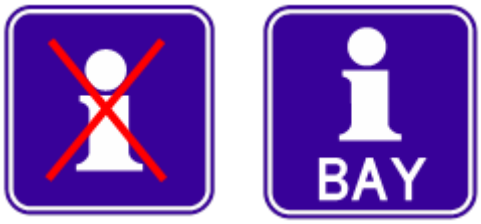
This project includes any signs required (either replacement or new) to direct visitors to the accredited VICs within the towns on the SSTRs. These signs use the yellow italic '*i*' standard symbol and may be either stand alone or incorporated as a symbol placed into other direction or tourist signs.

Some examples are shown following.

Figure 6(a) – Examples of signs to an accredited VIC

Please note the use of the roman '*i*' logo for tourist information is prohibited on roadside signs (other than at a pull over information bay, where the text 'BAY' will appear as part of the logo).

Figure 6(b) – Use of 'i' logo

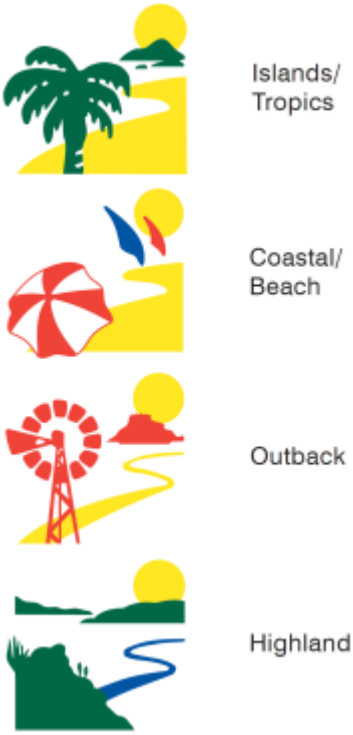


7 Existing tourist signs with stylised logos

This project includes the replacement of any existing tourist signs which have large stylised logos with new pictorial signs incorporating a relevant image.

The stylised logos are large logos which indicated a particular theme as depicted following.

Figure 7(a) – Stylised logos



Example follows of a tourist sign with a large stylised logo which if located on a SSTR is to be replaced with a pictorial style sign with image (as shown).

Figure 7(b) – Stylised logo with pictorial style sign

Existing tourist signs with stylised images which are to be replaced under this project may include (but are not limited to) signs for tourist drives (TC1997) or local tourist area signs (TC2248, TC2249) – see sections 8.2 and 8.3.

8 Other sign types

This project may include other tourist sign types (subject to applicability and budget constraints) as detailed in this section.

8.1 Local tourist area with visitor information centre pictorial signs

This sign (TC2270) may be used in advance of an intersection that leads to a local tourist area destination which acts as a central tourist hub for the surrounding area and which must also include an accredited VIC. The local tourist area destination is generally located off but accessed from a SSTR.

Figure 8.1 – Local tourist area with visitor information centre pictorial signs

8.2 Local tourist area pictorial signs

Local tourist area pictorial signs (TC2248 or TC2249) are signs within a tourist region which identify a local tourist area which will often also be the access point to other tourist destinations. These signs include an image which best represents the local tourist area.

Generally, these signs will exist on the road network as signs with stylised logos which, when located on a SSTR, are to be updated with an image (see Section 7).

Figure 8.2 – Local tourist area pictorial sign

8.3 Local tourist area signs

These are similar to those in Section 8.2, but these signs do not include an image.

This type of sign (TC2069) may be used where a local tourist area is accessed from a particular exit or intersection and the listing of tourist destinations within that local tourist area is appropriate.

Figure 8.3 – Local tourist area signs

8.4 Signs to visitor information centres on motorways

Reassurance style signs (TC2067) may be installed on motorways to identify the exit numbers ahead which may be used to get to nearby accredited VICs.

These are generally required where a motorway bypasses a number of town centres in a tourist area where there are multiple VICs (for example the M1 on the Sunshine and Gold Coasts).

Figure 8.4 – Signs to visitor information centres on motorways

8.5 Savannah Way – alternative route signs

The Savannah Way SSTR follows National Highway Route 1, however there are also a number of existing alternative routes for the Savannah Way which have existing roadside signs that currently require replacement (due primarily to old age). These alternative routes to the Savannah Way SSTR have existed for some time and while most involve travel on unsealed sections, they do contribute to the Savannah Way theme of 'Australia's Adventure Way'.

The Department of Transport and Main Roads does not support the use of alternative SSTRs; however, in this case only, these historical signed Savannah Way alternative routes are to be retained. While the department would not support any further alternative SSTRs proposals, proponents should investigate the suitability / eligibility for signing them as a tourist drive.

This project involves the revitalisation of signs on the SSTRs and as such the provision of route identification signs along these alternative routes for the Savannah Way is out of scope for this project. However, the signs at the departure and entrance points for the existing alternative routes off or onto the Savannah Way or another SSTR are to be replaced or upgraded as part of this project.

The following signs (TC2251) are proposed for use at the entrance and departure points on the Savannah Way or another SSTR to the Savannah Way alternative routes. See the following sections for example layouts.

Figure 8.5(a) – Savannah Way alternative route signs

The sign (TC9607) may be used where road conditions on the alternative route (such as unsealed roads which require additional warning or driver skill or particular vehicles) is substantially different to the road conditions experienced on the Savannah Way SSTR. This sign would generally be out of scope for this project as it will be installed some distance along the alternative route (immediately prior to an unsealed section). It may be installed as part of this project if it is appropriate and is to be installed shortly after turning off (within 1km) of the Savannah Way SSTR.

Figure 8.5(b) – Savannah Way alternative route signs (unsealed roads)

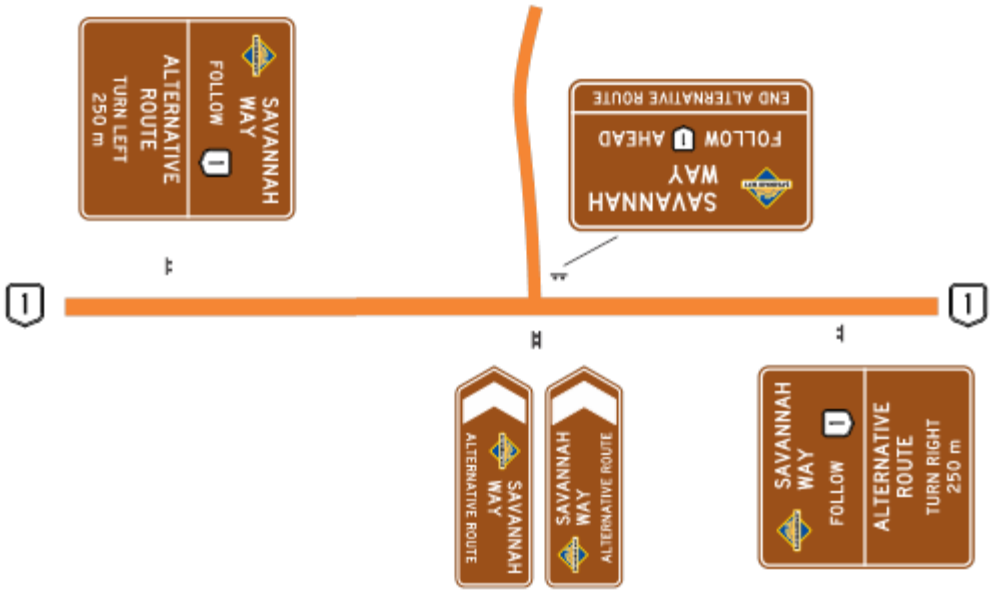
8.5.1 Savannah Way – alternative route layouts

The Savannah Way SSTR follows National Highway Route 1, however there are also a number of existing signed alternative routes for the Savannah Way some of which depart or end on another SSTR.

8.5.2 Example layout from the Savannah Way

Following is an example layout for an existing alternative route for the Savannah Way which departs from the Savannah Way.

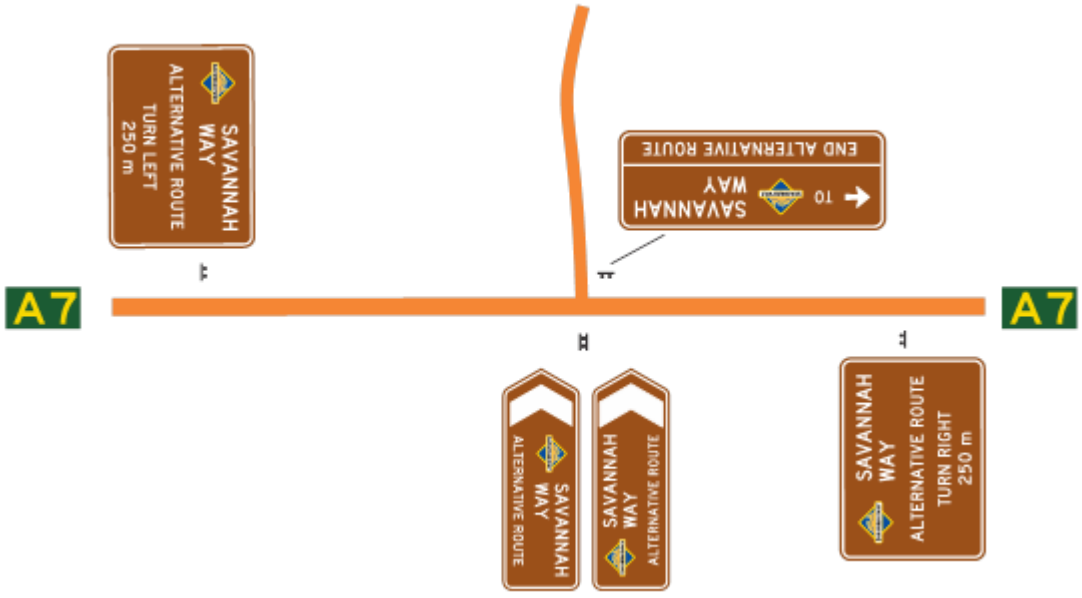
Figure 8.5.2 – Example layout from the Savannah Way



8.5.3 Example layout from another State Strategic Touring Route

Example layout for an existing alternative route for the Savannah Way which departs from another SSTR.

Figure 8.5.3 – Example layout from another State Strategic Touring Route



8.6 Emergency Information sign

The Emergency Information sign (TC1912) is to be located on SSTRs at entry points into Queensland. These signs are to be located close to the border point but within Queensland and appear after (in the direction of travel into Queensland) the 'Welcome to Queensland' sign.

Figure 8.6 – Emergency Information sign

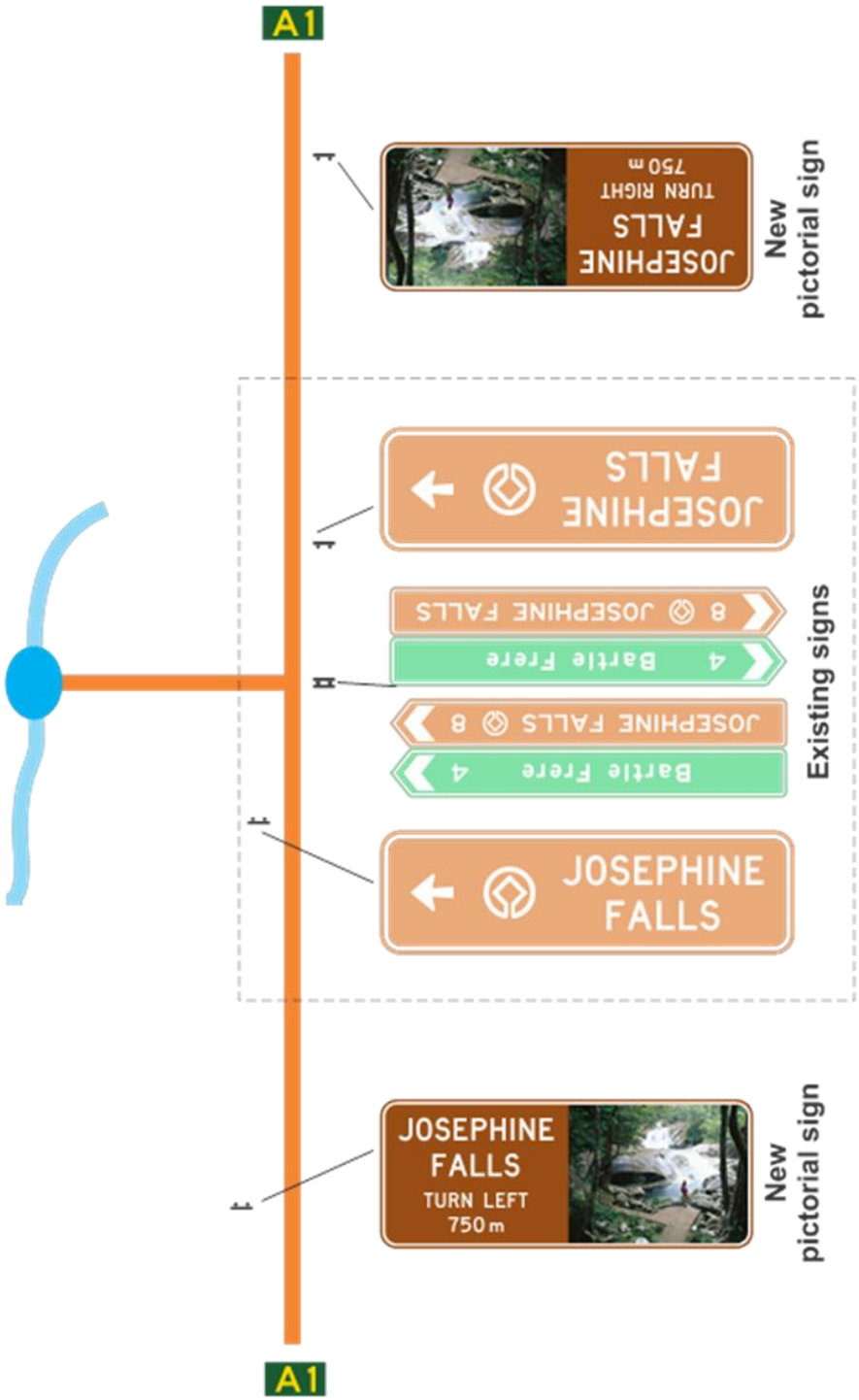
9 Example sign layouts

Example sign layouts are provided following for some of the more common sign arrangements.

9.1 Natural attraction with existing direction signs

Typical layout for a natural attraction which already has existing direction signs in place.

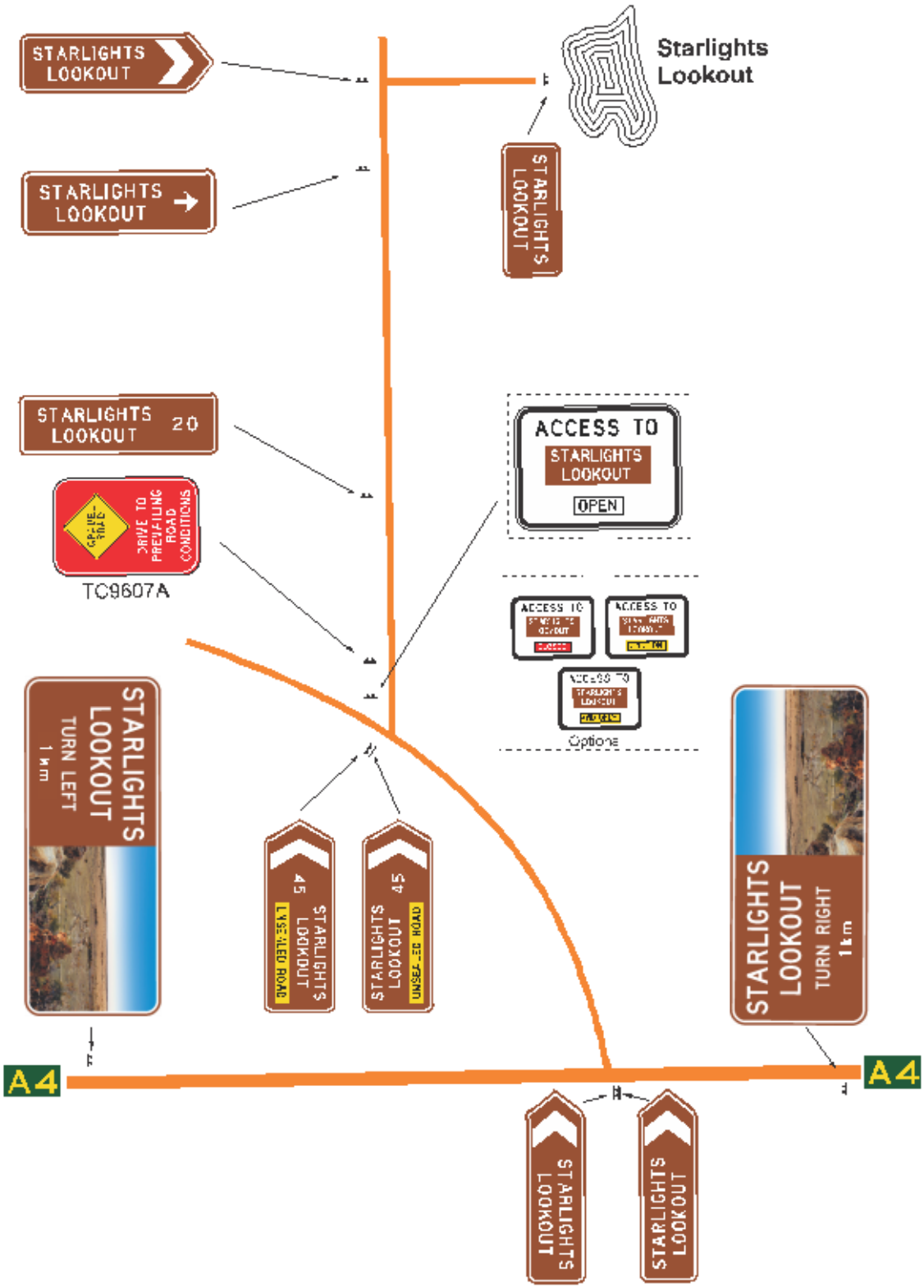
Figure 9.1 – Natural attraction with existing direction signs



9.2 Natural attraction without existing direction signs

Typical layout for a natural attraction which has no existing direction signs in place.

Figure 9.2 – Natural attraction without existing direction signs

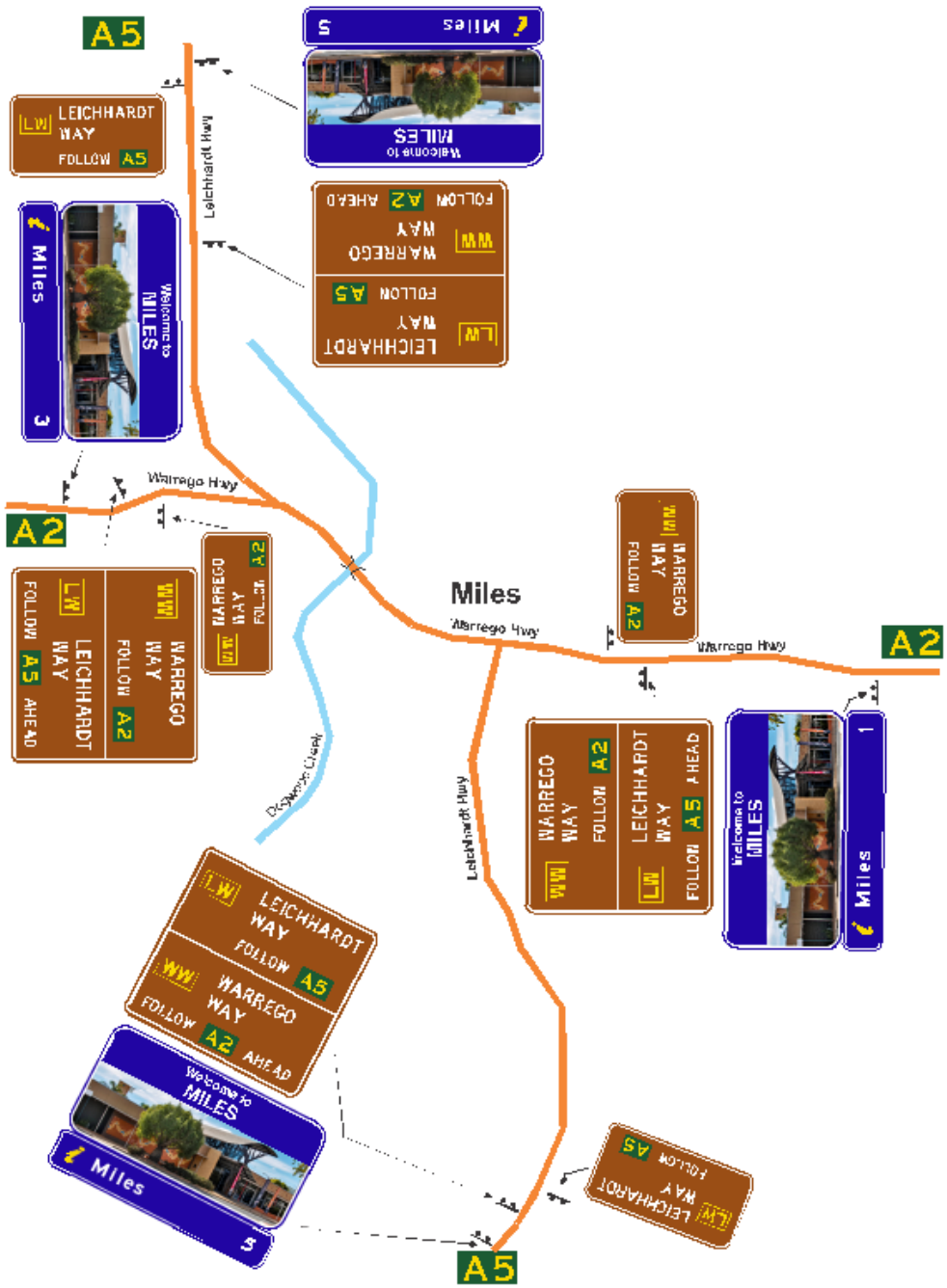


9.3 State Strategic Touring Routes identification signs at intersections of State Strategic Touring Routes

Typical layouts for the SSTR identification signs at an intersection between two SSTRs.

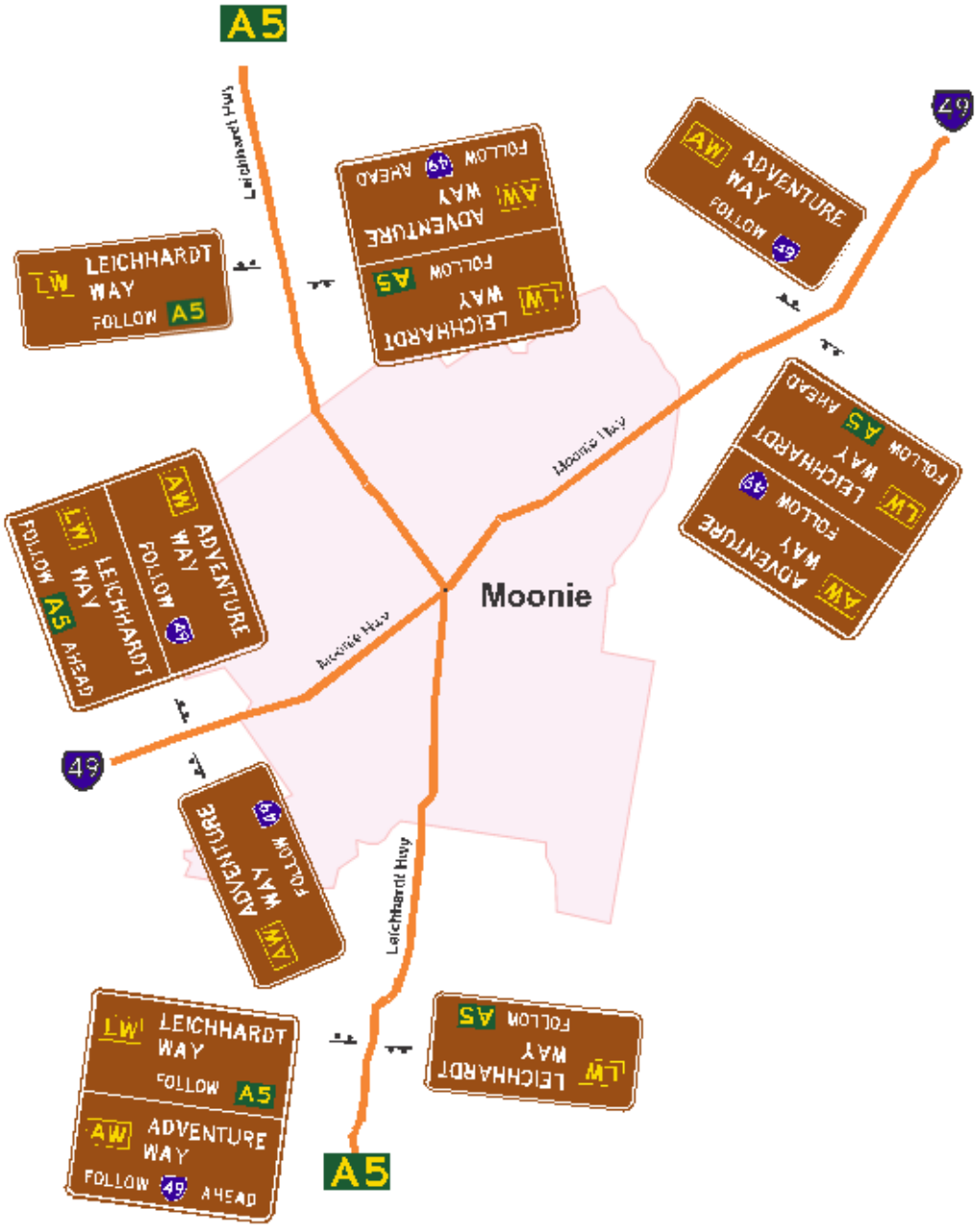
9.3.1 At a town with an accredited visitor information centre

Figure 9.3.1 – State Strategic Touring Routes identification signs at intersections of State Strategic Touring Routes (town with accredited visitor information centre)



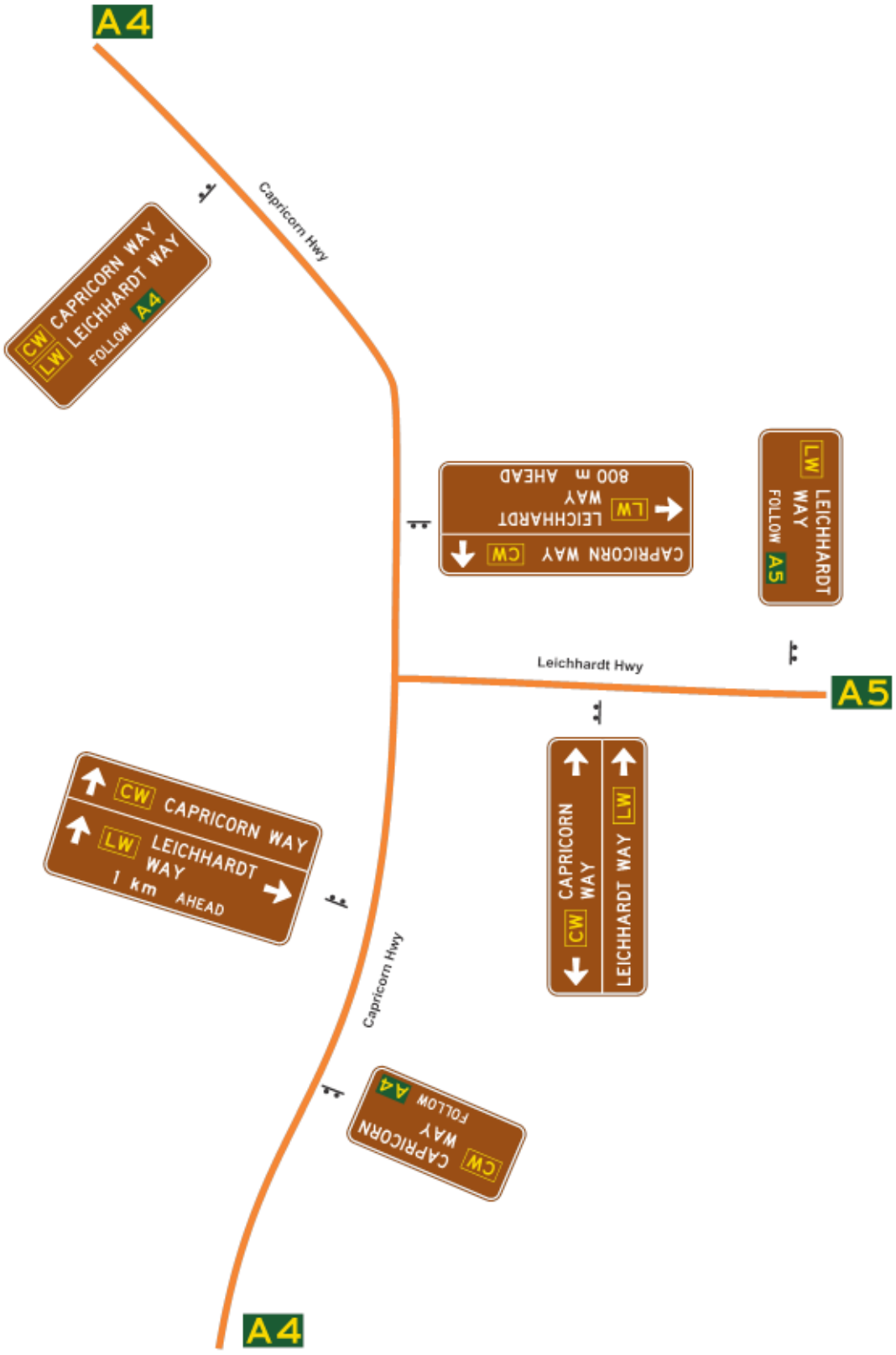
9.3.2 At a town

Figure 9.3.2 – State Strategic Touring Routes identification signs at intersections of State Strategic Touring Routes (town)



9.3.3 At a rural intersection

Figure 9.3.3 – State Strategic Touring Routes identification signs at intersections of State Strategic Touring Routes (rural intersection)



9.4 State Strategic Touring Routes identification signs at a change of direction

Typical layout for the SSTR identification signs at a rural intersection where the SSTR changes direction and extra reassurance or guidance is required.

Figure 9.4 – State Strategic Touring Routes identification signs at change of direction

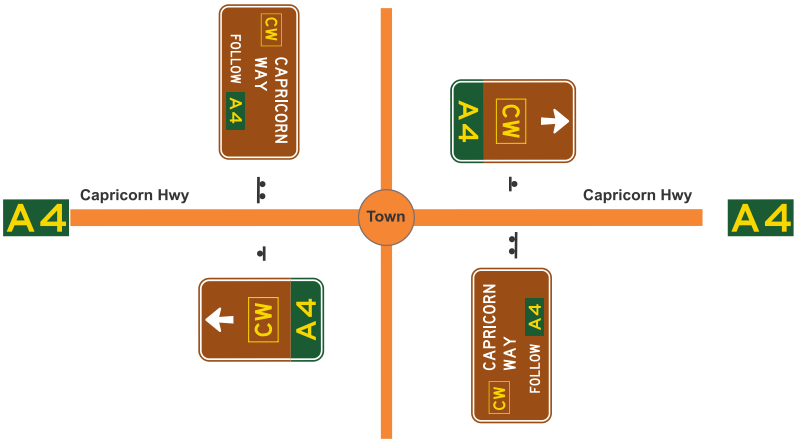
9.5 State Strategic Touring Routes identification reassurance signs

Typical layouts for the SSTR identification reassurance signs at some key locations.

9.5.1 At a town

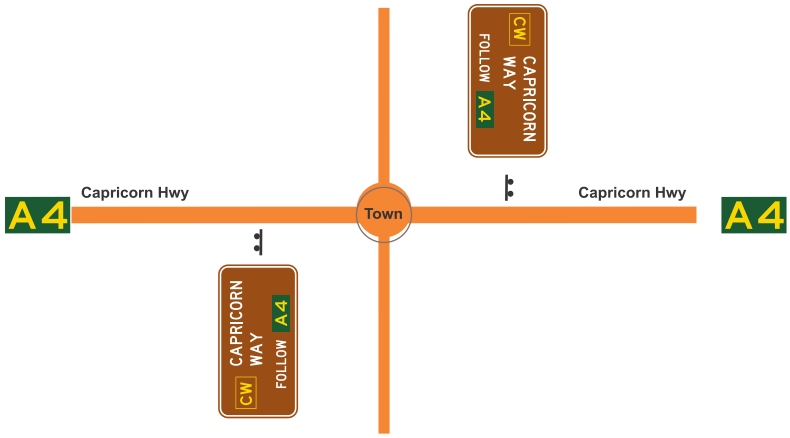
If required, at a town where there is a change in direction or where the drive tourist is directed through a number of intersections (some of which require a change in direction) reassurance signs should be installed in advance of the town. Reassurance route markers may be installed once the driver has exited the town to reassure them they are on the correct route.

Figure 9.5.1(a) – State Strategic Touring Routes identification reassurance signs (town)



If required, at a town where the route through the town is clear (with little complication) reassurance signs may be installed once the driver has exited the town to reassure them they are still on the correct route.

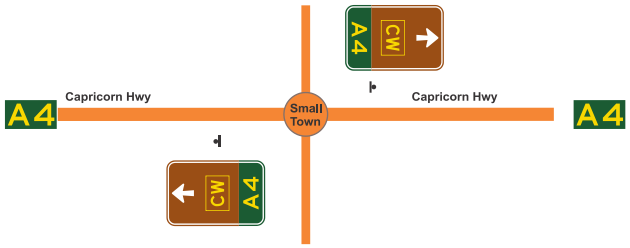
Figure 9.5.1(b) – State Strategic Touring Routes identification reassurance signs (town exit)



9.5.2 At a small town

If required, at a small town where the route through the town is clear (with little complication) reassurance route markers may be installed once the driver has exited the small town to reassure them they are still on the correct route.

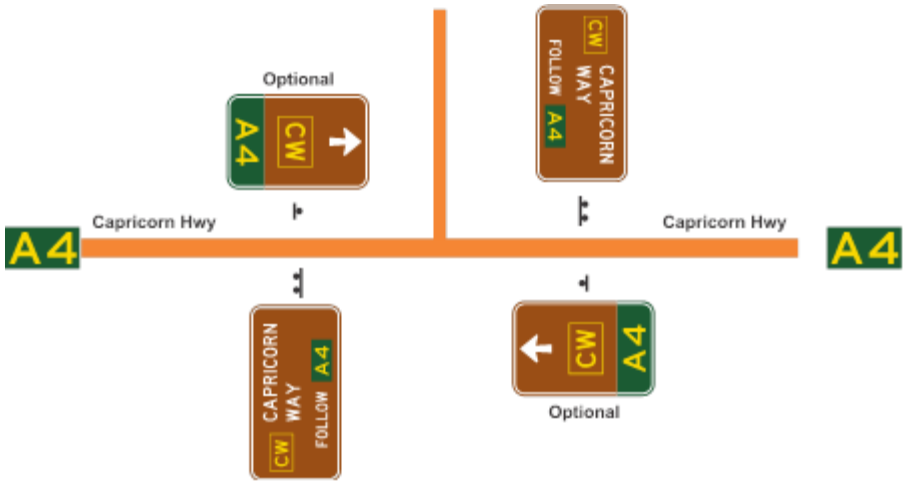
Figure 9.5.2 – State Strategic Touring Routes identification reassurance signs (small town)



9.5.3 In a rural area (at an intersection)

If required, at a rural intersection where a number of drivers may enter onto the SSTR, reassurance signs may be installed to face drivers who have just entered onto the SSTR. If the direction signs on the SSTR in advance of the intersection are not clear that the SSTR continues straight ahead, then reassurance route markers may be installed on both approaches to the intersection.

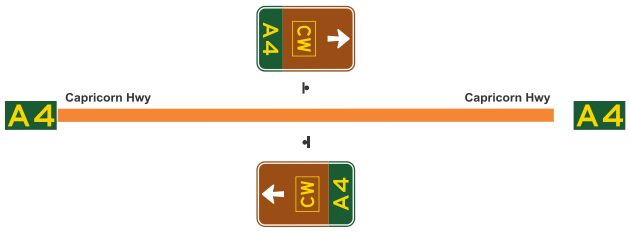
Figure 9.5.3 – State Strategic Touring Routes identification reassurance signs (rural intersection)



9.5.4 In a rural area (between towns)

If required, a pair of reassurance route markers may be installed in rural areas between towns to reassure drivers that they are still on the correct route.

Figure 9.5.4 – State Strategic Touring Routes identification reassurance signs (rural area, between towns)



10 Signs for tourist drives

Signs for tourist drives were originally in scope for this project and were included in the pilot works; however, they are no longer included as part of this project. The information contained in this section was used for the pilot works and is included here as reference for those works only.

10.1 General

Typically, tourist drives provide an alternative route for drivers that encompasses some tourism or scenic value before returning the driver either to:

- the start point of the tourist drive (for example, via a loop or out and back drive), or
- a point further along the major route to continue their journey.

Tourist drives where possible should have signs which indicate the distance the tourist drive travels as opposed to continuing on the SSTR. This allows motorists to make an informed choice about travelling via the tourist drive or remaining on the SSTR.

Tourist drives must have sufficient signs throughout their length to allow drivers to navigate the tourist drive with ease and certainty.

Tourist drives can be designated by a tourist drive number or a stylised logo. If a stylised logo is used it must be easily recognised and conform to roadside sign design standards.

Tourist drives which intersect with (or start and finish on) a SSTR may have signs installed to identify the tourist drive. Typically, these signs would also provide the tourist with some key information about the tourist drive such as the overall distance of the tourist drive compared with the through route. This may attract tourists to take the tourist drive in lieu of the through route.

Examples of the various types of tourist drive signs are included in the following sections.

10.2 Advance direction signs

10.2.1 Advance tourist drive pictorial signs

The advance tourist pictorial signs incorporate an image that is indicative of the particular tourist drive. The image is to be representative of what the area associated with the tourist drive has to offer the tourist.

These signs are generally used as gateways to the tourist drive and may be installed on the SSTR in advance of the intersection with the tourist drive.

They may also provide information such as the total length of the tourist drive and the tourist drive route identifier or logo.

Figure 10.2.1 – Advance tourist drive pictorial signs

10.2.2 Advance tourist drive signs

These signs may be installed on the SSTR in advance of the intersection with the tourist drive.

They may also provide information such as the total length of the tourist drive and the tourist drive route identifier or logo.

Figure 10.2.2 – Advance tourist drive signs

10.2.3 Diagrammatic advance direction signs

These signs may be installed on the SSTR in advance of the intersection with the tourist route.

Some tourist drives may be suited to the depiction of the route on a diagrammatic direction sign. Tourist drives which leave the through route and later re-join it some distance further on are ideally suited to this type of sign.

This type of sign also provides information such as the total length of the tourist drive as well as the length of the through route enabling tourists to decide whether to take the tourist drive (which is generally longer in distance and time to travel) or stay on the through route.

Figure 10.2.3 – Diagrammatic advance direction signs

10.2.4 Advance direction signs

These signs incorporate the tourist drive logo (and if applicable a tourist facility) within the advance direction signs. These signs may be installed in advance of intersections:

- on SSTRs to guide tourists to tourist facilities or direct tourists off the SSTR and onto the tourist drive, and/or
- on tourist drives to guide tourists along the tourist drive or to tourist facilities which may be accessed from the tourist drive.

Figure 10.2.4 – Advance direction signs

10.3 Intersection direction signs

These signs incorporate the tourist drive logo (and if applicable a tourist facility) within the intersection direction signs. These signs may be installed at intersections:

- on SSTRs to guide tourists to tourist facilities or direct tourists off the SSTR and onto the tourist drive, and/or
- on tourist drives to guide tourists along the tourist drive or to tourist facilities which may be accessed from the tourist drive.

Figure 10.3 – Intersection direction signs

10.4 Reassurance

10.4.1 Reassurance tourist drive direction signs

These signs are installed at key locations along a tourist drive to reassure tourists of being on the tourist drive (the name and logo for the tourist drive is prominent on the sign). They include the key destinations or tourist facilities located on the road ahead and the distances to each from the location of the sign. They are generally installed after intersections with major roads or where reassurance is deemed necessary.

Figure 10.4.1 – Reassurance tourist drive direction signs

10.4.2 Route markers

These signs depict either a tourist drive number, or the logo assigned for the tourist drive. They should be compact, easily recognisable and used to reassure the tourist that they are travelling the desired route. Route markers may be installed at key locations on the tourist drive where additional reassurance may be required.

An END route marker is used to designate the end of the tourist drive.

Figure 10.4.2 – Route markers

11 Use of the World Heritage Area logo

Natural attractions which are listed by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) as being a World Heritage Area (WHA) may be identified as a WHA on the roadside signs for that attraction. As at February 2017 there are five WHA sites in Queensland;

- Fraser Island
- Gondwana Rainforests (on the border between NSW and Qld)
- Great Barrier Reef
- Riversleigh (fossil site in north-west Queensland), and
- Wet Tropics (wet tropical rainforests in north Queensland).

Examples of the WHA emblem options are provided following.

Figure 11 – Examples of World Heritage area emblem options

1. The linked logo	2. The World Heritage emblem with text	3. The World Heritage symbol	4. Patrimonito
UNESCO United Nations Educational, Scientific and Cultural Organization World Heritage	PATRIMONIO MUNDIAL WORLD HERITAGE • PATRIMOINE MONDIAL		

11.1 World Heritage Area logo on roadside signs

In accordance with the World Heritage Emblem Guidelines for use in Australia, example number three (the logo only with no text) is to be used on all roadside signs where the WHA logo is required.

Where applicable the WHA logo should be included on all the direction signs (excluding the pictorial signs) to the natural attraction (see pictorial sign examples in Section 3).

The inclusion of the WHA logo on the pictorial natural attraction signs will generally not be possible due to the impact on the sign design. These pictorial signs have a lot of information and finding a suitable location on the sign design will generally prove difficult and upset the readability or balance of the sign. These pictorial signs are already quite large and including the logo, will in most cases make the sign size bigger. If suitable for a specific sign design, the WHA logo may still be included on a pictorial sign (for example Riversleigh).

11.2 Examples of World Heritage Area logo on signs

The following images are examples (in addition to some in Section 3) of the use of the World Heritage Logo on roadside signs.

Figure 11.2 – Examples of World Heritage Area logo on signs

12 Image selection guidance

Selecting a final image for use on a roadside pictorial sign, which best represents a natural attraction, region, area or town (which also meets all the following image requirements) is often difficult and can be a very subjective and divisive topic.

12.1 Images

The types of image suitable for use on a roadside is often based on the type of roadside sign being considered.

Welcome to Queensland

The four images on this sign are not to be altered and have been selected to highlight the four key themes relating to tourism in Queensland (reef, outback, beach and rainforest).

Welcome to tourist region

These signs have space available for two images; however, if one single image was applicable for a tourist region, then that could be considered and used across the entire available image space.

The images used on this sign are to highlight the two key hero tourist experiences available in this region. The images used on each approach to the tourist region may differ depending on the experiences available / applicable from each approach.

It is also important to consider how the two images work together on the sign as they will join at the middle. Consider which is better suited to the left or right dependant on this central join.

Welcome to town

This type of sign includes an image which best represents the town. The shape (aspect ratio) of this image on the welcome to town sign often dictates the type of image to be selected as not all images will easily fit into this space.

The selected image should be something of interest, which visitors to the town can experience within the town.

Natural attraction

The image used for a natural attraction (or national park) is a single image which best depicts the natural attraction, taken from a location where the visitor can experience the same view (seasonal variations applicable).

Tourist drive

The image used on this sign should depict the key tourist experience available along the tourist drive. The image must not depict a commercial tourist facility along the tourist drive.

Local tourist area

The image on this sign is similar to images for the welcome to tourist region sign; however, only a single image is used, and the image should depict the local key hero tourist experience available in this area.

12.2 Image approvals

The selected images will need to be approved by both the relevant Regional Tourism Organisation (RTO) and the relevant local government(s) prior to being used on a roadside sign.

The images should also be endorsed as suitable for use on a roadside sign by Transport and Main Roads prior to installation on any state-controlled road.

12.3 Image selection considerations

As a guide, consider the following when selecting an appropriate image for use on a roadside sign. The type of image which works well in a brochure may not be as well suited to display on a roadside sign.

- Not all images will suit the space available on the roadside sign
  - The height versus width aspect ratio of the space for the image on the sign will be a primary concern when selecting an image (refer table in Section 12.4 following).
  - Images will need to be cropped to suit the available space (to this aspect ratio).
- The images will need to be interpreted at a glance whilst being viewed by drivers, sometimes travelling at high speed.
  - Images should be as simple as possible.
  - Avoid images which include a large amount of detail (especially fine detail as these cannot be interpreted at high speed).
  - Images should have contrasting colours and if possible avoid large areas of very light or very dark colouring.
  - Generally, avoid images which contain people, especially if they are the main detail in the image.
- The selected image must be a complete single image.
  - The blending of images or the use of multiple images on the one sign (except where permitted) is to be avoided.
- The image selected should be able to be 'seen' by the visitor to the natural attraction or town.
  - It should not be taken from a location which is not accessible for a visitor or taken from a location which requires an entrance fee to be paid (such as an image taken from within a commercial tourist facility).
  - Seasonal variations of an image are fine, select the most appropriate image.
    - For example, the image of a waterfall in the wet season versus a waterfall in the dry season will be completely different.
  - Aerial images may not be particularly effective on roadside signs.
- The image should not contain commercial advertising or identifiers.
  - For example, a river with a tour boat operator's boat clearly distinguishable or a town centre (for a town welcome sign) with businesses clearly identifiable should be avoided.

12.4 Image size / resolution

The images selected for use on roadside signs will need to be of a high resolution, in order not to become pixelated or blurry on the roadside sign.

The images will need to be capable of being enlarged to the following indicative sizes for the different types of roadside signs.

Table 12.4 – Image size for sign type

Sign type	Image height (mm)	Image length (mm)
Welcome to Town (A size)	730	2400
Welcome to Town (B size)	1095	3600
Welcome to Town (C size)	1460	4800
Natural Attraction / National Park (A size)	1400	1600
Natural Attraction / National Park (B size)	1600	2000
Natural Attraction / National Park (Motorway)	2400	3000
Natural Attraction – Island (A size)	1600	1600
Natural Attraction – Island (B size)	2000	2000
Welcome to Tourist Region	1100	2000
Welcome to Tourist Region (Motorway)	1650	3000
Local Tourist Area (A size)	1600	1600
Local Tourist Area (B size)	1800	2000
Local Tourist Area (Motorway)	2400	3000
Tourist Drive (with turn instruction)	1800	1950
Tourist Drive	1500	1950

12.5 Images for commercial tourist facilities

Commercial tourist facilities are **NOT** to have pictorial signs.