

Guideline

Tourist signs for commercial tourist attractions on state-controlled roads (white lettering on brown background)

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Resources, References and Specifications

The Department of Transport and Main Roads wish to acknowledge the following resources, references and specifications in contributing to this guide.

Resources

National Tourist Signing Eligibility Guidelines

Tourist Signposting – Transport, Roads and Marine Services, New South Wales

Tourist Signing Guidelines – VicRoads, Victoria

Road Sign Guidelines –Guide to Visitor & Services Road Signs in South Australia

References

Australian Standard – AS 1742.6 *Manual for Uniform Traffic Control Devices* – Part 6: Tourist and Service Signs

Transport and Main Roads Standard Specifications

Policy for Road Signage of Tourist Attractions

Policy for Direction Signage of Theme Parks and other Major Attractions

Traffic and Road Use Management (TRUM) Manual – Part 1.12 Service and Tourist Signage Guide

Traffic and Road Use Management (TRUM) Manual – Part 1.33 Wine Tourism Signing Guidelines

General Specifications

Any tourist sign needs to conform strictly to the following standards:

Manual of Uniform Traffic Control Devices – Part 6 Tourist and Service Signs

Colour, type, size and legend – AS 1743 and AS 1744

Symbols – AS 1742.6, AS 2342

Placement, supports and fittings – TRUM Manual, Volume 1.6

Erection of signs - TMR standard specifications

Manufacture of road signs – TMR standard specifications

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1 Introduction

The primary purpose of these guidelines is to provide assistance to applicants, the Department of Transport and Main Roads (TMR) and Regional Tourist Organisations (RTO) in the application and assessment process and administrative arrangements for the installation of tourist signs on state-controlled roads in Queensland. The use of these guidelines will improve road safety and lead to a major improvement in the quality and consistency of tourist signs throughout the state.

These guidelines specifically deal with white lettering on brown background tourist signs for commercial tourist attractions on state-controlled roads in Queensland.

Whilst, this guide is in-line with the comprehensive Australian Standards (AS 1742.6) adopting national consistency for tourist signs, it also covers a wide range of situations which occur in practice.

The Queensland Government has adopted the 10 core criteria developed by the National Tourism Signing Reference Group to assess the tourist merit of an attraction. The RTO will apply these criteria when assessing the tourism merit of individual tourism operators.

TMR have developed these guideline to ensure a safer road network and in conjunction with the Department to Tourism, Major Events, Small Business and the Commonwealth Games (DTESB) in support of the Queensland governments' commitment to the tourist industry.

1.1 Background

The Queensland Government recognises tourism as one of the four pillars of Queensland's economy and has made a commitment to work with industry to improve its long-term viability.

Following the DestinationQ Forum, which was held in Cairns in late June 2012, to discuss the future of Queensland's tourism industry, TMR made a commitment to review:

- its tourist sign policies to ensure they were supporting drive tourists to get to their destinations around Queensland, and
- processes for tourism operators to install their destination's signs on the state-controlled road network.

The review is a key deliverable of the Queensland Drive Tourism Strategy 2013-2015.

When TMR sought feedback from the tourism industry about their issues in relation to tourist signs, one of the greatest areas of concern was the white legend on brown background tourist attraction signs that tourism operators apply and pay for, as well as the process for applying for these signs.

The following policies and guidelines were used to assess and design tourist signs:

- Service and tourist signing guidelines
- Policy on road signage of Tourist Attractions
- Wine tourism signing guidelines
- Policy on direction signage of theme parks and other major attractions
- Manual of uniform traffic control devices
- Traffic and road use management manual
- Australian Standards (AS 1743, AS 1742).

TMR is currently reviewing these policies and guidelines with a view to replace them with a more streamlined guide for tourism operators and signing practitioners.

1.2 Types of signs used by tourists

Visitors use four major categories of road signs to find tourist attractions and services in Queensland.

Direction signs

Direction signs facilitate movement in the safest and most direct way to towns, cities and other destinations. They are the primary means of directional information for visitors and are designed to supplement road maps, street directories or GPS devices. Direction signs provide reassurance to motorists that they are travelling in the desired direction.



Tourist signs

Tourist signs indicate non-commercial and commercial attractions of tourist interest. In order to qualify for tourist signs, the core business must be tourist based, with a strong commitment to servicing visitors.



Service signs

Service signs indicate commercial and non-commercial services available to road users adjacent to the road, along a side road or reached via an exit ramp. The categories of services that may be approved for signing include commercial services, community facilities, roadside stopping places, service centres and roadside help phones.



Community facility name signs

Community facility name signs may be installed for facilities that are generally non-commercial based and located on side roads off the state-controlled road network. The types of facilities that may be considered for this type of signing include airports, civic centres, hospitals, police, post office, railway station, shopping centres and sporting and recreational grounds and facilities.



In the interest of consistency, TMR encourages local governments to apply similar provisions when considering signing of tourist attractions on roads under their control.

TMR will be developing guidelines for other types of signs similar to this document, or technical guidance you would typically find in the MUTCD.

2 Eligibility for tourist signs

Eligibility for signing of tourist attractions is assessed based on:

- road and traffic considerations
- tourist merit.

2.1 Road and traffic considerations

2.1.1 General

Tourist signs must not impact on traffic safety and efficiency and should not detract from the effectiveness of other road signs.

2.1.2 Proliferation of signs

Motorists can only absorb a limited amount of information and proliferation of signs, particularly at intersections, is not desirable. Too many signs can be a safety hazard for motorist and can create visual pollution, so generally the maximum of five sign components is allowed at any given location. Wherever possible, the rationalising of existing signs should be considered by the applicant and TMR when processing applications for new tourist signs.

When a request will result in exceeding the maximum limit, TMR and/or the applicant should consider the aggregation of smaller signs into one sign. This may often involve the replacement of references to individual attractions with a generic descriptor or a standard symbol type sign. For example, instead of signing to several individual galleries, a larger general sign may be appropriate.

The need to rationalise signs will be made in consultation with existing stakeholders, however, TMR is the final arbiter in these decision.

2.1.3 Sign information

On any tourist sign, the legend will only include 2 or 3 words maximum plus any relevant symbol, as the sign is primarily there to guide tourists to their destination. Individual logos will generally not be

considered as they are unsuitable for use on road signs because they cannot be clearly distinguished from a moving vehicle. There are some cases where a logo may be considered, such as a theme park or state significant attraction. If the attraction can demonstrate that its logo will be more distinguished compared to its name for example the logo must be well established, have been extensively marketed and used for advertising purposes, TMR may use it on direction signs instead of the attraction's name. The logo must incorporate the facilities name and must be used instead, of not as well as the facility's name.

Australia Standards (AS 1742.6) have a number of standard symbols for use on tourist signs to describe features or attractions. These symbols are an effective way of communicating with drivers and in many cases these standard symbols are used instead of words. For standard symbol examples refer to Appendix A.

2.1.4 Distance limits

Tourist signs are generally limited to intersections where tourist traffic is exiting the state-controlled road network.

They are not normally approved for installation at multiple intersections along state roads.

In general, tourist attractions should not be located further than 10 kilometres from the closest state-controlled road intersection where signs have been requested.

However, there may be a justification for a relaxation to this general limit, such as in remote localities where driving greater distances is more readily accepted or high visitor numbers or where tourism development is minor and proliferation is low.

Where tourist attractions are a considerable distance from the state-controlled road, the distance to the establishment should be clearly shown.

2.2 Tourism merit

The visitor experience is a major consideration when determining the eligibility for tourist signs.

To assess the tourism merit of an attraction, the Queensland Government has adopted the 10 core criteria developed by the National Tourism Signing Reference Group (NTSRG), which is an advisory body to the Australian Standing Committee on Tourism. NTSRG includes representatives from federal, state and territory tourism organisations and road authorities.

To ensure consistency, all attractions must meet the core criteria in 2.2.1 and any additional specific category criteria outlined in Sections 2.2.3.1 to 2.2.3.10.

2.2.1 Core criteria for individual tourist attraction signs

- 1) The attraction must be well established and have been operating for at least 6 months.

The attraction should provide a significant tourism experience - be more than just a retail outlet and have a strong commitment to serving tourists. Operating for at least 6 months helps demonstrate the viability and sustainability of the business.

- 2) Government approvals

The attraction must have all relevant local, state and commonwealth licences and approvals to operate as a tourist attraction.

3) Pre-booking must not be required to visit the attraction

Tourist attractions requesting signs should be open to the public, without pre-booking. While it is acceptable for attractions to require pre-booking for coach groups, the experiences on offer must also be available to casual visitors. Attractions that only cater for pre-bookings are NOT eligible for tourist signs.

4) Opening times

Attractions, with the exception of seasonal attractions, are expected to be open daily or at least for a minimum of five days a week, including weekends and public holidays (excluding Good Friday, Anzac Day and Christmas Day). When open, it is generally expected that attractions will operate for a minimum of six hours per day (e.g. 10 am to 4 pm).

5) Parking

It is generally expected that designated car parking will be provided on-site, clear of the road and verge and be able to cater for buses, tourist coaches and, if necessary, cars with caravans.

While on-site parking is desirable, adequate on or off-street parking needs to be provided within a convenient distance of the attraction. The adequacy of car parking is assessed on a case by case basis.

6) Interpretation

Tourist attractions must provide visitors with high-quality interpretation. The methods and means used to enable visitors to engage more deeply with an experience or activity may differ widely. Examples of high-quality interpretation include - guided tour, self guided tour brochure, audio tour, brochure/pamphlet, labels/text panels, annotated displays etc. It is not acceptable for attractions or products to rely solely on verbal interpretation provided by an operator or staff member.

7) Toilets

All attractions are required to provide conveniently-located toilet facilities and comply with disability access legislation.

8) The entry to the property must be clearly identified

An attraction sign that is identifiable to passing motorists should be installed within the property line and should provide information about the opening hours, days of operation and contact details.

9) Marketing collateral

Attractions should be supported by relevant marketing collateral material, for example a brochure available from the nearest visitor information centre, or an established website that includes printable information, that clearly states the street address, opening days and hours, and contact phone numbers. It should also include a map that provides clear navigation to the attraction, without relying entirely on signs.

10) Seasonal attractions

Attractions not opened all year, must be open for a minimum of nine months of the year to be eligible for a permanent sign.

Signs for approved seasonal attractions should indicate the months of operation or be covered when not operating. Signs should not indicate closed dates and should not indicate opening hours. See the sample signs below for signing of seasonal attractions.



An attraction open for less than nine months of the year needs to show why it legitimately cannot deliver a year-round experience, for example, climatic seasonal factors that affect the quality of the experience.

Signed seasonal tourist attractions, for example, wildlife viewing must include relevant interpretative panels/displays to explain the experience, so visitors can appreciate it even at times when it cannot be seen or undertaken.

2.2.2 Desirable criteria

Membership

It is desirable that tourist operators participate in the activities of the local and/or regional or peak sector tourist organisation. The business should be listed on the Australian Tourism Data Warehouse, which can be done by contacting Tourism and Events Queensland.

National accreditation

The Australian Government has developed a new tourism accreditation framework, marketed as T-QUAL Accreditation to promote quality experiences for tourism consumers.

Tourist operators complying with recognised quality assurance schemes are given the T-QUAL Tick, which is a national symbol for consumers to easily recognise quality products and services.

Currently, tourism accreditation is desirable, but is not essential. T-Qual Accreditation will help identify the business is offering a high quality, bone-fide tourism experience.

2.2.3 Additional criteria for specific categories

In addition to the core criteria, certain major individual types of tourist attractions may have additional specific criteria that need to be applied and met.

2.2.3.1 Galleries and craft outlets

Galleries and craft outlets, which may operate as public facilities, like the major public galleries, or as commercial galleries, feature a broad range of media, including wood, glass, ceramics, jewellery, metal, textile/fabrics and mixed media that are usually locally sourced.

This category does not include museums, which are subject to the requirements in Section 2.2.3.2.

Specific Criteria

In addition to the core criteria outlined in Section 2.2.1, galleries and craft outlets must also meet the following:

Galleries

- have a professionally presented exhibition space greater than 50 square metres. – smaller spaces are considered to be retail shops
- more than 30% of the art/craft works displayed must be by local and or regional artists.

Art/craft outlets

- be a studio type gallery, featuring a resident artists/craftsperson
- display a production process, together with associated interpretation
- have a professionally presented exhibition space greater than 50 square metres - smaller spaces are considered to be retail shops
- more than 30% of the art/craft works displayed must be by local and/or regional artists.

2.2.3.2 Museums

Museums form a major component of the tourism infrastructure of Queensland and include local history museums, museums devoted to specialised collections or topics and major state and national museums.

Collections of artworks, such as paintings, sculpture are classed as galleries, and are subject to the requirements in Section 2.2.3.1.

For museums to be eligible for tourist signs, they must provide informative experiences for the visitor.

Museums must have a collection of adequate size and quality. The collection needs to be displayed in a way that enables visitors to gain an appreciation of its technical, social or cultural significance.

Specific criteria

In addition to the core criteria outlined in Section 2.2.1 museums must also meet the following:

- consistent displays/presentations which relate to the local community and its identity, or to a specific theme
- displays of adequate material, quality or significance to convey knowledge of the particular theme or identity to visitors
- management policies and practices that ensure the collection, its display and interpretation, are maintained to a high standard
- represent a specific theme. Applicants must demonstrate how the collections or displays represent a particular theme or local/regional identity
- the exhibition space must be greater than 50 square metres.

2.2.3.3 Aboriginal and Torres Strait Islander attractions

Attractions in this category reflect the rich and diverse culture and heritage of Aboriginal and Torres Strait Islander Australians. They may include sites that have historic or contemporary significance to Aboriginal and Torres Strait Islander peoples, which may include purpose-built cultural centres that feature varied displays representative of Aboriginal and Torres Strait Islander culture.

Centres and sites in this category are either owned and/or operated by Aboriginal and Torres Strait Islander peoples or, organisations, or employ Aboriginal and Torres Strait Islander peoples, for the specific purpose of showcasing their heritage and cultures.

Care needs to be exercised to strike a balance between the desires of visitors and respecting Aboriginal and Torres Strait Islander individuals and communities.

Specific criteria

In addition to the core criteria outlined in Section 2.2.1, Aboriginal and Torres Strait Islander attractions must also meet the following:

- where an attraction, classified as Aboriginal and Torres Strait Islander is owned and operated by non-Indigenous persons, they must provide evidence that they have consulted with the Traditional Owners for the area.

2.2.3.4 Historic site, building, monument

Historic sites, buildings or monuments that may be regarded as eligible tourist attractions will generally demonstrate one or more of the following qualities:

- provide significant insight into former lives and circumstances
- paint a picture of significant historic events or settlement patterns
- represent historically significant lifestyles or styles of architecture, garden design or landscaping
- serve to illustrate the ways past generations lived, worked and pursued recreational and other interests
- commemorate the achievements of individual Australians and/or generations of Australian families.

Specific criteria

In addition to the core criteria outlined in Section 2.2.1, historic sites, buildings and monuments attractions must also meet the following:

- must be registered on the Queensland Heritage Register and/or the local heritage register.

2.2.3.5 Wineries

Queensland's wineries and vineyards add another dimension to the state's tourism experiences, encouraging additional visits and spending in the wine regions. Businesses that benefit from wine tourism include cellar door wineries, tour operators, gift shops, restaurants and accommodation providers.

In 2001 there were 91 licensed wine producers and merchants active across Queensland. In 2013, this had grown to 153 wine producers and 12 wine merchants operating across the State's wine regions which extend from Queensland's southern Granite Belt to the northern fruit wine region.

The main regional areas across Queensland offering wine tourism experiences are the Granite Belt, Gold Coast Hinterland, Sunshine Coast, Scenic Rim, Darling Downs, Somerset Valleys and the South and North Burnett regions.

Over 75% of wine produced in Queensland is sold from designated cellar door outlets operated by regional winemakers. Regional cellar doors traditionally adjoin the winemakers' actual vineyard or

winery facility and provide visitors with allocated parking and related facilities such as a winery viewing room or café. There are now over 200 cellar door and satellite cellar door outlets across Queensland.

Specific criteria

In addition to the core criteria outlined in Section 2.2.1, wineries must also meet the following:

- there must be a purpose built facility for tasting (cellar door) and sales
- the tasting facility must be located where either:
 - wine production processes can be viewed or interpreted
 - the vineyard can be viewed and visited.

2.2.3.6 Primary and secondary industries

In addition to their economic contribution, some primary and secondary industries offer a significant experience to visitors. The appeal generally relates to the production process itself and may involve innovative or unusual technology, the size or scale of the activity or the opportunity for visitors to learn about industry processes.

Attractions in this category generally involve an agricultural activity for example, lavender farms or a factory/mill process, for example, cheese factories.

It is acknowledged that these attractions are primarily commercial operations and that the tourist component may not be the most lucrative aspect of the business. However, the experiences offered to visitors through viewing the processes and learning about the industry are the deciding factors for tourism signs.

In assessing primary and secondary attractions, a useful question to consider is: if any retail component was removed, e.g. sale of produce would the attraction still warrant visitation? For example, a solely retail outlet would not qualify for a tourist sign.

Specific criteria

Primary and secondary industries must meet the core criteria outlined in Section 2.2.1.

No additional specific criteria.

2.2.3.7 Nature based attractions

Queensland enjoys highly diverse and distinctive natural environments, including rainforests, deserts, mangrove swamps, eucalypt forests, grasslands and coastal reefs, many of which are renowned for their natural beauty and biodiversity. Access to significant natural areas allows visitors to experience a wide variety of outdoor recreational activities and experiences ranging from outdoor adventure to relaxation.

Attractions in this category are considered nature-based activities and may include:

- walking tracks and board walks
- natural features (e.g. lookouts, waterfalls)
- botanic gardens
- zoos and wildlife parks.

For outdoor/nature based attractions to be eligible for tourist signposting, they must provide informative experiences for the visitor. This is irrespective of whether they are operated by a government agency, a non-profit organisation or a commercial concern.

Non-commercial attractions such as walking track and board walks, natural features and botanic gardens that are owned and/or operated by government agencies will be processed under a different methodology (contact TMR local region for information). The cost to install and maintain signs for non-commercial attractions will be borne by the Department of Transport and Main Roads.

Specific criteria

In addition to the core criteria outlined in Section 2.2.1, outdoor/nature based attractions must also meet the following:

Attractions	Requirement
Zoos and wildlife parks	<ul style="list-style-type: none"> must meet the Queensland licensing requirements

2.2.3.8 Theme parks

Theme parks are only eligible for tourist signs where its theme is identifiable, consistent and integrated. Applicants must demonstrate that they are a major tourist attraction that attracts high visitor numbers, a significant proportion of whom are drawn from a large catchment area.

This category does not include community sport and recreational facilities which primarily cater for the local community such as sports-based activities, go-karting, local amusement parks, skating rinks, bowling alleys, golf courses, mini golf, swimming complexes, sporting grounds, racecourses or trotting tracks.

Specific Criteria

In addition to the core criteria outlined in Section 2.2.1, theme parks must also meet the following:

- have an identifiable and consistent theme, which could include movie making, gold mining, wildlife etc.

2.2.3.9 State significant attractions

State significant attractions are those that, by virtue of their size, nature or iconic status enjoy a very high level of recognition by domestic and international visitors. They are inextricably associated with the image of Queensland or its regions, for example, Australia Zoo, Movie World and the Great Barrier Reef World Heritage area.

World Heritage sites that offer an accessible and genuine tourism experience may qualify as a state significant attraction because of their international profile and the high frequency of first time domestic and international visitors to these sites.

Specific Criteria

Where attractions meet all the other requirements for the relevant attraction outlined in Section 2.2.1 and/or product category they may qualify as a “state significant” attraction if they meet both of the following:

- the attraction must open daily (with the exception of Good Friday, Anzac Day and Christmas Day)

- visitation must exceed 500,000 visitors per annum (independent professional verified audit by a certified practising accountant).

2.2.3.10 Other attractions

There are other attractions within Queensland that may be tourist attractions but do not easily fit with any of the specific categories listed above. The Queensland Government recognises the importance of providing some flexibility to allow for new, unusual or other tourist products that may comprise elements of a number of different attraction types.

Applications may be submitted, however, the responsibility is on the applicant to present a strong case to warrant signs as a tourist attraction. Contact your local TMR regional office (contact details are listed on <http://www.tmr.qld.gov.au/touristsigns>) for more information prior to preparing a written case.

Applicants should provide a comprehensive application demonstrating why they should be considered eligible. In these cases, the tourist merit for the proposed attraction will be determined by the local regional tourism organisation.

In addition to meeting the core criteria outlined in Section 2.2.1, the written case must:

- provide a detailed description of the attraction, for example details about the type, nature and significance of the attraction to visitors, supported with documented evidence – photographs, diagrams, etc
- describe the experience(s) offered to visitors.

2.3 Product clusters

There are 'clusters' of tourist attractions with shared themes that exist at a much broader level than individual tourist attractions and can be signed as such.

These categories of tourist attractions include wine regions, historic towns and national parks, and may be quite distinct in form and character from one another, but are still integral components of the tourist attraction sector.

All product clusters are expected to reach the minimum requirement as outlined in Section 2.2.1 core criteria and the criteria outlined in the specific category.

2.3.1 Historic towns and precincts

Historic towns and precincts provide the opportunity to access clusters of heritage "product". It is expected that they will feature in-depth interpretation to highlight their historical significance.

Specific criteria

In addition to the core criteria outlined in Section 2.2.1 these attractions must also meet the following:

- the town/precinct is recognised on the Queensland Heritage Register or by the relevant Federal Heritage office
- applications are endorsed by the relevant local authority and in most cases the Chief Executive Officer of the local council should be the applicant.

2.3.2 Wine tourism region

Where there is concentrated number of wineries, the local wine industry association may apply for regional signing. However, to justify regional signing there needs to be a critical mass of at least 4 wineries and at least 75% of these needs to be open, without appointment, on any given day

(including both days of the weekend). This is to provide a genuine tourism experience to road users for a whole day and ensure that their reasonable expectation will be met when they visit the district.

To qualify for a wine region sign, the area must include the following:

Specific criteria

- Recognised by Wine Australia and be identified with a regional name.
- There must be a critical mass of at least 4 wineries and at least 75% of these need to be open, without appointment, on any given day, including both days of the weekend to comply with the individual attraction outlined in Section 2.2.1.
- Promotion as an integrated wine region. For example a brochure available at the nearest visitor information centre, or an established website that includes printable information. It should include details of the wineries in the region and a map that provides clear navigation to the region, without relying entirely on signs.

NOTE: Although it is necessary for wine regions to be recognised by Wine Australia, the official boundaries are not always suitable locations for welcome signs. Where possible, all wine region welcome signs should be within a short distance of the first winery, information bay or visitor centre. An information bay or visitor centre should be located at the beginning of the region, where relevant information can be obtained, for example, the number of wineries, operation hours, contact details and map showing indicative locations of the wineries and the overall region.

2.3.3 Tourist town or precinct

A tourist town or precinct is a geographical region that consists of a mixture of tourist products and experiences. To warrant signs, these towns or precincts must provide an extensive range of services (dining, accommodation and attractions) for visitors.

3 How to apply for a tourist sign

3.1 General

TMR will support the installation of commercial tourist signs within the boundaries of state-controlled roads where it is satisfied that:

- road safety is not adversely affected
- the number of signs and messages is controlled to acceptable limits
- the proposed application of signs meets relevant engineering standards
- signs directs tourists and visitors to places of appropriate merit.

Tourist signs are generally not provided on Freeway and Expressways roads. These roads usually have access to other arterial roads for which tourist attractions should be signed. The Freeway/Expressway signs are limited to signing of major routes and towns, which should be used by individual attractions in their marketing material. Exception to this may be tourist attractions of a State or Regional significance.

Applications to install commercial tourist signs within the state-controlled road reserve must be lodged using the following online application tool:

- tourist attraction sign application or renewal form www.tmr.qld.gov.au/touristsigns

Separate applications must be submitted to local council and TMR, where applicants want signs to a single facility along state-controlled and local council roads.

The application, assessment, approval and installation process for commercial tourist signs within the state-controlled road reserve is outlined below.

3.2 Application process

The application, assessment, approval and installation process for commercial tourist signs consists of the following four stages:

- Stage 1: Application
- Stage 2: Engineering assessment
- Stage 3: Tourism merit
- Stage 4: Sign design and installation.

Stage 1 Application

The applicant is required to:

- read the information guide available on www.business.qld.gov.au/tourist-signs and assess whether the tourist attraction meets the core criteria and any additional specific criteria
- where the applicant decides to proceed, the applicant needs to gather electronic copies of information required as detailed in the on-line application form
- complete the on-line application and attach the requested documents (Commercial tourist attraction sign application or renewal form)
- upon completion of the on-line application, details are automatically emailed to TMR.

Stage 2 TMR engineering assessment

TMR assesses the application's potential impact on traffic safety and efficiency including:

- crash history at proposed location of sign
- planned construction projects that may change the road environment
- the provision of existing signs and extent of information already at the proposed site
- ability for motorists to absorb additional signed information at the subject locations.

If a requested sign location is unsuitable, the department may encourage the applicant to consider installation at the more suitable location.

Where TMR does not support the application, formal written advice will be provided outlining why the application was unsuccessful.

Successful applications will progress to Stage 3.

Stage 3 RTO tourism assessment

TMR will forward the application to the Regional Tourism Organisation (RTO) for tourism merit assessment based on:

- core criteria as outlined in Section 2.2.1
- desirable criteria as outlined in Section 2.2.2

- additional criteria for specific categories as outlined in Section 2.2.3
- product cluster criteria as outlined in Section 2.3.

The RTO will provide TMR with a recommendation regarding approval.

Where the RTO does not support the application based on the tourist criteria and/or assessment, formal written advice from TMR will be provided to the applicant outlining why the application was unsuccessful.

Where supported by the RTO, the application will progress to Stage 4.

Stage 4 Sign design, manufacture and installation

To manage the installation of approved commercial tourist signs, TMR has established a pre-approved panel of sign designers, manufactures and installers. Applicants must use the service providers from the pre-approved panel.

- The applicant will receive an 'approval in principle' notice along with a list of pre-approved sign designers, manufactures and installers and a Road Corridor Permit (RCP) application form to confirm the location and timeframe for installing the signs.
- The applicant submits a sign design scheme prepared by the service provider, along with the RCP application form to TMR for formal approval. The signing scheme must include sign face and sign structure designs, final locations and clearance heights.
- To ensure a consistent application across the state, TrasiCad should be used to design all sign faces and TraSIS to calculate sign structures or supports, based on sign parameters, terrain profiles and environmental conditions.
- TMR will review the proposed signs against current departmental standards and guidelines. The applicant will be required to arrange necessary changes where non-conformances are identified.
- Where proposed signs meet departmental requirements, TMR will issue an 'approval to proceed' notice, along with a RCP (including conditions).
- It is essential that signs be supplied only from pre-approved manufacturing companies, as retro-reflective sheeting used in sign manufacturing requires specialised equipment and handling.
- Once manufactured, the sign installer engaged by the applicant will be required to apply for a Traffic Controller Permit to carry out works on the certain roads during the sign installation process.
- Upon completion of installation, and as a condition of the RCP, the applicant will ensure the installer is present when inspected by a TMR appointed delegate. The sign installer will be required to arrange rectification of any identified non-conformances.

3.3 Timeframes

TMR will provide a written response regarding the outcome of an application within 90 days of receipt of the application. This timeframe is subject to the applicant supplying all the necessary information.

3.4 Approval or refusal of application

Written consent or approval of an application for a commercial tourist sign will take the form of a road corridor permit (RCP).

A RCP will detail a number of conditions including:

- standards and specifications relating to sign construction, installation and maintenance
- responsibilities in relation to cost, maintenance and removal
- conditions under which TMR may remove any sign
- conditions relating to the continuing operation of the tourist attraction.

TMR may also impose special conditions on a permit if required.

TMR will advise the applicant in writing of a result where an application has been rejected. Rejection of an application because of tourism considerations would be based on advice from the RTO.

3.5 Dispute resolution

TMR will make reasonable attempts during the assessment process to explain reasons why an application may not be approved.

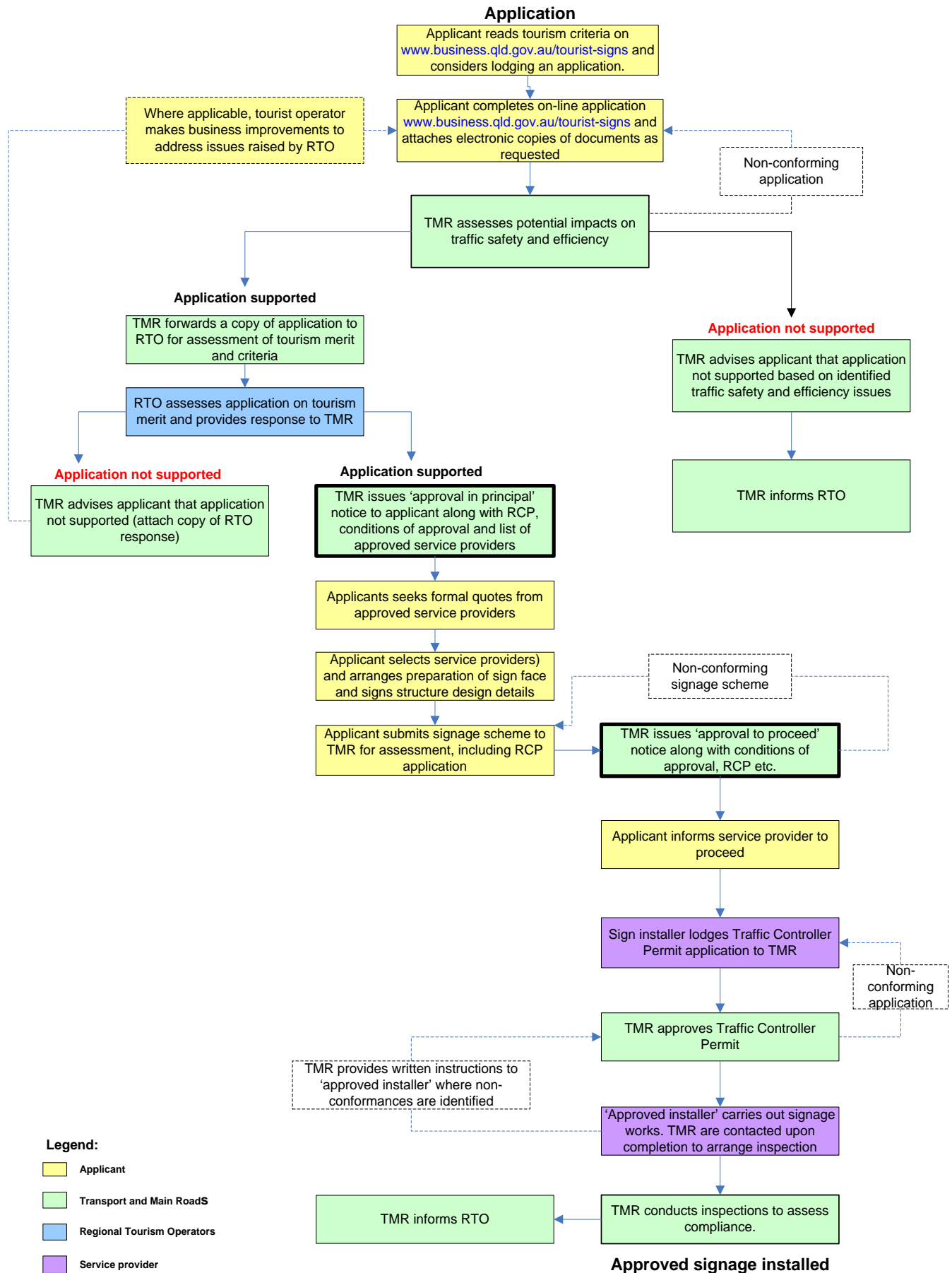
If an applicant feels aggrieved with the outcome of an application, they may formally submit their concerns in writing requesting the matter be reviewed by either the local TMR region in relation to traffic safety and efficiency assessment or the Department of State Development, Infrastructure and Planning for the tourism merit criteria assessment.

Requests to review unsuccessful applications will be escalated separately to either, TMR senior management or SDIP for consideration. In such instances, TMR and SDIP may elect to further discuss and/or review the matter in consultation to finalise the dispute in a timely manner and provide the applicant with formal written advice of the final decision.

As required under current Queensland legislation, TMR is the final arbiter in decisions to approve road traffic signs within the state-controlled road reserve.

3.6 Flowchart for application process

A flow chart of the application and approval process for commercial tourist and service signs is illustrated below.



4 Administrative arrangements

4.1 Costs

It is the applicant's responsibility to meet all costs associated with the signage and associated infrastructure required by their application.

Indicative costs for different types and number of signs can vary significantly from \$900 for a small sign mounted on an existing post to \$37,000 for a signing scheme on a motorway environment.

The costs of signs vary, depending on the location, type and number of signs required to safely direct visitors around the road network to the tourist attraction, and the equipment required to comply with installation standards. For example the factors that may influence the overall sign costs include:

- the posted speed limit of the roads
- if signage on motorway or motorway standard road
- patronage of the area & size of approved sign
- intersection/interchange configuration & size/location/number of existing signage
- if the new sign is a stand-alone sign or a plate to an existing sign
- if the existing sign face can support a new plate, or requires a complete new sign design
- terrain and/or environmental conditions, offset from the road and type of footings and/or posts required
- geometry of the road, for example mountainous road with winding alignments, may be necessary to install additional advance signage in addition to signage at the entrance
- the extent of traffic control required, lane closures (can works be completed during the day or night).

TMR's pre-approved sign suppliers (sign designer, manufacturer and installer) will provide a quote once a specific signage treatment (number of signs, design location, etc) has been approved.

For government-owned attractions such as national parks, state conservation areas and state forests, TMR is responsible for funding these types of tourist signs on state-controlled roads.

4.2 Ownership of signs

Signs in the state-controlled road reserve remain the property of TMR.

4.3 Compliance with signs permit

The sign permit issued by TMR grants to the applicant the right to place a sign in the roadside reserve for a period of seven years, after which time the appropriateness and effectiveness of the sign will be reassessed and the applicant must reapply for a tourist sign under the current application process.

TMR will periodically check compliance with the sign application. Failure to comply with any condition of the application may result in the termination of the approval and the removal of the sign. The applicant will be liable for any costs TMR incurs to remove the signs.

It's the applicant's responsibility to immediately notify TMR to arrange for the removal of all road signs to the property if the business closes or it is no longer an eligible tourist attraction.

4.4 Alterations to sign

A RCP is granted for the original sign face design. The sign face must not be altered without written consent from TMR. Any alteration to a sign design is subject to a new application.

An unauthorised alteration to a TMR sign to include commercial information or the unauthorised addition of private/commercial signing to a TMR structure is strictly prohibited.

4.5 Sign maintenance

The applicant must comply with the conditions of the RCP in relation to maintenance of the signs.

All signs in Queensland need to be maintained to a minimum standard. While a manufacturer's warranty may apply, signs can be damaged by traffic or vandalism. The need for sign repairs or replacement for any reasons shall be at the discretion of TMR. It is the responsibility of the applicant, to fund the maintenance, replacement and reinstatement of their tourist signs regardless of the cause of damage.

Only approved TMR contractors are permitted to install, maintain, replace or re-erect signs on state-controlled roads.

In line with the conditions outlined in the RCP, the permit owner must notify TMR and obtain written consent before any sign maintenance, urgent repairs or graffiti removal works etc. are undertaken.

4.6 Removal of signs

TMR maintains the right to replace or remove any signs installed on roads under its control when any of the following occurs:








- where it may impact on major road projects, roadworks and/or the installation of public liability services
- changes in the nature of traffic or the alignment of the road in the vicinity of the sign
- the applicant no longer conforms to the conditions of the road corridor permit
- there is a demonstrated need for aggregating signs in a particular location
- the tourist attraction is no longer open to visitors
- at the expiry of the approved permit
- the road authority needs to resume the land.

5 Contact details

For more information about the guideline, application and assessment process visit the TMR website at www.tmr.qld.gov.au/touristsigns. This site also includes your local TMR regional office contact phone number if you would prefer to ask for further information or seek advice or you can email an enquiry direct to Tourist.Signs@tmr.qld.gov.au

Appendix A – Approved symbols for use on tourist signs

The below symbols illustrates, and give the meaning of all standard symbols which are specified for use on tourist signs describe certain tourist features.

	<p>Heritage Symbol</p> <p>Denotes the location of attractions, display/interpretive centres, sites, monuments and other objects of historical interest. This symbol is not used to denote towns of historic interest (in which case the words 'historic town' or 'historic village' are considered more appropriate on road signing).</p>
	<p>Museum Symbol</p> <p>Denotes a building used as a museum regularly open to the public, which displays items of a general or thematic nature and features a high level of interpretation. Does not include small historical centres or interpretive displays attached to visitor information outlets, in which case the heritage symbol may be more appropriate. Use of this symbol in some states/territories may be subject to the approval of and/or accreditation by Museums Australia or other appropriate agencies.</p>
	<p>Whales Symbol</p> <p>Denotes an area designated for the seasonal viewing of whale migratory activity, although it may also feature other marine life. The area must incorporate adequate car parking, viewing areas and safety precautions/traffic management facilities that meet State and Local Government requirements. The area should feature high-level interpretive information, which will be of interest to the public during periods when whales are not visible.</p>
	<p>Winery Symbol</p> <p>Denotes a winery that holds a Vignerons License or a license that permits direct sales to the general public, and which features a purpose-built facility (cellar door) for the tasting and interpretation of wine. Note: this symbol denotes all variations of wine production and sales, including fruit wines.</p>
	<p>Walking Trail Symbol</p> <p>Denotes a trail designed for the safe passage of pedestrians that complies with all safety requirements of State and Local Government authorities. Generally trails using this symbol will also provide some level of interpretation.</p>
	<p>Lookout Symbol</p> <p>Denotes a lookout point readily accessible to vehicular traffic that complies with all safety and traffic management requirements of State and Local Government authorities.</p>
	<p>Aboriginal Attraction Symbol</p> <p>Denotes an attraction, cultural centre or a site of Aboriginal significance, which has been approved for general visitation by relevant traditional owners and/or other authorised authorities. Such sites should feature interpretive material, although for cultural reasons this may not always be appropriate. It is not to be used to denote purely retail attractions, nor for commercial galleries</p>

Appendix B - Types of tourist attraction signs

Advance signs

Advance signs are used provide advance notice of an upcoming turnoff at an intersection or entrance to a roadside tourist attraction. They provide motorists with improved decision making time regarding the turning manoeuvre.

A general guide to the use of advance signs is as follows:

- a) Advance signs are not normally permitted in built-up areas on the state-controlled road network, except in cases where road safety is a concern or there are exceptional navigational difficulties, such as on a divided road where a U-turn is required and the attraction is obscured from the approaching motorist.
- b) Advance signs will usually be required on rural roads where traffic speeds are generally 90 km/h or above.
- c) Advance signs may be required if there is a combination of high traffic volume and high volumes of users entering or leaving the tourist site which may lead to traffic safety problems.
- d) Advance signs may be required where there are multiple lanes on the approach and advance lane indications are necessary.
- e) On approach to intersections, advance signs shall only be installed where intersection signs are also in place for the same tourist site.
- f) Advance signs may be installed without position signs where the entrance to a tourist site is clearly evident to approaching motorists, and/or on site signing provides assistance.
- g) Advance signs may be incorporated into other standard forms of direction signing where rationalisation of information is required (refer Section 8 of this guide).

On approaches to intersections, advance signs generally include the wording TURN LEFT or TURN RIGHT, as illustrated in examples below.



The advance tourist sign may take an alternative format where it is supplementary to an advance direction sign on approach to an intersection, as illustrated below.

On approaches to roadside entrances, advance signs generally include the wording ON LEFT or ON RIGHT, as illustrated in examples below.

The distance shown on the sign (for example 300 m) is dependent upon the speed environment as outlined in Part 6 of the MUTCD.

The description of the tourist site on advance signs must match the description on intersection or position signs for the same attraction.

Intersection Signs

Intersection signs are placed at intersections to direct motorists to the actual turnoff to the tourist attraction.

A general guide to the use of intersection signs is as follows:

- a) Signs may be installed at the nearest intersection with a state-controlled road, where the distance to the tourist site along the side road does not exceed 10 km.
- b) Distances greater than 10 km can be considered for remote rural tourist site or tourist attractions.
- c) Intersection signs should include a distance to the tourist attraction if the distance is more than 1 km, unless a reassurance sign is placed after the intersection.
- d) Intersection signs may be incorporated into other standard forms of direction signing where rationalisation of information is required.

Chevron-end signs are generally used at major intersections. The chevron should be replaced with an arrow if the turn is 45 degrees or less. At minor intersections and in built-up areas, fingerboard signs mounted on a single pole may be used. The different type of intersection signs are illustrated below.



The description of the tourist site on intersection signs must match the description on any advance or position signs for the same site.

Position signs

Position signs are used to indicate the point of entry to a tourist site.

A general guide to the use of position signs is as follows:

- a) Position signs may be placed at the entrance to the parking area for the tourist site, or at the appropriate vantage point for geographical features visible from the road.
- b) Position signs may not be required where the entrance is clearly visible to approaching motorists, such as clear sight to the car park entrance and/or on site signing.
- c) Position signs may be incorporated into other standard forms of direction signing where rationalisation of information is required. Examples of position signs are illustrated below.



The description of the tourist site on position signs must match the description on any previous signs for the same attraction.

Reassurance Signs

Reassurance signs are installed to reassure motorists they are travelling towards their intended destination, and to indicate the distance to the destination.

A general guide to the use of reassurance signs is as follows:

- a) A sign may be installed on a side road (local council road) beyond major intersections where advance and intersection signing for the same tourist site is also installed.
- b) Reassurance signing is not permitted on the state-controlled road network, except for major attractions.
- c) Reassurance signing will not be required where the intersection sign includes a distance to the tourist site (refer Section 4.2.2.2.c).
- d) Where the number of tourist sites to be signed on a reassurance sign exceeds four, the sign should be located in an off-road information bay (or a safe roadside stopping area clear from through traffic on low speed and volume roads).
- e) Where applicable, a generic name or description should be placed at the top of the reassurance sign to describe similar tourist sites, such as 'WINERIES'.
- f) Reassurance to a tourist site may be incorporated into standard white and green reassurance signing where the overall number of destinations does not exceed five (as outlined in Part 15/2.5.2 of the MUTCD).

Destinations on reassurance signs should be in order of distance to the destination.



Appendix D – glossary of terms

Australian Standards (AS)	Are prepared by committees made up of experts from industry, government, user groups and other sectors. The AS reflects latest technical and industry experience and ensures consistency through Australia, embracing national and international standards.
Marketing/Promotional Material	Any material for example, maps, guides and promotional brochures, or even an established website with printable material that provides visitor information in relation to tourist attractions.
Natural Feature	A geographic or other natural feature of interest to the tourist, for example, lookouts, waterfalls, lakes, wet lands, waterways, national and State parks.
Sign service provider	A business selected by the Department of Transport and Main Roads who is responsible for delivering high quality of sign design, manufacture and installation in line with Australian Standards, MUTCD and TMR manuals and guidelines.
State-controlled roads	Are generally the major traffic carrying roads that provide strategic links between towns, cities or other major destinations. TMR are the managing authority for all state-controlled roads throughout Queensland.
Significant tourism experience	<p>In some cases it may be difficult to decide whether a particular establishment is primarily a tourist attraction or a retail outlet (for example, craft workshops and potteries). Consideration is given to the following:</p> <ul style="list-style-type: none"> the experience must be for the purpose of education, or demonstration of the manufacture of goods, or demonstration of crafts, as separate from retail sales or other major use of the premises (e.g. if the public can watch a demonstration or display without necessarily making any purchases of the products or goods on offer) the experience must be available on a regular basis so as to allow advertising of the experience on brochures on websites without risk of disappointment to visitors the experience must be available during weekends and public holidays (or as nominated in Section 2.2.1).
Tourist Attraction	A commercial operator, attraction, facility or establishment which is actively managed, catering primarily for tourists and for which a charge may or may not be made (core criteria in Section 2.2.1 must apply).
Visitor Information Centre	An information centre for visitors carrying a level of accreditation.
Well established	An attraction that is of genuine interest to tourists and shall cater for casual visitors. Generally an attraction should have been operating of at least 6 months to ensure the business is viable and meeting the guidelines.

Document sign off - Tourist Signs for Commercial Tourist Attractions on State-controlled Roads

This guideline is **endorsed** by:

Deputy Chief Engineer (Road Operations), Engineering & Technology

Signed on 08/08/2013

This guideline is **approved** by:

Chief Engineer, Engineering & Technology

Signed on 08/0/8/2013

