

Traffic Engineering Manual Volume 2

Chapter 11: Tourist and Services Signs



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11.1 General

11.1.1 Application

This chapter acts as interim guidelines until the all changes of AS 1742.6: 2014 are reviewed. Where there is a difference between this chapter and the Tourist Signing Guidelines (2009) or AS 1742.6 (2014), the guidance in this chapter shall take precedence.

VicRoads will be undertaking a review of all tourist signing guidance, in consultation with key stakeholders, to ensure practitioners have clear guidance and to ensure guidance is aligned with national practice.

11.1.2 Description of Tourist Attractions and Services

The various types of attractions and services dealt with in this Chapter are described as follows:

- (a) **Tourist Feature**, Section 11.3.2 - a point of scenic or historical interest, or a facility, free to the public, at or from which features of scenic or tourist interest can be observed.
- (b) **Tourist Establishment**, Section 11.3.3 - a commercial or non-commercial attraction or establishment, catering primarily for tourists, which is actively managed by a company, government agency or committee of management.
- (c) **Major Tourist Attraction**, Section 11.3.4 - a major tourist resort, such as a seaside town, National Park, theme park or tourist precinct which generates significant tourist traffic.
- (d) **Tourist Drive**, Section 11.3.5 - a marked (generally numbered) route, which may be in the form of a circuit, provided for the benefit of tourists.

A tourist drive may be:

- geographically based,
 - tourist attraction based, for example, "Family Fun Trail",
 - thematically based, for example, "Wine Trail",
 - a combination of geographic and thematic.
- (e) **Rest Area**, Section 11.4.1 - a facility normally provided and maintained by the road authority or a committee of management for the free use of travellers. Rest areas may contain one or more of: a parking area, picnic facilities, barbeque facilities, water supply or toilets, or may be a Truck Parking Area, or a combination of the two.
 - (f) **Roadside Establishment**, Section 11.4.2 - a commercially operated establishment catering for travellers providing one or more of: e.g. meals, refreshments, and overnight accommodation. Caravan parks and camping (including a camping ground at which no charges are made) are included.
 - (g) **Public Facility**, Section 11.4.3 - a facility which might be sought by travellers, e.g. emergency medical service, toilet block, and effluent dump.
 - (h) **Community Facility**, Section 11.4.4 - a facility which may be used by visitors and, in some cases, it may attract visitors in its own right. Examples of possible facilities are a swimming pool or an aerodrome.
 - (i) **Visitor Information**, Section 11.4.5 - either a Visitor Information Centre carrying a level of accreditation from the Tourism Alliance Victoria, or an unmanned roadside Visitor Information Bay.
 - (j) **Service Centre**, Section 12.10.5 (c) - a commercially operated establishment catering for travellers by providing meals, refreshments and fuel.

11.1.3 Classification of Tourist and Services Signs

The following list helps to classify a facility as either a tourist or services facility.

Tourist Signs	Services Signs
<ul style="list-style-type: none"> • Wineries 	<ul style="list-style-type: none"> • Accommodation – hotels, motels, resorts, B&Bs, caravan parks, camping grounds
<ul style="list-style-type: none"> • Museum 	<ul style="list-style-type: none"> • Sporting facilities – golf clubs, swimming pools, bowling clubs sports fields, parks
<ul style="list-style-type: none"> • Art & Antique Galleries 	<ul style="list-style-type: none"> • Churches
<ul style="list-style-type: none"> • Historic Properties 	<ul style="list-style-type: none"> • Educational facilities – kindergartens, primary schools, secondary schools, tertiary universities and colleges
<ul style="list-style-type: none"> • Facilities with guided tours 	<ul style="list-style-type: none"> • Shopping Centres
<ul style="list-style-type: none"> • Geographic Features – scenic lookouts 	<ul style="list-style-type: none"> • Post offices, civic centres and town halls, • Minor airports/aerodromes • Police stations, rural fire stations, hospitals (non-emergency) • Non-profit club

11.2 Sign Design

11.2.1 General

Some types of signs required for tourist attractions/establishments and services are illustrated in the text while others can be found in the documents “VicRoads Manual of Standard Drawings for Road Signs” and AS 1743 - Road Signs - Specification, which is used for the design of signs. Unless otherwise indicated in the text, all signs have legend in upper/lower case (Emod) and are fully reflectorised.

11.2.2 Sign Border Design

All direction, tourist and services signs shall have a border design consisting of an inner white border with an outer edge strip as per the example below. The details of the borders, edge strips and corner shall follow AS 1743:2001: Road Signs Specifications or ‘VicRoads Manual of Standards Drawings for Road Signs’.



The route number used on blue services or brown tourist signs shall be on a green background and surrounded by a white border.

11.2.3 Displaying Distance, Destination, Route Number and Symbol on Intersection Signs

To ensure the information presented on signs is read in a logical order, the distance is to be located on the right side of the destination, regardless of whether the sign points left or right. This allows the destination name to be read first, followed by the distance to the destination. The only exception to this rule is for double ended chevron signs (e.g. G2-V4) where the distances are located at the chevron end. Where multiple lists of distances are provided, the distance list is right justified away from the adjacent list of destination names.

The distance shall not be adjacent to the route number to avoid any confusion between the numerals. The route number shall be placed above the destination and distance or it shall be on the left hand side of the destination, regardless of whether the sign points to the left or right.



Symbols (i.e. a winery or accommodation symbol) shall be placed on the left side of the destination/name of establishment. Symbol used on tourist and services signs require a white box surrounding the symbol if the background colour is different to the rest of the sign.



G11-V4(L)

G11-V4(R)

11.2.4 Combination of Signs

Where both tourist and services signs are to be erected at or in advance of an intersection, wherever practicable, a single composite sign or separate signs on one set of poles to meet the individual requirements of the site should be designed such that the width of all signs should match.

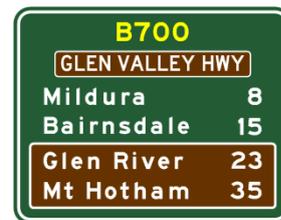
Where a tourist or service destination is to be signed in association with a green background reassurance direction sign (G4-V1 series), the service or tourist destination is to be shown in the following manner:

- The service/tourist destination will be located within the main sign face, listed in strict order of distance in relation to the other destinations shown;
- The destination and distance to be white text in a brown (tourist) or blue (service) background panel;
- The brown or blue panel is to be surrounded by a white border; and
- Multiple service/tourist destinations listed adjacent to one another on the signface should be shown within the same coloured panel.

Tourist Signing Guidelines (2009) Part B Section 4.3.5 contains information on the use of standalone reassurance direction signs for tourist attractions. Section 10.5.5 contains information on the use of G4-V1 series reassurance direction signs for arterial roads.



G4-V1-2



G4-V1-3

11.2.5 Establishment/Attraction Name on Signs

Generally, the name of the establishment or attraction is permitted; however, the name should be restricted to the minimum number of words to describe the attraction – generally 2 or 3 words maximum plus any relevant symbol. For example, Green Hill Estate Winery would be signed as “Green Hill” plus the winery symbol.



G11-V4(R)

11.2.6 Accommodation or Brand Name on Signs

Generally, the name of the service is not permitted on signs if there are multiple services signed at one location. Otherwise, the name used on the sign should be restricted to the minimum number of words to distinguish the accommodation or service – generally no more than 3 words plus any relevant symbol. For example, Smiths Beachside Caravan Park would be signed as “Smiths Beachside” plus the caravan symbol.



G7-V4

To keep the amount of text used on a sign to a minimum, symbols should be used instead of words, where practicable. For example, the caravan park symbol should always be used instead of the words “caravan park” and the tent symbol instead of “Camping Ground”.



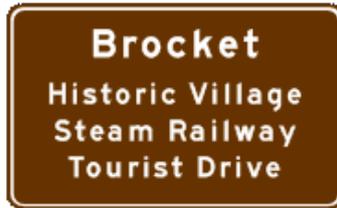
G7-4-3

11.3 Signing for Tourists

11.3.1 Sign Types and Application

(a) Gateway/Introductory Signs - refer Section 4.3.1 of the Tourist Signing Guidelines

These are erected at or near the entry points of a city, town or geographic region to provide motorists with information about key local tourist themes, tourist attractions and tourist drives. Where a gateway sign (G11-V165) is located close to an intersection, advance direction information may be included on the sign.



G11-V165

(b) Advance Signs - refer Section 4.3.2 of the Tourist Signing Guidelines

Advance signs provide motorists with advance notice of a tourist attraction. These are erected at a suitable location, generally within a tolerance of 10% of the stated distance in advance of the turnoff to the attraction. Advance signs are normally placed 10 to 15 seconds of travel time in advance of the turn off or entrance. Therefore, the distance shown on the sign is normally dependent on the approach speed.

The actual sign location may need to be adjusted:

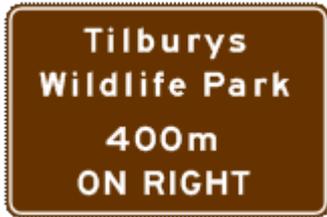
- so that the sign is at least 50 m away from any other advance direction sign on an intersection approach, or
- to a location where the sign is prominent for approaching drivers, or
- to ensure that it does not impede sight distances, or
- to avoid an intervening intersection or entrance being confused with the correct turnoff or entrance,
- to be located as near as practicable to the distances given above. However, the distance shown on the sign should always be shown in multiples of 50 m.

The legend shown on the sign comprises a description of the feature or establishment together with the following legend:

- Where the feature or establishment is located adjacent to the road - 300 m ON LEFT (G11-V1) or 300 m ON RIGHT (G11-V2),
- Where the feature or establishment is located on a side road - TURN LEFT 300 m (G11-V7) or TURN RIGHT 300 m (G11-V8).

Advance signs shall not be used:

- in an urban area, unless the feature or establishment is in a fringe area with traffic speeds past the site exceeding 80 km/h, or access to the establishment is indirect, e.g. u-turn required at median opening, and the attraction is obscured from the approaching motorist,
- on low speed roads where position signs alone provide adequate advance notice of the feature or establishment.



G11-V2



G11-V7

(c) Intersection Signs - refer Section 4.3.3 of the Tourist Signing Guidelines

These are placed at intersections to indicate the turnoff to one or more tourist attractions.

Generally, signing at rural intersections comprises G11-V3 or G11-V4 signs, while signing in urban areas, takes the form of street blades G11-V163 mounted on a single pole.

Where practicable, tourist intersection signs are placed on the same posts and underneath other direction signs.



G11-V3 (L)



G11-V4(R)



G11-V163(R)



G11-V4(R)

(d) Position Signs - refer Section 4.3.4 of the Tourist Signing Guidelines

If the entry to a tourist attraction cannot be made obvious from signing within the property line, position signs are placed at or directly opposite the point of entry to a tourist attraction or feature located adjacent to the road.

Where permitted or required, these are located as close as practicable to the entrance of the facility or establishment.

(e) Reassurance Signs - refer Section 4.3.5 of the Tourist Signing Guidelines.

(f) Route Markers - refer Section 4.3.6 of the Tourist Signing Guidelines.

(g) Temporary Signs - refer Section 4.3.7 of the Tourist Signing Guidelines.

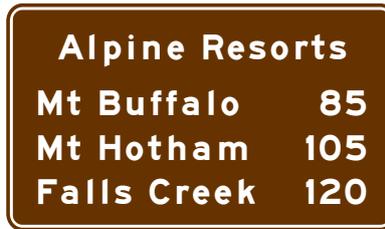
11.3.2 Signing for Tourist Features

(a) Geographic Features Visible from the Road

These signs may be used to indicate prominent geographic features which are some distance from the road and are worth pointing out to tourists, e.g. mountain peaks, waterfalls, named rock formations. They should be visible to travellers, without necessarily stopping, for at least 5 seconds at the prevailing speed. Such signs are normally limited to roads carrying at least 300 vpd AADT unless they carry predominantly tourist traffic.

The signs are not used to indicate topographical features such as rivers, creeks, hills, etc. traversed by the road. These are signed using feature name boards, see Section 14.2.

The sign must not be located where it might distract a driver from a potential hazard ahead.



G11-V164

(b) Scenic Lookouts

Typical signing of a scenic lookout comprises advance and position signs, and is illustrated in Figure 3.1 of AS 1742.6 (2004). Where the lookout or parking area is provided by VicRoads or Council within the road reserve, advance and position signs G11-V2 and G11-V4 are used.

The position sign G11-V4 may not be required if the entrance to the parking area is clearly visible to approaching traffic.

A feature name sign G11-V162 may be located within the parking area and parallel with the road if positions signs G11-V4 are not required. Sign G11-V162 may also be used in addition to position signs where the lookout is named.

Sign G11-V163 may be required where a walking track from a parking area to a lookout is provided.



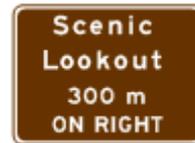
G11-V161



G11-V162



G11-V162



G11-V2



G8-V116-1



G11-V163 (R)



G11-V4 (L)



G11-V4 (R)

Where the lookout is provided by an agency other than VicRoads and is located remote from the declared arterial road with access via a safe all weather side road or track, it may be signed from the declared arterial road. VicRoads must be satisfied that it will attract a reasonable number of passing tourists, and generally be not more than 10km away from the declared arterial road.

A position sign is always located at the intersection, with distance added if the lookout is more than 1 km from the declared arterial road.

If speeds on the declared arterial road past the turn-off are generally less than 80 km/h, and the lookout is likely to attract less than 50 vehicles on a typical weekend day or holiday in the tourist season, consideration may be given to not providing advance signs.

(c) Historical Marker Sites

An historical marker site is a roadside location at which features of historical or cultural interest are marked and maintained for the benefit of tourists. It may be signed subject to the following conditions:

- the marker is in the form of a cairn, monument or other existing feature and is not merely a site upon which some historic event took place,
- the authenticity of the feature and any proposed inscription is verified by the Royal Historical Society of Victoria,
- the feature is of general interest to the public, and an undertaking is given by the organization responsible that it will be properly maintained at no cost to VicRoads,
- there is a suitable area for drivers to park vehicles clear of the carriageway,
- drivers are able to safely leave and enter the road at the site.

In **rural** areas, advance and/or position signs may be installed.

Signing of a Historical Marker shall be similar to Figure 3.1 of AS 1742.6 (2004).

In **urban** areas, where the site is located within the road reserve, VicRoads or Council may permit a small sign to be located adjacent to the site. The sign is not intended to be read by drivers of moving vehicles.



G11-V2



G11-V4(R)

(d) Geographic Features of Tourist Interest

Geographic or other natural features of tourist interest, such as waterfalls, rock formations, caves, lakes, and the like, not necessarily visible from the road but to which either vehicular or pedestrian access may be gained from the road, may be signed provided that:

- in the opinion of the approving road authority the feature is of sufficient interest to warrant encouraging tourists to stop and visit the site,
- access roads, walking tracks, viewing platforms, and the like, are maintained in a satisfactory and safe condition at all times by the authority or organisation responsible for those facilities,
- adequate parking is available either at the site or at the beginning of a walking track,
- safe access is available to motorists.

If speeds on the declared arterial road past the turn-off are generally less than 80 km/h, and the lookout is likely to attract less than 50 vehicles on a typical weekend day or holiday in the tourist season, advance signs may not be required.

A distance is added to the position sign, G11-V4 where the feature is more than 1 km from the declared arterial road.

Sign G11-V163 may be required where a walking track from a parking area is provided.

An example of the signing for a Geographic feature is illustrated in Figure 3.2 of AS 1742.6 (2004).



G11-V2



G11-V4 (L)

11.3.3 Tourist Establishments

(a) General

This Section refers to tourist establishments which are commercially operated. These establishments comprise:

- those for which an admission charges is made, e.g. museums, fauna parks, historic homes, tourist farms, and
- those for which an admission charge is not made, e.g. wineries, nurseries, art/craft shops, potteries.

The provisions of this Section apply equally to each of the above categories.

Requests for signs will be considered on a declared arterial road subject to the criteria in Section 9.2 of the Tourist Signing Guidelines (2009) being met.

(b) Particular Conditions

Establishments Abutting Declared Arterial Roads Outside a Built-up Area

An establishment which has an entrance from the declared arterial road (see Establishments on Side Roads below where the entrance is in a side road) may be signed providing:

- it is impracticable to display a sign within the grounds of the establishment which can be readily seen by passing motorists in sufficient time to avoid creating a hazard by stopping or slowing down suddenly on the carriageway outside the establishment,
- the building is remote from the fence line and no signs are erected on the property other than an identification sign erected parallel to the fence, and

- traffic speeds generally exceed 80 km/h past the entrance.

Establishments Within Built-up Areas

A tourist establishment which abuts a declared arterial road within a built-up area may not be signed with tourist signs unless its entrance is on a side road, in which case it may be signed in accordance with Establishments on Side Roads Either Within or Outside Built-up Areas below.

Establishments on Side Roads

An establishment may be indicated by signs erected at the intersection of any arterial road with another road which provides direct access to the establishment, providing that:

- the arterial road is a major route in the area and carries a significantly larger volume of traffic than the access road,
- at least one of the intersecting roads is a declared arterial road,
- the establishment is generally not more than 10km from any intersection at which signing is proposed (special consideration may apply in remote areas),
- the access route is clearly defined,
- the access road does not pass through a built-up area between the intersection and the establishment (excepting the built-up area in which the intersection is located, if it is already in a built-up area).

Where access to a tourist establishment is available via two different arterial roads serving traffic from opposite directions, signing may be permitted at both intersections.

(c) Sign Types and Usage

Advance Signs

Where signing to an establishment is permitted, advance signs are used as follows:

Establishment Abuts a Declared Arterial Road Outside a Built-up Area (with entrance to the declared arterial road) -

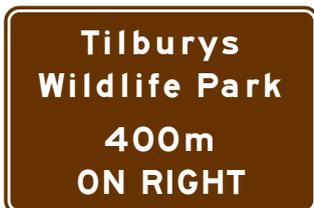
- Where the entrance cannot be readily seen in sufficient time by passing motorists and there could be a traffic hazard arising from vehicles stopping or slowing down suddenly on the carriageway outside the establishment, an advance sign may be permitted in advance of the entrance.
- A typical treatment is illustrated in Fig. 3.4 of AS 1742.6 (2004).

Establishment is on a Side Road where the Intersection is Outside a Built up Area -

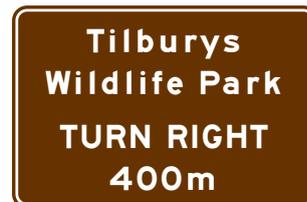
- VicRoads may permit or require the use of advance sign to direct drivers from a declared arterial road to an establishment situated on a side road, outside a built up area, subject to the following conditions:
- the establishment attracts a large volume of traffic, and
- the geometry of the road and speed of traffic results in limited time being available for drivers to respond to the intersection sign, and
- a traffic hazard is likely to arise for drivers entering the side road.

Establishment is in a Built-up Area -

- Advance signing is not normally permitted.



G11-V2



G11-V8

Intersection Signs

Where permitted, intersection signs are placed at intersections to indicate the turnoff to one or more tourist establishments. A distance figure is added where the establishment is more than 1 km along a side road from the intersection.

Where signs for two or three establishments, facilities, etc. are required at the same location, combined signs on a single signboard should be provided.



G11-V163 (R)

Further examples of intersection signs are illustrated in Section 4.3.3 of the Tourist Signing Guidelines (2009).

Signing at minor intersections, especially in urban areas, usually takes the form of street blades G11-V163 mounted on a single pole. In these situations, UPPER case legend in accordance with the Australian Standards is used to provide a smaller size sign.

Position Signs

Where signing to an establishment is permitted, the position sign G11-V4 is used at or opposite the entrance to an establishment which abuts the declared arterial road.



G11-V4 (R)

11.3.4 Major Tourist Attractions

(a) General

Where a major attraction is of State or regional significance and is almost entirely of a tourist character, such as a National Park, Alpine Resort, or large tourist precinct or establishment (e.g. Sovereign Hill), conventional direction signing modified to include the tourist sign format (e.g. G11-V160) may be used. The signs are used in accordance with design principles for normal direction signs as described in Chapter 10.

Table 11.1 shows the types of facility which may be considered. Tourist facilities other than those listed in the table may be considered if it can be demonstrated to the tourist authority that they have a similar level of importance.

It may also be appropriate to supplement the conventional direction signs with Gateway Signs similar to those shown in Section 4.3.1 of the Tourist Signing Guidelines (2009).

Gateway Signs

These signs are used to inform tourists of the specific types of attraction which may be experienced within the area, park or establishment. Where a gateway sign is placed close to an intersection it may also include directional information (eg. TURN RIGHT 300 m).

Advance Direction Signs

In the case of attractions that extend over a large geographical area, these signs may be located at intersections which are quite remote from the area, refer Section 11.3.4 (b). Therefore, advance direction signs and intersection direction signs may be placed at intersections many kilometres in advance of the corresponding gateway signs.

Depending on the amount of information, these signs may be:

- a brown panel with a white border within the relevant panel of a G1 (or GE1) series direction sign,

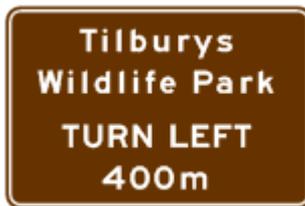
- a separate panel in conjunction with the normal advance direction signs (G11-V160), or
- a separate sign (G11-V7 or G11-V8) located an appropriate distance in advance of the normal signs.



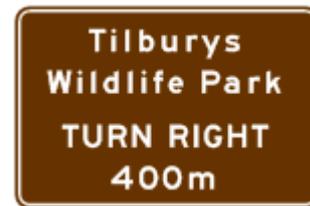
G1 series
(within a panel, G1-V1 used in this example)



G11-V160



G11-V7



G11-V8

Intersection Direction, Street Blades and Position Signs

These signs are installed in accordance with the same general principles outlined in Sections 11.3.1 (c) and (d).

For intersection direction signs, depending on the amount of information, these signs may be:

- a brown panel with a white border within a G2 series direction sign, or
- a separate sign (G11-V4) installed at the intersection.



G2 series sign
(G2-V1 used in this example)



G11-V4 (L)

(b) Remote Signing to Major Tourist Attractions

Major tourist attractions defined in Section 11.3.4 (a) and Table 11.1 may be signed at the junction of two major arterial roads (e.g. named highways), or at the junction of a major arterial road (e.g. a named highway) with another arterial road which is a significant tourist route or carrying at least 500 vehicles per day, subject to the following conditions:

- the tourist attractions occur within the distances from the intersection along the intersecting route as given in Table 11.1,
- the intersection is the major turn-off expected to be used by the majority of traffic wishing to visit the attraction from the particular direction, and
- signing in built-up areas will be subject to the availability of a suitable site for the signs.

Attraction	Maximum Distance from Junction
<i>Tourist Establishment</i>	<i>30 km or 20 min travel time</i>
<i>Nationals and State Parks</i>	<i>100 km or 90 min travel time to entrance</i>
<i>Major Water Storages and Aquatic Resort Areas</i>	<i>80 km or 60 min travel time</i>
<i>Alpine Resorts</i>	<i>150 km</i>
<i>Historic Towns (note 1)</i>	<i>30 km or 20 min travel time</i>

Table 11.1: MAJOR TOURIST ATTRACTIONS QUALIFICATIONS FOR SIGNING

Notes

1. The legend "Historic Town (...Name)" is used on such signs. Individual tourist attractions within or associated with the town are not separately signed at the intersection.

(c) Special Tourist Information Signs

Although various varieties of these signs have been approved in the past, they shall no longer be erected on declared arterial road reservations as they are not compatible with the objectives of the Tourist Signing Guidelines (2009). Examples of these signs include:

- signs which list specific activities or aspects such as fishing, surfing or coastal scenery,
- signs which are placed beside the road, are intended to be read by passing motorists, and list all the establishments in a large area (e.g. every winery). It may be permissible for such information to be displayed in an area adjacent to the road, such that the sign is not able to be viewed by passing motorists and safe access and parking is provided (i.e. a Visitor Information Bay).

11.3.5 Tourist Drives

(a) General

Descriptions of a tourist drive are given in Section 6 of the Tourist Signing Guidelines (2009). Section 4 of AS 1742.6 (2004) also provides guidelines for determining the acceptability of a route.

(b) Sign Type and Location

Typical Signing of a tourist drive is illustrated in Figure 6.3 of the Tourist Signing Guidelines (2009).

- *Use of Tourist Drive Route Markers*

Tourist drive route markers are erected on approved tourist drives which follow a route through a network of roads and streets where it is necessary to guide drivers through several intersections.

In a locality where there is a series of tourist drives, they are all be numbered and treated with route markers. Administration of tourist route numbers is the responsibility of Policy and Programs Department. Any numbers which could be confused with M/A/B/C routes, Overdimensional routes or Metropolitan Route numbers in that district shall not be used.

Symbols, logos and numbers shall be used in accordance with the following principles:

- A symbol or logo can be used on its own only if there are no other tourist routes in the area,
- If there are a number of tourist routes in an area they shall all be numbered,
- Only approved symbols, not logos, shall be used in conjunction with a route number, see G8-V116-4 sign. Standard symbols are illustrated in Appendix C and D of the Tourist Signing Guidelines (2009),
- symbols or logos shall not be incorporated into the standard tourist route shield, only numerals shall be incorporated into these shields,
- symbols and logos shall be designed in accordance with Appendix B of AS 1742.6 (2004).

All symbols and logos used on declared arterial roads in Victoria shall be approved by the Director – Network Policy and Standards or delegate.

Route marking may not be required along drives where either there are no intersections, or where there are only intersections with roads of such minor importance that tourists would be unlikely to be confused as to which route to follow. However, reassurance markers should be provided in accordance with guidelines outlined below.

- *Types of Route Marker*

Route markers are used on a tourist drive as follows:

- **Advance Markers**

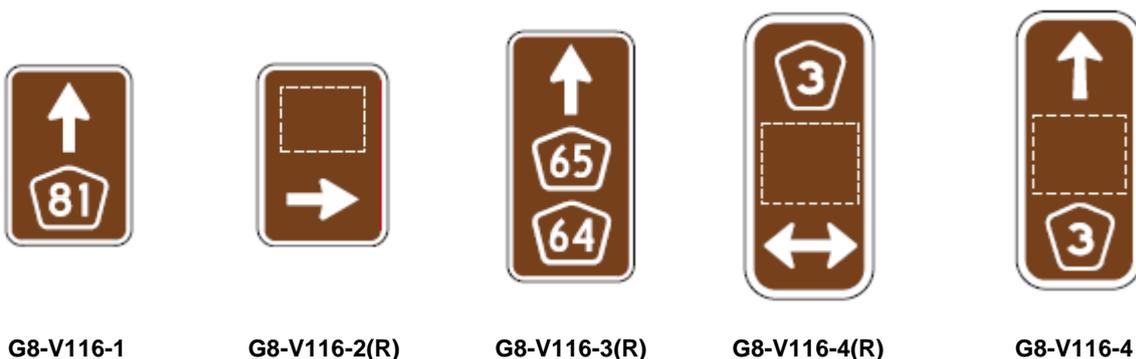
These are erected 20 to 50 m (urban) or 50 to 100 m (rural) in advance of intersections of major importance where there could be doubt as to which road to follow.

- **Intersection Markers**

These may be provided at intersections as a supplement to or substitute for advance markers. Both advance and intersection markers should be provided on high speed or high volume roads, especially if the route turns at an intersection.

- **Reassurance Markers**

These are erected 100m beyond intersections at which the route has turned, or elsewhere, other than at an intersection, so that a driver would travel about 5 to 10 minutes at the prevailing speed before seeing another guidance or reassurance marker. Reassurance markers usually have the arrow vertical.



*Type 1 & 3 – Marker with Route Shield, Type 2 – Marker with Symbol,
Type 4 – Marker with Route Shield and Symbol*

- **END Markers (G8-9-11)**

These are erected at the end of the drive. These markers have the word END instead of the directional arrow, but include the route number and/or symbol/logo as appropriate.



G8-9-11

- *Tourist Drive Information and Direction Signs*

At the beginning of a tourist drive, whether it continues along a declared arterial road or exists along an intersecting road, the following signs are used:

- **Advance Information Sign (G8-V119)**

This sign should be erected in advance of the turnoff on rural roads, and may be erected on urban roads if required. The distance of the sign from the turnoff should be 200 to 400 m (rural) or 100 to 200 m (urban) depending on approach speeds, or at least 100 m (rural) or 50 m (urban) in advance of an intersection direction sign if provided.



G8-V119

- Intersection Sign (G8-V9-5)

This sign should be erected at the turnoff from the declared arterial road. Tourist drive intersection route markers are used at less important intersections as noted above. The route shield/symbol should only be included on these signs if the route is marked.



G8-V9-5 (L)

11.4 Signing for Services

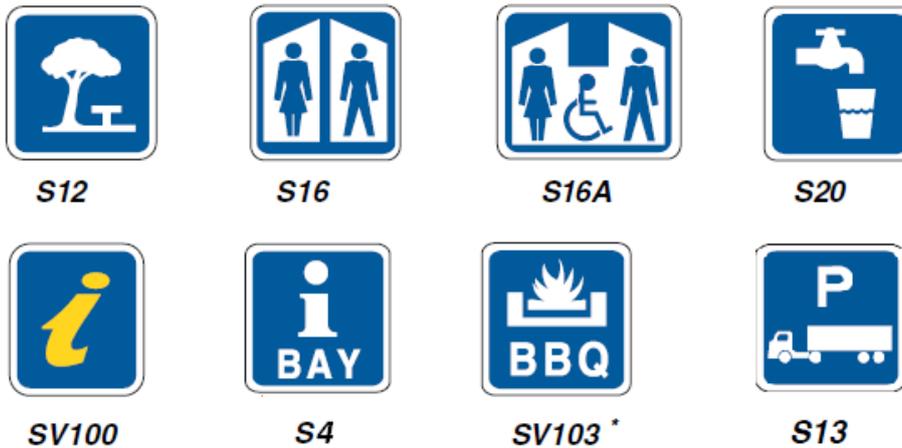
11.4.1 Rest Areas

(a) General

Rest Areas are defined in Section 11.1.2 (e). A rest area with either single or multiple facilities is indicated on signs by means of one, or a combination of not more than three symbols, selected as the three most significant facilities from the following:

ELECTRIC or GAS may be used to replace BBQ if appropriate.

A truck parking area is indicated by the truck and P (symbol S13) only, on the sign.



Where a rest area has been suitably constructed or can otherwise operate satisfactorily and safely as both a rest area for road users generally, and a truck parking area, signs combining both types of message may be used.

See Section 11.4.1 (b) for special conditions relating to the signing of facilities in built-up areas.

Costs of erection and maintenance of these signs are charged against the maintenance budget for the road concerned.

Typical treatments are illustrated in Figures 5.1, 5.2 and 5.3 of AS 1742.6 (2004).

It should be noted that the following symbol shown in Appendix B of AS 1742.6 are no longer used on road signs in Victoria:

- S18 (fireplace symbol) due to hazards associated with open fires in rest areas. Instead, symbol SV103 with the legend BBQ or GAS or ELECTRIC may be used to inform road users that barbecue facilities are provided.

(b) Roadside Facilities in Built-up Areas

Where roadside facilities of the type described in Section 11.4.1 (a) are provided within a built-up area, they may be signed in accordance with the following conditions:

- Where the entrance to the facility abuts a declared arterial road it may be signed by position signs only at the entrance. If the facility is in a fringe area and traffic speeds past the site generally exceed 80 km/h, use of an advance sign may be considered,
- Where the entrance to the facility is on a side road not more than 2 km from its junction with the declared arterial road, position signs only, may be provided at the side road junction. This provision may also be applied where the side road is a declared arterial road of lesser importance joining a major route.

(c) Sign Types

- *Advance Signs*

In rural areas, advance signs (such as G7-1-1 and G7-7-1) are normally provided in accordance with Section 11.3.1 (b) for each facility. These signs may be omitted at single facilities if approach speeds and other conditions are such that drivers will have sufficient time to react to a position sign alone. See Section 11.4.1 (b) regarding use of advance signs in built-up areas.



G7-1-1



G7-7-1

- *Position Signs*

Position signs are always used at the entrance to roadside stopping places in either rural or built-up areas, and at side road junctions in built-up areas where indicated in Section 11.4.1 (b).



G7-3-1(L)

11.4.2 Roadside Establishments

(a) General

Roadside establishments as defined in Section 11.1.2 (f) may be signed subject to the general and special requirements and conditions in Sections 11.4.2 (b) and 11.4.2 (c) with a maximum of three of the following symbols.

The refreshments (S7) and restaurant (S5) symbols are not used on the one sign. If both are eligible, S5 symbol should be used.

The public telephone symbol S2 in AS 1742.6 (2004) is not commonly used in Victoria on road direction signs, except when incorporated into HELP signs on freeways, see Section 12.8.2.



S3



S5



S6



S7



S8



S9

(b) General Requirements and Conditions

Unless any of the special conditions given in Section 11.4.2 (c) apply in a specific case, the signing of roadside establishments may be approved only in accordance with the following general requirements and conditions:

- Signing is limited to establishments which abut a declared arterial road outside a built-up area,
- The erection of any signs must be primarily for the benefit of the travelling public,
- Signing is normally limited to the provision of advance signs only, and these may be permitted under the following conditions:
 - where it is impracticable to display a sign within the grounds of the establishment which can be easily read by passing motorists so that they can slow down safely to enter the establishment. As a general rule, a driver should be able to read the sign in 10 to 15 seconds of travelling time, at the prevailing speed, in advance of the establishment,
 - where the frontage is screened by trees, shrubs or undergrowth such that the establishment is not readily seen by passing motorists,
- Position signs are only permitted in accordance with the relevant special conditions in Section 11.4.2 (c),
- Commercial names may be allowed on advance or position signs if these facilities fulfil the criteria of Section 11.2.6 and Section 11.2.7.
- Identification signs may be erected at the entrance to the establishment, in accordance with municipal planning schemes, provided that they are:
 - erected entirely within the property of the establishment,
 - limited to a sign area determined by planning provisions showing the name of the establishment and (if required) telephone number and name of proprietor, and,
 - erected and maintained entirely at the cost of the proprietor,
- Signing to establishments by means of the “bed” symbol will only be permitted where overnight casual accommodation is catered for, and bed linen and towels are provided,
- The signing of motor fuels or automotive services other than by proprietors on their property will not normally be permitted (except from freeways or as indicated in the special conditions, Sections 11.4.2 (c) ‘Services At Isolated Locations’ and ‘Services Signing to Bypassed Towns’,

(c) Special Conditions

The general requirements and conditions given in Section 11.4.2 (b) may be modified where any of the following special conditions apply:

- *Position Signs on Divided Roads*

Where, on a divided road, an establishment on the right hand side is not visible to a driver, a position sign may be used to indicate the median opening the driver should use.

- *Motels and Cabins on a Side Road*

At an intersection with a side road outside a built-up area, on which a motel or group of cabins is located not more than 10km from the intersection, position signs may be placed at the intersection. Advance signs are not used on the declared arterial road in this case.

- *Caravan Parks: Additional Signing in Rural and Built-up Areas*

The difficulty of manoeuvring a caravan in a traffic stream may require additional signing of caravan parks in both rural and built-up areas. VicRoads may therefore also permit signing of caravan parks as follows:

- Caravan Parks **outside built-up areas** which:
 - meet the conditions for advance signing in Section 11.4.2 (b) may also have position signs and identification signing as appropriate at the entrance to the park, or,

- are located on a side road not more than 5km, (or more than 10km in remote areas), from the intersection with the declared arterial road may be signed from the intersection with both advance and position signs.
- o Caravan Parks in built-up areas which:
 - abut the declared arterial road and the entrance to which conforms with the conditions of Section 11.4.2 (b) may be signed by advance, position, and identification signing as appropriate, or,
 - are located on a side road not more than 2 km, or in special cases 5 km, distant from the intersection with the declared arterial road may be signed with both advance and position signs on the declared arterial road.

- **Camping Grounds: Additional Signing in Rural and Built-up Areas**

Additional conditions relating to the signing of camping grounds are:

- Where they are close to or associated with a caravan park, the “camping ground” symbol may be shown with the “caravan park” symbol under any of the general or special conditions relating to caravan parks,
- Camping grounds on side roads not associated with caravan parks may also be signed according to the same special conditions as caravan parks on side roads, see above.

- **Services At Isolated Locations**

- o General

An isolated location is defined as a site abutting a declared arterial road or a site on a side road which intersects a declared arterial road, such that the site is at least 10 km in either direction from a similar signed service or a town where such service would be available.

In such isolated locations the following services - meals, refreshments, accommodation, and motor fuel supplies may be signed in accordance with the following paragraphs.

- **Services abutting a Declared Arterial Road**

Where a service abuts a declared arterial road in an isolated location and is not visible to an approaching driver until the driver is within 100 m of the entrance or driveway, an advance sign may be provided. The sign should contain no more than 3 symbols and should be able to be read for approximately 10 seconds of travel, at the prevailing speed, in advance of the entrance. Such signs should not be permitted where the proprietor could provide effective signs on the property.

- **Services on a Side Road**

Where a service is located on a side road in an isolated location, not more than 2 km from the declared arterial road, a position sign containing not more than 3 symbols, may be permitted at the side road intersection with the declared arterial road.



G7-4-3

- **Services Signing to Bypassed Towns**

Where a town is bypassed by a declared arterial road and access to the town is via a side road, services within the town may be signed at the side road intersection in accordance with the following guides:

- Up to four symbols of the services provided may be permitted,
- The side road intersection in question must be located outside the built-up area,
- The town must be located not more than 5km from the intersection with the bypassing road,
- The road providing access to the town is an all-weather road of adequate geometric standard and appropriately signed,

- Restaurant/Cafe, refreshments and fuel services may be signed where these services are available for at least 12 hours per day, 7 days per week,
- Accommodation services (i.e. “bed” symbol) may be signed where the bypassed town contains at least one establishment catering for casual overnight guests and is listed in the RACV accommodation guide,
- Camping/Caravan Parks may be signed where they are registered with the council, are available throughout the year, and have sites available for casual users.

In these cases the signing shall consist of a position sign bearing the symbols only of the permitted services (to a maximum of 4) mounted in conjunction with the intersection direction sign, guiding traffic to the town.

(d) Sign Types

- *Advance Signs*

Where Sections 11.4.2 (b) or 11.4.2 (c) indicate that an advance sign is permitted or required, the sign is of one of the following types:

- o Establishments abutting the declared arterial road, e.g. sign G7-2-2,
- o Advance sign on the declared arterial road where the establishment is on a side road, e.g. sign G7-8-2.

- *Position Signs*

Where the special conditions permitted under Section 11.4.2 (c) indicate that position signs may be used, either at an entrance to an establishment, or at an intersection to indicate a direction along a side road, the signs are of the types, G7-3-1 and G7-4-3.

A distance figure may be included on position signs at intersections where the establishment is on a side road and is not visible from the intersection. Where tourist facility and similar signs are required at the same location, combined signs on a single signboard designed to special order may be provided where practicable, see Section 11.2.2 regarding colour coding of these signs.

11.4.3 Public Facilities

(a) Emergency Medical Services

Position signs as shown may be erected to indicate hospitals or ambulance stations where 24 hour emergency service is available.

Where the service abuts the declared arterial road concerned, a sign is placed at the entrance where emergency service is obtainable. If on a side street, the sign is placed at the intersection.

See also Section 11.4.4 regarding the signing of hospitals as community facilities, ie. for other than emergency medical purposes. Both types of sign may be permissible in some locations.



G7-3-2(L)



G7-3-2(L)

(b) Toilet Blocks (S16)

Where toilet blocks are provided either within or outside a built-up area, other than at a roadside stopping place (see Section 11.4.1), this sign, with or without distance figure, may be erected on a declared arterial road at the request of a Council or other responsible agency. The cost of the sign installation will be borne by the applicant.



S16



G7-3-2(L)

(c) Public Golf Course

A public Golf course may be signed if the facilities are located outside the built-up area and are open to the general public on a casual basis. It is preferable to use a symbol with other attractions or services symbols.

It does not include mini-golf, stand alone golf driving ranges, golf practice venues and golfing retail venues. It should not be used to denote private golf courses open only to members and/or their invited guests.

(d) Effluent Dump Point (S26)

This is a purpose-built facility for the legal discharge of effluent (black water) from caravans, motor homes and camper vans/trailers. It is preferable to use a symbol with other attractions or services symbols.



S26

11.4.4 Community Facilities

(a) General

VicRoads may permit signing of the community facilities listed in Section 11.4.4 (c) from a declared arterial road where the facilities do not abut a declared arterial road in rural areas, or any declared arterial road in urban areas, subject to the requirements given in Sections 11.4.4 (b) and 11.4.4 (c) below. Signing is not normally provided when the facility abuts the declared arterial road.

(b) General Requirements

A facility is normally signed at a single location on a declared arterial road via the most convenient side street or road. Signing via two or more routes is permitted only where:

- the facility is an appreciable traffic generator,
- access is available via routes of similar convenience from widely separated points on declared arterial roads, or
- alternative routes are needed to handle the traffic volume (eg. to a major shopping complex).

The facility must be one which may be sought by significant numbers of strangers to the district. Signs may include the shortest name by which the facility is commonly known.

(c) Specific Requirements

- *Airports*

These are normally provided on request from the council where the airport is not readily visible, or the entrance identifiable from the road.



G7-V126 (R)

However, some major airports (e.g. Melbourne and Avalon) are signed as destinations on direction signs. When signed with or within a panel of a (green) G1/GE1, G2/GE2 or G4 series sign, the name of the airport and the airport symbol (S11) is to be contained within a blue panel with a white border.



GE2 series

An alternative design for G1/GE1 series sign is for the information to be shown as a separate blue panel. This style may be used where the airport is the only destination to be signed within the panel.



G1 series

The orientation of the airport symbol shall be the same as the arrow in the sign/sign panel (e.g. the airplane in the airport symbol (S11) 'points' to the left when the arrow in the sign panel is for a left turn).

Where a major airport is used as a standard through destination on direction signs, the major airport may be signed on reassurance direction signs, see Section 11.2.5.

Where community facilities are not readily visible from the declared arterial road, a sign may be permitted in accordance with the following conditions:

- *Churches*

These may be provided on request from the church where it is not readily visible from the road. A denominational name may be included on the sign.

- *Municipal Offices, Depots and Tips*

These may be signed by name.

- *Police Stations (S24)*

These may be signed where the Police Station is not readily visible from the road.



S24

- *Post Offices*

These may be signed by name where the post office is not readily visible from the road.

- *Hospitals*

These may be signed by name. See also Section 11.4.3 (a) regarding signing of emergency medical services.

- *Non-profit Institutions*

These may be signed by name, with agreement of the Director – Network Policy and Standards.

- *Railway Stations*

These may be signed by name where the station is not readily visible from the road.

- *Shopping Centres*

These may be signed where the centre is not readily visible from the declared arterial road, or where the centre is visible from the declared arterial road, but the route to the centre is not obvious. Signs are only provided if the distance from the declared arterial road to a regional shopping centre is not greater than 2 km, or the distance from the declared arterial road to a local shopping centre is not greater than 1km. The name of

the shopping centre would only be shown on a sign if there could be confusion as to which shopping centre the sign refers. The destination Town Centre is preferred in towns and smaller provincial cities.

- *Sporting and Recreational Grounds and Facilities*

These may be signed by name, if they are used by significant numbers of people.

- *Education Institutions*

Tertiary education may be signed by name. Primary and secondary schools should only be signed if they have some special facility sought by significant numbers of strangers to the district.

- *Town Halls and Civic Centres*

These may be signed by name.

(d) Sign Types and Usage

- *Minor Facilities in Urban Areas*

Signs G5-V13 are erected as street blades, in conjunction with street name signs or other street blades if existing. Service poles should be utilised where appropriate and permissible.

A maximum of three street blades (including the street name) shall be permitted on a single post (or service pole). Generic description may be used where a number of similar facilities (e.g. wineries) exist to limit the number of street blades.



G7-V13

- *Major Facilities in Rural and Urban Areas*

At major traffic generators such as universities, large regional shopping centres, or major sporting or cultural venues, conventional direction signing appropriate to the situation may be required. The Regional Director should ensure that on any declared arterial road, such signs are provided only when needed for proper traffic management.

In urban areas, facilities which generate at least 4000 vpd for at least 10 days per year may be signed from primary arterial roads (see Section 10.1.2 (b)) up to 2 km away from the venue, provided the signed route serves a significant number of patrons.

11.4.5 Visitor Information Centres and Bays

(a) General

A Visitor Information Centre is a trained staff managed establishment from which tourist information, including verbal advice, brochures and maps may be obtained, or perused on the premises. Signs displaying the yellow italicised “i” symbol should only be provided for a Visitor Information Centre that has achieved a level of accreditation by the Tourism Alliance Victoria.

The yellow italicised “i” symbol may also be combined with other services symbols, see Section 11.4.2 (c) and section 8.8, “Example of Signing Scheme” of the Tourist Signing Guidelines (2009).

See also Sections 7.3 and 7.4 of the Tourist Signing Guidelines (2009) for further details regarding Visitor Information Centres and Information Bays.



G7-V130 (Type 1)

(b) Visitor Information Centres - Sign Type and Location

The position sign G7-V133 may be used:

- Where a visitor information centre is situated in a town which is bypassed by a declared arterial road, a position sign may be located at the junction of the access route to the town with the declared arterial road. It will normally be located just beyond the advance sign, or just in advance of any intersection direction signs,
- Where a major through route passes through a town and the visitor information centre is located:
 - in a side street, or
 - on the right-hand side of a through road which is divided, and the centre is difficult to see by approaching drivers, or
 - in any other location on the through route where it would be difficult to site signs on the property which could be seen by approaching drivers in time for them to stop if they so desire,
- For reassurance/trail blazing where advance signs are provided remote from the centres and the route is circuitous,
- If outside a built-up area, the visitor information centre is located on a side road not more than 3km from its junction with the declared arterial road, a position sign may be erected in conjunction with any direction signs at the intersection. A distance indication sign may also be included on these signs if considered appropriate.



G7-V33 (Type 1)

An advance sign may be used:

- If a visitor information centre located on a declared arterial road outside a built-up area is in such a position that drivers are likely to miss it on account of travel speeds,
- In built-up areas where neither the position sign used outside the Visitor Information Centre or signs on the property give sufficient advance warning, and prevailing traffic speed is 80 km/h or greater,
- As trailblazing signs as outlined in Section 11.4.5 (c) below.

(c) "Call to Action" Panel

"Call to Action" panels are installed to advise drivers of the location and distance to the nearest accredited tourist information centre. These panels are illustrated in Section 7 of the Tourist Signing Guidelines (2009), and are mounted beneath:

- State Gateway Signs,
- Major State Tourist Route/Theme Signs,
- State Border Crossing Signs,
- Region/Town Gateway Signs.

Normally one accredited tourist information centre is shown; however, up to two centres may be included on this panel, where appropriate.

To support the "Call to Action" panel, trail blazing signs are provided:

- at the outskirts of the town on the major arterial roads leading into the town,
- at the appropriate freeway interchange or major arterial road intersection leading to a bypassed town.



CALL FOR ACTION PANEL

Signs of the type G7-V130 or G7-V133 are used as required to direct drivers from the outskirts of the town. The yellow italicised "i" symbol is used in association with other services symbols at the freeway interchange or access road to the bypassed town.

(d) Unmanned Information Bays

Refer Sections 11.4.1 (a) in this Chapter, and Section 7.4 of the Tourist Signing Guidelines (2009).

Appendix 11A: Tourist Signing Guidelines

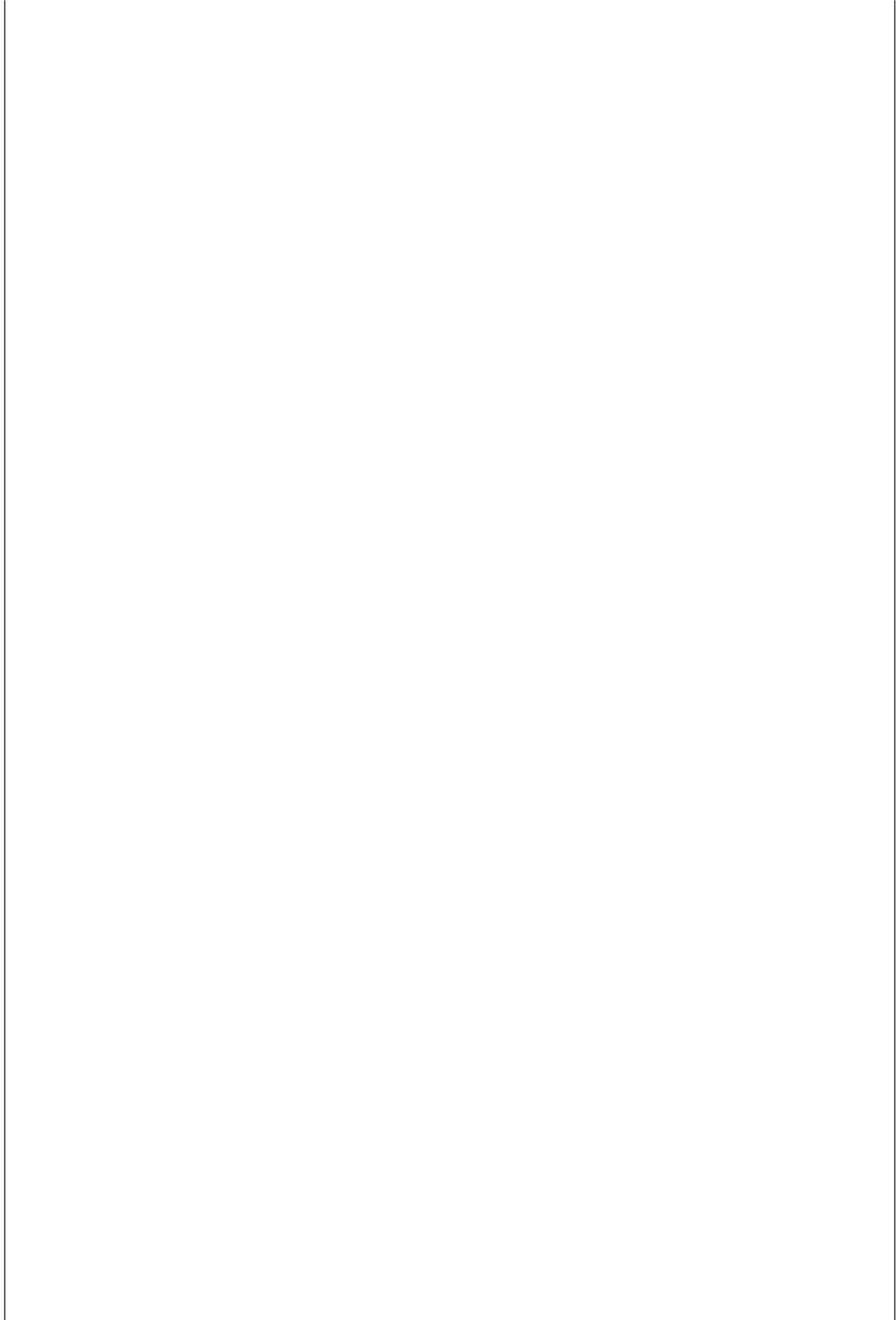
Tourist Signing Guidelines



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Part A

Overview

1. Introduction

1.1 Aims and Objectives of the Guidelines

The primary objective of these guidelines is to provide guidance on the application and assessment process for the installation of tourist signs on roads throughout Victoria. The objective includes:

- a high standard of direction signing, including signing to a network of accredited visitor information centres; and
- co-ordinated and complementary tourist and service signs.

The guidelines aim to:

- recognise the State's tourism strategies (including those generated by Regional/Local Tourism Signing Committees) as principal points of reference in developing and enhancing signing schemes;
- ensure ease of visitor navigation by using the most effective combination of direction signs, tourist and services signs, marketing/promotional material and accredited visitor information centres;
- adopt technical standards which not only facilitate motorist recognition and comprehension of signs but also meet road safety objectives and requirements;
- reduce roadside clutter and visual pollution created by uncontrolled and inappropriate signs; and
- provide consistent application and administration of tourist signing across the State.

The prime purpose of tourist signing is to give visitors direction or guidance to tourist attractions, services and facilities. Although standard tourist signs provide some promotional benefits to tourism businesses, this is not their primary role. The guidelines provide for a limited deployment of promotional signs that form part of a strategic state-wide campaign.

1.2 Application

These guidelines apply to all tourist signs erected within road reserves in Victoria.

Tourist signs are signs which give direction or guidance to tourist attractions, accommodation and facilities of interest to tourists. Tourist signs do not include advertising signs for which a planning permit is required.

The guidelines are for the use of applicants, VicRoads, Municipal Councils, as well as Regional/Local Tourism Signing Committees. While there is a comprehensive Australian Standard (AS 1742.6) dealing with tourist and services signing, it does not cover the wide range of situations which occur in practice.

VicRoads and Councils work co-operatively to ensure a consistent and seamless approach to tourist signing.

Councils may apply additional conditions related to planning considerations, particularly in areas of high commercial or tourist activity, or relating to residential and/or heritage amenity. This will especially apply within metropolitan Melbourne and provincial cities.

Authorisation for tourist signs is provided by the relevant coordinating road authority under the Road Management Act 2004.

Clause 52.05 of the Victoria Planning Provisions (VPPs) states that a sign in a road reserve which gives direction or guidance about a tourist attraction, service or facility of interest to road users does not require a planning permit. However, the sign must be displayed to the satisfaction of the road authority.

2. Why Have Guidelines?

2.1 The Need for Tourist Signing Guidelines

Tourist and services signs are primarily provided for the guidance of motorists and to facilitate safe, efficient and orderly travel.

Road signs are the final directional link in a communication process between the tourism operator and the consumer—a process which must also include motivational and other support marketing material, such as brochures and advertising. Road signs are a means of reinforcing precise locations and reassuring motorists that they are travelling in the right direction.

The specific role of tourist and services signs is to:

- give advance notice of attractions and services, particularly where a change in direction is required;
- reassure motorists that they are travelling in the right direction;
- give immediate notice of an attraction or service and facilitate safe access; and
- direct motorists to sources of tourist information, such as visitor information centres, information bays, interpretation centres, or visitor radio.

2.2 Outcomes and Benefits

The expected outcomes and benefits of these guidelines include:

- a signing system which adds value to tourism development and promotion strategies and, in particular, contributes to enhanced visitor experiences, longer stays and greater tourism activity in regional areas;
- a signing system which meets the needs of road users and avoids clutter of roadside signs;
- the adoption and implementation of high quality, uniform tourist and services signing practices throughout the state; and
- a clear definition of the roles and responsibilities of all stakeholders, including administrative, financial, implementation and maintenance responsibilities.

3. Signing Roles and Administration

Tourist attraction and services signing throughout Victoria involves many stakeholders: road authorities (Municipal Councils and VicRoads); government agencies; tourism organisations and tourism operators. Under the guidelines, each group or organisation has specific responsibilities in relation to signing, making the process easier to understand and more relevant for those with signing needs.

3.1 Role of Road Authorities

Road authorities (such as Municipal Councils and VicRoads) must ensure that the standard of direction, tourist and services road signing enables motorists, and in particular tourists, to find their way on the principal road network without the need for an excessive number of signs.

VicRoads is the relevant coordinating road authority for Victoria's freeways and declared arterial roads and Councils are the relevant coordinating road authority for municipal roads under the Road Management Act 2004.

Under Section 66 of the Road Management Act 2004, written consent (a sign permit) from the relevant coordinating road authority is required for the placing of a sign on a road.

In considering whether to give consent for the purposes of section 66, Regulation 508 of the Road Management (General) Regulations 2005 provides that the relevant coordinating road authority must consider whether a sign would be likely to:

- obscure the field of view of a user of the road;
- cause a hazard by distracting the attention of a user of the road;
- obscure or distract attention of a user of the road from a traffic control device; or
- in any other way be detrimental to the safe or efficient use of the road.

A sign permit from the road authority also serves as consent for works, for the purposes of section 63 of the Road Management Act 2004, with respect to the installation of the sign.

A sign in a road reserve which gives direction or guidance about a tourist attraction, service or facility of interest to road users does not require a planning permit (Clause 52.05-3 of the Victoria Planning Provisions). However, *the sign must be displayed to the satisfaction of the road authority.*

Signs that require a planning permit are the responsibility of Council. Councils will generally refer such applications to VicRoads as a referral authority under the Planning and Environment Act 1987.

In relation to tourist and services signs, road authorities need to ensure that all signing conforms to design, construction and safety standards. In addition to these standards, road authorities can also impose other conditions relating to sign design and installation.

3.2 Role of Tourism Victoria

Tourism Victoria is the State Government authority responsible for developing and marketing Victoria as a premium tourist destination for both Australian and international travellers.

The role of Tourism Victoria in terms of signing is to provide strategic policy advice to tourism industry stakeholders on state or regional signing matters. This includes regularly reviewing the *Tourist Signing Guidelines*, in partnership with VicRoads and managing the State's suite of pictorial signs.

3.3 Role of Tourism Manager/Officer

The Tourism Manager/Officer is a professional officer typically employed by a Municipal Council or Regional Tourism Association to co-ordinate tourism planning and marketing for a municipality or region.

The role of the Tourism Manager/Officer in relation to signing is to be a point of reference for road authorities establishing whether a business qualifies for tourist or services signing. Tourism Managers/Officers should know and understand the requirements of tourist signing within Victoria, especially in relation to the eligibility criteria.

3.4 Role of Regional/Local Tourism Signing Committees

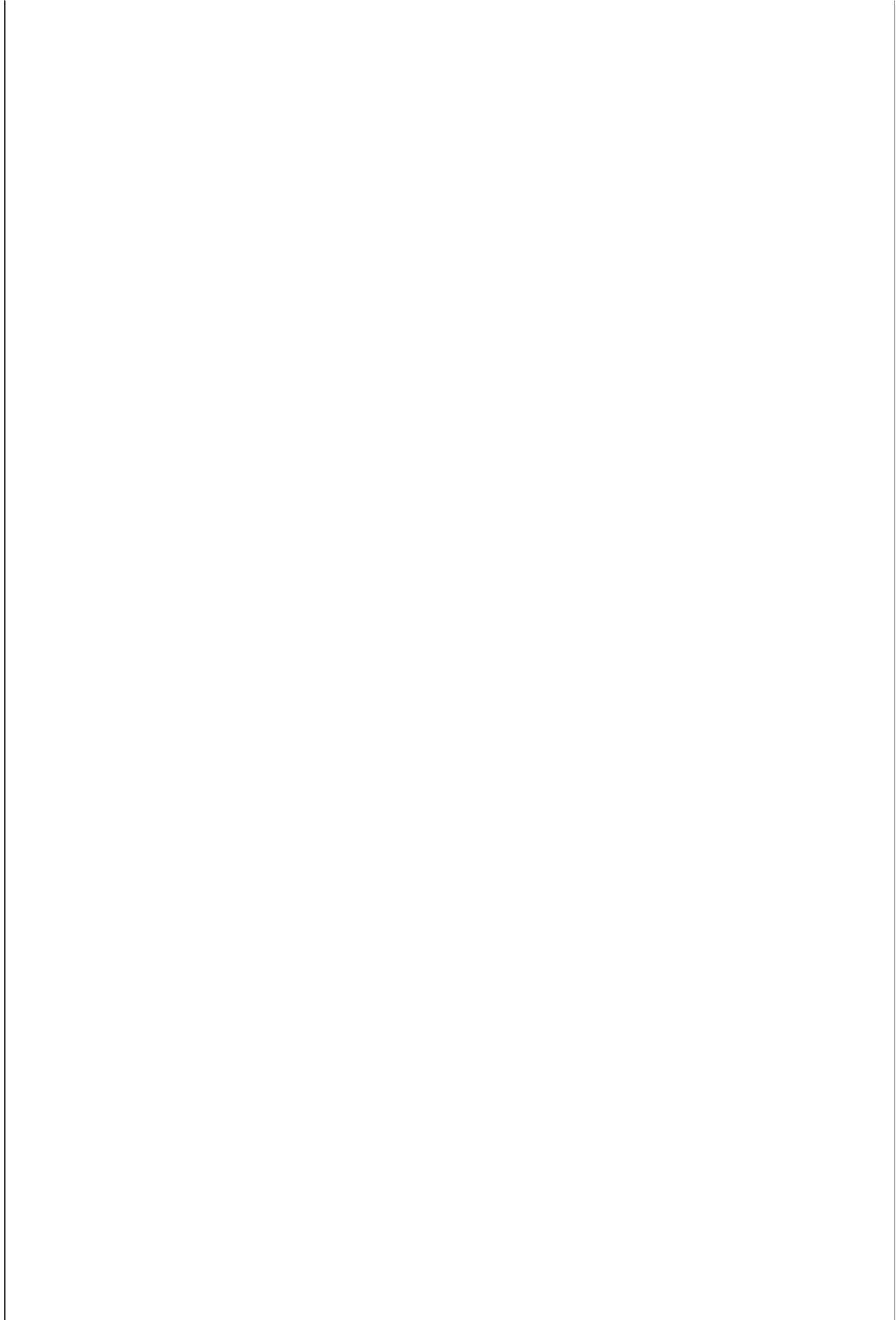
Tourist and services signing is a complex issue involving a multiplicity of stakeholders with different needs and expectations. The formation of local and regional tourism signing committees is seen as an appropriate and increasingly effective partnership approach to addressing these issues.

Representation on the committee from the regional/local tourism industry is essential, together with representatives from local government, VicRoads and where appropriate, Parks Victoria/Department of Sustainability and Environment (DSE).

The role of a local or regional tourism signing committee is to:

- determine areas and attractions of regional significance;
- provide assistance in assessing applications for signing to regionally significant facilities;
- provide assistance in assessing more complex applications for tourist and services signing;
- provide assistance in assessing applications for tourist drives;
- assist in the development of appropriate signing practices by tourism operators;
- provide advice to the road authorities regarding the development of tourism signing policies and procedures;
- consider signing rationalisation and aggregation strategies developed by the road authority; and
- inform VicRoads of specific regional signing issues and projects.

In the absence of a regional tourism signing committee, these matters should be referred to the relevant VicRoads regional office and Tourism Victoria for consideration in consultation with the local government tourism manager.



Part B
Principles and Design Standards

4. Road Signs in Use

*There are **four major types** of road signs used by visitors to find tourist attractions and facilities in Victoria. These are **Direction signs, Tourist Attraction signs, Services signs, and Community Facility signs**. Each is denoted by a particular colour scheme (conforming to Australian Standards) which indicates to the travelling public their different function.*

4.1 Direction Signs

White lettering on a green background

Green signs provide directions to towns and cities, facilitating traffic movement in the safest and most direct way. Most include reference to the Statewide Route Numbering System (SRNS), which makes it easier for visitors to navigate to destinations and attractions.

Purpose: Direction signs direct the travelling public to towns, cities and particular locations. They are the primary means of directional signing for visitors and are generally used in conjunction with maps. These signs are considered as reinforcement tools, reassuring motorists that they are travelling in the desired direction.

Where a major attraction is of State significance and is almost entirely of a tourist character, such as a national park, alpine resort or large tourist precinct or establishment (e.g. Sovereign Hill), conventional direction signing modified to include the tourist sign format may be used. The sign should be used in accordance with design principles for normal direction signs.

Cost: Direction signs are provided by the relevant road authority (VicRoads or Municipal Councils).



4.2 Tourist Attraction Signs

White lettering on a brown background

Brown Tourist Attraction signs indicate features and tourist attractions of significant recreational and cultural interest. These signs also make use of tourist attraction symbols (see details in section 5.4). Tourist Attraction signs include:

- commercial/non-commercial tourist operations, e.g. wineries;
- national parks;
- natural features;
- conservation parks/botanic gardens;
- historic sites/buildings/towns;
- scenic lookouts; and
- tourist drives and trails (see details in section 6).

Establishment/Attraction Name on Sign: Generally, the name of the establishment or attraction is permitted on signs unless generic names are required to meet Section 8 of these guidelines.

The name should be restricted to the minimum number of additional words to distinguish the attraction – generally 2 or 3 words maximum plus any relevant symbol. For example, Green Hill Estate Winery would be signed as “Green Hill” plus the wineries symbol.

Purpose: Tourist Attraction signs indicate commercial and non-commercial tourist establishments and features of tourist interest which meet the criteria in section 9.2. In order to qualify for tourist signing, the core business must be tourism based, with a strong commitment to servicing visitors.

Cost: With the exception of signs to natural and geographic features, which may be provided by the relevant road authority, Tourist Attraction signs are paid for by the applicant.



4.3 Types of Tourist Attraction Signs

Tourist Attraction signs (white on brown) come in a number of forms. These signs can refer to one or a number of tourist attractions.

4.3.1 Gateway/Introductory Signs

Purpose: Gateway signs, erected at or near the entry points of a city, town or geographic region, can provide motorists with information about key local tourist themes, tourist attractions and tourist drives. A Gateway sign can also include white on blue symbols (on a supplementary panel underneath the attraction sign) to denote the availability of services, including visitor information. Services symbols are displayed as **white on a blue** background, while tourist attraction symbols are displayed as **white on a brown** background.

To ensure readability, the text on these signs is limited to a maximum of 5 lines and 12 words/symbols.



4.3.2 Advance Signs

Purpose: Advance signs are used to provide advance notice of a turnoff at an intersection or into the entrance to a tourist attraction.

Where the entrance to a tourist attraction is directly from an arterial road in a rural area, advance signs may be placed 180 to 320 m before the entrance, unless motorists can identify the entrance from a distance of 250 m.

Where a tourist attraction is on a municipal road in a rural area, advance signs may be placed:

- 180 to 320 m in advance of the turnoff from the nearest arterial road to the municipal road network leading to the attraction, provided the distance from the intersection to the attraction does not exceed **10 km**; (special provision for more distant signing may apply in remote areas); and
- in advance of any turns on the municipal road network where traffic speeds are generally 80 km/h or more.

Advance signs are **not permitted in built-up areas** 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.

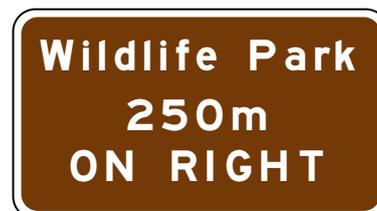
Advance signs are normally placed around 10 seconds of travel time in advance of the turn off or entrance. Therefore, the distance shown on the sign is normally dependent on the approach speed as follows:

100 km/h 240 m - 320 m

80 km/h 180 m - 260 m

The words ON LEFT or ON RIGHT should be used if the entrance to the attraction is from the road with the advance signs. The words TURN LEFT or TURN RIGHT should be used if the attraction is on a side road.

The description of the attraction on advance signs must match the description on intersection or position signs, if any, for the same attraction.



4.3.3 Intersection Signs

Purpose: Intersection signs are placed at road intersections to indicate the turnoff to a tourist attraction.

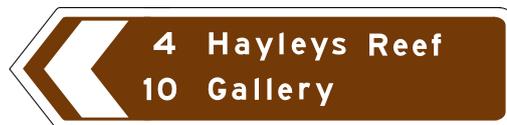
Where a tourist attraction is on a municipal road, intersection signs may be placed:

- at the turnoff from the nearest arterial road to the municipal road network leading to the attraction, provided the distance to the attraction is less than **2 km in built-up areas** or is less than **10 km in rural areas**; (special provision for more distant signing may apply in remote areas); and
- at any turns on the municipal road network.

Chevron-ended 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, **streetblade** signs mounted on a single pole are used.

Intersection signs should include a distance to the attraction if the distance is more than 1 km, unless a reassurance sign is placed after the intersection. Distance numerals should be placed at the end of the sign with the chevron or arrow, unless this could cause confusion. For instance, “23 Wineries” could be interpreted as the number of wineries rather than the distance to the wineries.

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



4.3.4 Position Signs

Purpose: Position signs are used to indicate the point of entry to a tourist attraction.

Position signs may be placed at the entrance to the parking area for the attraction, unless motorists can identify the entrance from a distance of 150 m in rural areas or 80 m on arterial roads in built-up areas. Where necessary, position signs may be placed at the entrance to a service road or at a U-turn location on a divided road.

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



4.3.5 Reassurance Signs

Purpose: If areas and attractions of regional significance (determined by the Regional/Local Tourism Signing Committee) are signed from a considerable distance away, reassurance signs are placed after major intersections so motorists can be confident that they are still travelling in the right direction.

Other than for major attractions, reassurance signs are discouraged on declared arterial roads. A reassurance sign must not display more than four destination names. If more than four are required, then an information bay should be provided.

Alpine Resorts	
Mt Buffalo	85
Mt Hotham	105
Dinner Plain	120
Falls Creek	120

Figure 4.1 shows the signing of multiple establishments of similar attractions along a side road (using advance signs, position signs and reassurance sign where appropriate)

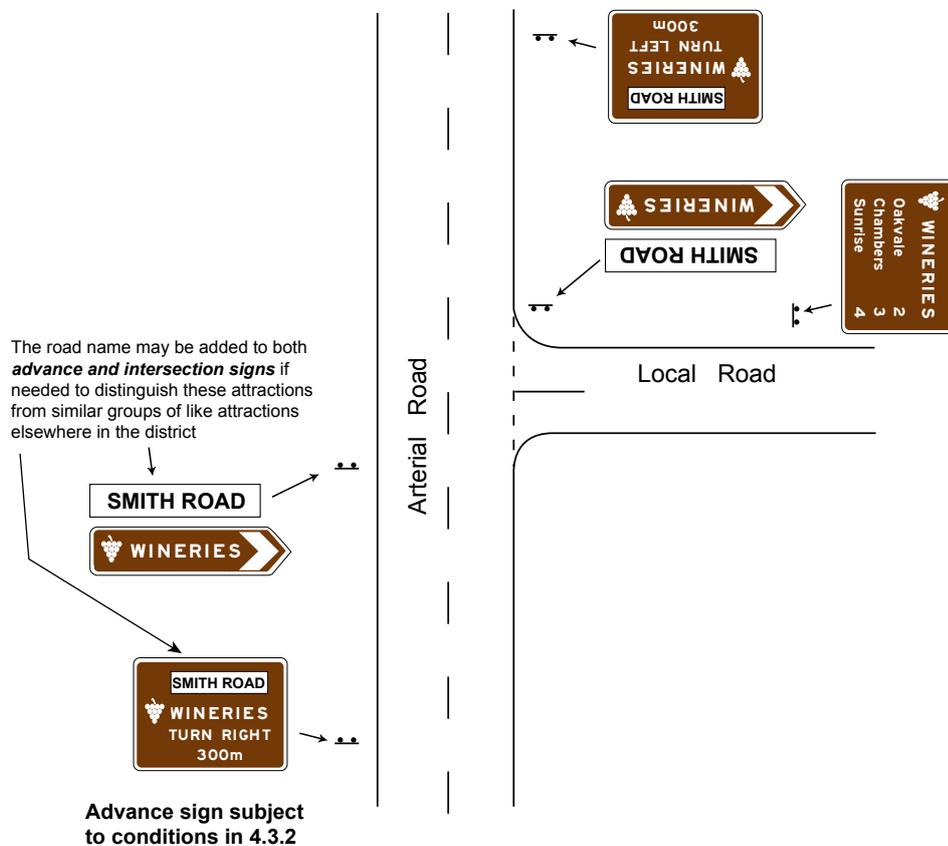
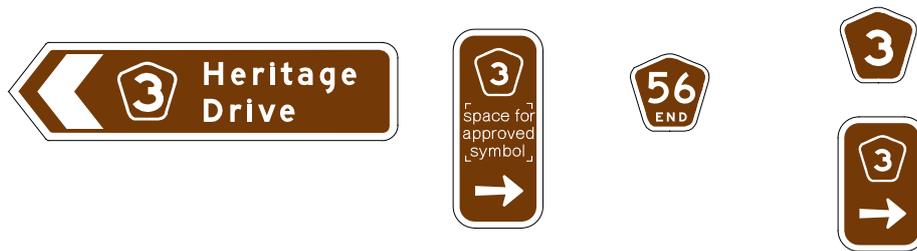


Figure 4.1 Multiple Establishments of Similar Attractions Along a Side Road

4.3.6 Route Markers

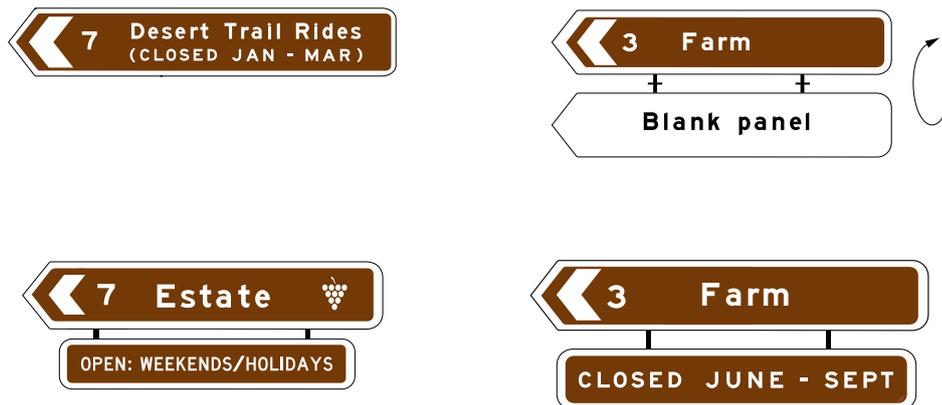
Purpose: Route markers and route shields may be used along tourist drives to indicate turning points and provide reassurance. Tourist drives link attractions and should be supported by marketing and promotional material.

The conditions relating to the development of tourist drives are covered in section 6.



4.3.7 Temporary Signs

Purpose: Temporary signs may be appropriate where a tourist attraction or service has limited or seasonal opening times. Conditions relating to temporary signing and signing to seasonal attractions are included in section 9.2.9 and temporary signing conditions to wineries are included in section 9.2.8.



4.4 Services Signs

White lettering on a blue background

Services signs, with white lettering on a blue background, direct motorists to **facilities and services** that may benefit them.

Signs to most services use Australian Standard symbols which are shown in Appendix C.

Services signs include those for:

- accommodation facilities;
- caravan and camping parks/areas;
- visitor information centres;
- tourist information bays;
- restaurants and cafes;
- service stations;
- public toilets;
- emergency medical services;
- rest areas; and
- parking areas.



Eligibility criteria for tourist related services are also outlined in section 9.3 and 9.4.

Accommodation or Brand Name on Signs: Generally, the name of the service is not permitted on signs if there are multiple services signed at one location. Otherwise, the name used on the sign should be restricted to the minimum number of words to distinguish the accommodation or service – generally no more than 3 words plus any relevant symbol.

To keep the amount of text used on a sign to a minimum, symbols should be used instead of words, where practicable. For example, the caravan park symbol should always be used instead of the words “caravan park”, and the tent symbol instead of “Camping Ground”. The bed symbol may be accompanied by the words “Hotel”, “Motel”, “B&B” or other appropriate generic descriptor. As an example, ‘Smiths Beachside Family Caravan Park – Placeville’ would be signed as ‘Smiths Beachside’ with the caravan symbol.

Purpose: Services signs direct the travelling public to essential and desirable facilities and service businesses (as endorsed by road authorities, often in consultation with tourism managers).

Cost: Signing to roadside and public facilities such as parking areas, picnic facilities, toilets, telephones and emergency medical services is the responsibility of the relevant road authority. This signing may be combined with tourist attraction signing, with an appropriate funding contribution by the road authority.

The cost of signing to commercial service businesses and facilities is paid for by the applicant.

4.5 Types of Services Signs

Signing to service establishments can take the form of advance, intersection and position signing in accordance with the guidelines below.

4.5.1 Advance Signs

Purpose: Advance signs are used to provide advance notice of a turnoff at an intersection or into the entrance to a tourist accommodation or service.

Where the entrance to a service is directly from an arterial road in a rural area, advance signs may be placed 180 to 320 m before the entrance, unless motorists can identify the entrance from a distance of 250 m.

Where a service establishment is on a municipal road in a rural area, advance signs may be placed:

- 180 to 320 m in advance of the turnoff from the nearest arterial road to the municipal road network leading to the service, provided the distance from the intersection to the service does not exceed **10 km**; (special provision for more distant signing may apply in remote areas); and
- in advance of any turns on the municipal road network where traffic speeds are generally 80 km/h or more.

Advance signs are **not permitted in built-up areas** 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 service is obscured from the approaching motorist, and in the case of caravan parks where the manoeuvring of caravans could cause a traffic hazard.

Advance signs are normally placed around 10 seconds of travel time in advance of the turn off or entrance. Therefore, the distance shown on the sign is normally dependent on the approach speed as follows:

100 km/h 240 m - 320 m

80 km/h 180 m - 260 m

The words ON LEFT or ON RIGHT should be used if the entrance to the service is from the road with the advance signs. The words TURN LEFT or TURN RIGHT should be used if the service is on a side road.

The description of the service on advance signs must match the description on intersection or position signs, if any, for the same service.



4.5.2 Intersection Signs

Purpose: Intersection signs are placed at road intersections to indicate the turnoff to a tourist accommodation or service.

Where a service establishment is on a municipal road, intersection signs may be placed:

- at the turnoff from the nearest arterial road to the municipal road network leading to the service, provided the distance to the service is less than **2 km in built-up areas** or is less than **10 km in rural areas**; (special provision for more distant signing may apply in remote areas); and
- at any turns on the municipal road network.

Chevron-ended 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, **streetblade** signs mounted on a single pole are used.

Intersection signs should include a distance to the service if the distance is more than 1 km, unless a reassurance sign is placed after the intersection. Distance numerals should be placed at the end of the sign with the chevron or arrow, and the bed, tent or caravan symbol at the other end of the sign, unless this could cause confusion. For instance, “23 Motels” could be interpreted as the number of motels rather than the distance to the motels.

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



4.5.3 Position Signs

Purpose: Position signs are used to indicate the point of entry to a tourist accommodation or service.

Position signs may be placed at the entrance to the parking area for the service, unless motorists can identify the entrance from a distance of 150 m in rural areas or 80 m in built-up areas. Where necessary, position signs may be placed at the entrance to a service road or at a U-turn location on a divided road.

The description of the service on position signs must match the description on any previous signs for the same service.



A typical treatment illustrating the special use of position signs on divided roads is shown in Figure 4.2.

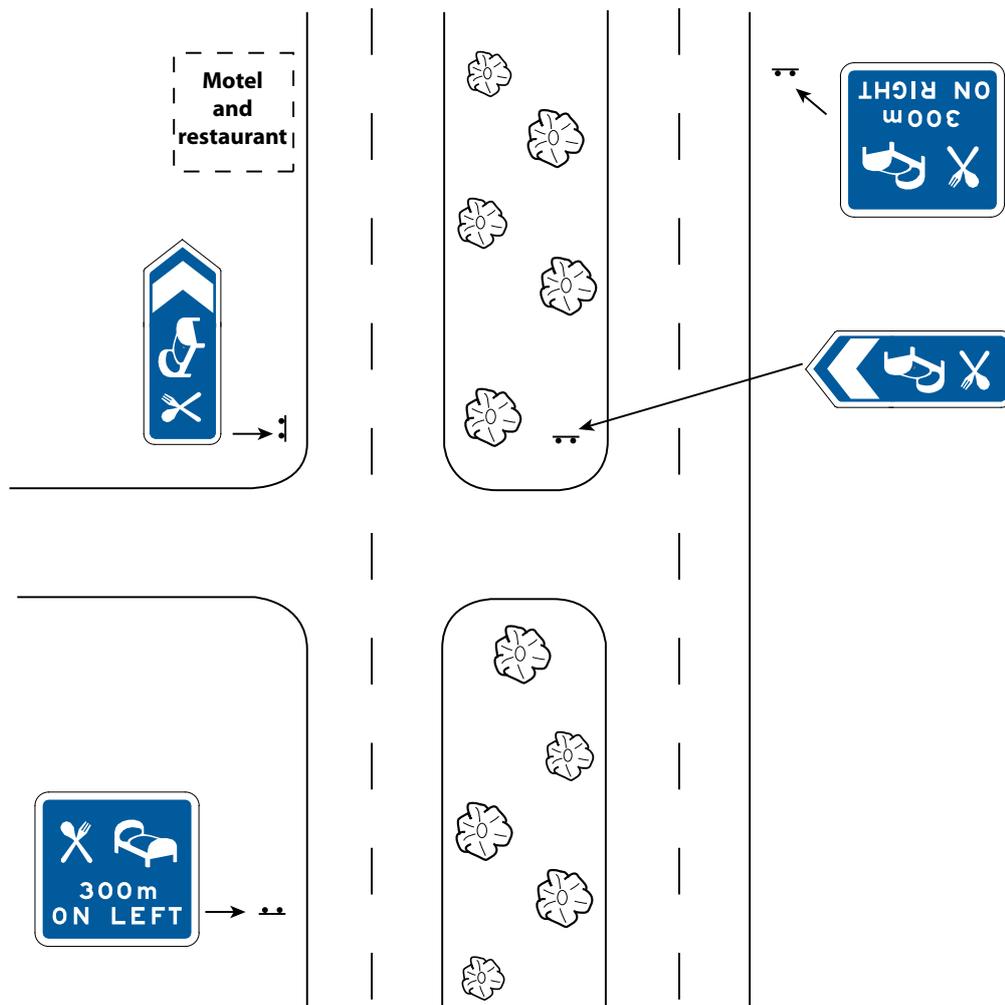


Figure 4.2 Signing of Services on a Divided Road

4.5.4 Built-up Areas

Notwithstanding any special conditions which the road authority may apply to signing in built-up areas, Municipal Councils may apply additional conditions related to planning considerations, particularly in areas of high commercial or tourist activity, or relating to residential and/or heritage amenity.

4.5.5 Property Signing

Commercial signing for a tourism or tourism-related business within its property boundary may have town planning and road safety implications (particularly if the sign is lit). Contact regarding a planning permit should be made with the planning department of the relevant Council which, if necessary, may refer the matter to VicRoads in its capacity as a referral authority under the Planning and Environment Act 1987.

4.6 Community Facility Signs

White lettering on a blue background

Purpose: Community Facility signing is used for facilities that are essentially community-based even though they may be used by visitors and, in some cases, attract visitors in their own right. Community facilities include:

- arts centres;
- churches;
- recreation centres;
- golf courses;
- swimming pools;
- sports facilities;
- parks;
- railway stations;
- hospitals (non-emergency);
- rural fire stations;
- police stations;
- civic centres and town halls;
- non-profit clubs;
- shopping centres;
- educational institutions;
- post offices;
- minor airports/aerodromes; and
- public toilets.



In built-up areas, community facility signs are generally a streetblade sign of either 150mm or 200mm deep extruded construction, featuring only capital letters with a maximum legend height of 120mm. Refer to VicRoads Traffic Engineering Manual Volume 2 Chapter 11, for guidelines on the use of these signs.

Cost: Paid for by the applicant or by the requesting Council.

5. Design, Construction and Installation of Signs

5.1 General

The application of technical standards for design, manufacture and installation of signs is necessary to ensure:

- signs are of a consistent colour and shape for ease of recognition;
- signs are readable at the prevailing traffic speed;
- the use and number of words and symbols is limited to facilitate maximum comprehension; and
- signs do not present a safety hazard.

As a general principle, the preferred legend height for tourist signs is one size less than the equivalent directional signs for the road in question.

Tourist signing, especially advance and intersection signing, is normally not permitted in a built-up urban area.

For Gateway signs, message length should be limited to the extent necessary to allow drivers to read the sign under the prevailing traffic speed (generally from 5 to 12 words and symbols, depending on the legend size and traffic speed).

Larger, more complex signs must be located where off-road parking is available to enable drivers to pull off the road to read the information.

Generally, no more than 15 characters per line are acceptable.

The principal legend on a tourist or services sign in Victoria may be in upper or lower case (although the Australian Standard generally recommends upper case) as lower case enhances the readability of the text. However, directional traffic instructions are always in upper case (e.g. TURN LEFT 300m).

5.2 Sign Design

Good sign design principles are based upon extensive research. Reference should be made to Australian Standard AS 1742.6 and VicRoads Traffic Engineering Manual Vol 2 for detailed guidance on sign design. The following information, however, provides a useful overview.

Primary consideration in sign design is motorist comprehension and safety. The optimum size of a sign is dependent upon the motorist’s ability to interpret the sign from a distance. Generally the size of a sign will be determined by:

- the size of the lettering required (according to Table 5.1 below); and
- the words, symbols and arrows to be included.

Table 5.1 Legend Size and Type for Tourist and Service Signs

Sign Type	Location	Principal Legend Height (mm) (1)		Max Number of Lines of Text (2)
		Town/Area Drive Name	Feature or Attraction Name	
Gateway Signs	Freeway	320	240	3
	Non-Freeway 90 - 100 km/h	180	140	5
	Non-Freeway 60 - 80 km/h	160	120	5
Advance Signs	Major 90 - 100 km/h	N/A	140 to 160	3
	Minor 60 - 80 km/h	N/A	120 to 140	3
Intersection Signs	Major 90 - 100 km/h	N/A	140 to 160	3
	Minor 60 - 80 km/h	N/A	120 to 140	3
	Fingerboard	N/A	100 to 120	1
Position Signs	Major 90 - 100 km/h	N/A	140 to 160	3
	Minor 60 - 80 km/h	N/A	120 to 140	3
	Fingerboard	N/A	100 to 120	1
Streetblade Signs	40 - 60 km/h	N/A	70 to 120 (3)	2
Reassurance Signs	Non-Freeway	N/A	140 to 180	1 heading + 4 destinations
Route Marker Signs		N/A	140 to 180 (4)	N/A
<p>N/A-Not Applicable</p> <p>Notes:</p> <p>(1) Principal letter height refers to the height of upper-case letters</p> <p>(2) Excluding arrows and directional instructions, such as TURN LEFT 300 m</p> <p>(3) Streetblade signs only use upper case letters</p> <p>(4) Number height may vary to suit circumstances</p>				

Where a range of legend heights is given in Table 5.1, the larger size should be adopted for attractions of national or State significance.

Council and VicRoads signing officers, as well as VicRoads' recommended signface designers and sign manufacturers, are familiar with Australian Standard design principles and should be consulted as early as possible to determine the appropriate size and format of a sign.

While special conditions may apply in some situations, Table 5.1 outlines the guidelines for legend height and maximum number of lines of legend for various sign types.

All tourist and services signs should feature white borders, with the exception of streetblade signs.

5.3 Indication of Distance

Reassurance signs show the distance to each attraction or destination. Intersection signs may also show the distance to the attraction unless there is a reassurance sign on the departure side of the intersection.

In the context of reassurance signing, distances of less than 1km **should not be shown**. Distances should always be expressed in whole numbers (for example, 3km not 2.9km, and 8km not 7.5km).

5.4 Symbols and Logos

5.4.1 Symbols

Only symbols which have been approved by Standards Australia or VicRoads are permitted on tourist and services signs. Appendix C illustrates the approved symbols for tourist signs.

Symbols which have been properly tested and are used consistently will be readily understood by domestic tourists and are likely to be easily understood by visitors from other countries. Any proposed new symbol would need to meet the requirements of AS 2342.

Where there is an approved symbol, it should be used in preference to using the corresponding word or words on the signs, e.g. "Sour Grapes Winery" could be shown as "Sour Grapes" plus the standard wineries symbol.

Services symbols are 'white on blue' and tourist attraction symbols are 'white on brown'. When services symbols and tourist attraction symbols are combined on a sign these colours are retained.

5.4.2 Logos

Logos are generally unsuitable for use on road signs because they cannot be clearly distinguished from a moving vehicle.

Logos may only be used for tourist drives determined by Tourism Victoria and VicRoads as being of 'State significance' and when supported by strategic and sustainable marketing programs to maximise recognition. These logos must conform to the Australian Standard 1742.6 guidelines on logo design.

Restaurant and accommodation classification ratings and/or chain logos, or any other form of business logo or trademark, are not permitted on any road signs.

5.5 Construction Materials

Good construction and installation of signs is necessary to avoid danger to road users and pedestrians, particularly from signs that are too low, have sharp edges or are not designed to collapse on vehicle impact.

VicRoads and Council signing officers can provide advice on recommended signface designers, manufacturers and installers who understand and subscribe to the relevant standards.

Sign manufacture and installation must be carried out in accordance with VicRoads' specifications (see specifications in Appendix B).

5.6 Location

The location of a tourist attraction or service facility should be a primary consideration at the time of initial business planning. Roadside signing should not be expected to compensate for a poorly located business. Businesses located on declared arterial roads will not be eligible for signing on the road reserve unless access to the site is complex or it is impractical for operators to provide suitably visible signs on or within the establishment.

It is important that tourist and services signs which are located within road reserves do not interfere with the safety of road users. Signs should be carefully positioned so that:

- they do not obstruct a driver's view of the road or intersections or other signs;
- they do not obstruct traffic or pedestrians;
- they do not form a confusing background to normal regulatory traffic signs and signals;
- they are not mounted with direction signs (unless specifically permitted in these guidelines); and
- they do not heavily impact on visual amenity, particularly in environmentally and visually sensitive locations.

In areas where there are significant numbers of tourist attractions and services, it may be more appropriate to provide information bays in strategic locations (see section 7.4 of these guidelines).

6. Local Tourist Drives and Touring Routes

The available research on drive tourism indicates that beyond good general directional signing, there is a degree of consumer resistance to being 'led around' a defined trail, particularly by tourism signs. Today's touring visitor wants the reassurance of safety and good navigation, but likes to retain a sense of free-wheeling and a degree of self-discovery.

For these reasons, the preferred navigational aids for local tourist drives or regional touring routes are high quality maps which clearly identify the main roads (with reference to the state route numbering system), key towns, villages and tourism sites. As information on the associated tourism products changes regularly, defined signed or collateral-based touring routes linking product rather than experiences can soon become outdated and thus generally are not practical.

Tourism Victoria and VicRoads would not support the establishment of a specific touring route or trail without demonstrated consumer demand for such a product.

6.1 Local Tourist Drives

Most applications for Tourist Attraction signs are made by individual operators. However, a tourism region or cluster of tourist attractions may apply to the relevant road authority to establish a broader-based tourist drive.

Proposals for local tourist drives should consider the existing SRNS route numbers, and should include interpretive signs and signing for Visitor Information Centres (VICs). Such drives help to present an integrated approach to tourist signing and reinforce market branding or product positioning of a local area, as well as providing an opportunity to rationalise existing signing.

Any proposal for the creation of a local tourist drive must be submitted to the Regional/Local Tourism Signing Committee for endorsement prior to submission to the relevant road authority. In the absence of such a committee the proposal should be submitted to Tourism Victoria and VicRoads for consideration.

6.1.1 Signing for Local Tourist Drives

Sign types applying to tourist drives/trails may include:

- gateway/introductory sign—often displaying a title/theme, route number and approved Australian Standard symbol for tourist attractions;
- route markers—shields or smaller signs erected at intersections in urban and lower speed localities to indicate turns and as route reassurance;

- advance direction signs—to indicate a major change of direction, particularly on higher speed and rural roads;
- intersection signs;
- position signs; and
- end marker/sign—to signify the end of the tourist drive.

6.1.2 Criteria for the Establishment of Local Tourist Drives

Essential:

- the route must have significant tourism and/or scenic appeal, including a reasonable frequency of quality tourist attractions to maintain the interest of the visitor;
- the route **MUST NOT** be based on attractions which are strictly seasonal or are not a permanent feature of the route;
- the route must allow for the safe passage of private passenger vehicles at all times (avoiding hazardous alignments or grades, or single lane roads);
- the route must use only suitably maintained roads, preferably sealed, which are also capable of handling the higher volumes of traffic attracted to the route; and
- collateral material (e.g. map, brochure and website) covering the drive and attractions **MUST** be developed and made available through visitor information centres and other outlets on an ongoing basis.

Desirable:

- effective linking of the drive to the major traffic corridor;
- the attractions should be related to a particular theme, providing some basis for visitors to follow the tourist drive;
- the drive should generally take the average tourist between half a day and two days to cover most attractions; and
- inclusion of the route's theme and any supplementary interpretative information in wayside tourist information bays.

6.1.3 Issues to be Considered When Developing Local Tourist Drives:

- use of the Statewide Route Numbering Scheme (SRNS) to provide principal navigation on the route and to limit the need for lower level signing;
- signing within urban areas may be subject to town planning provisions;
- the need to review all existing signing in the local area and, where possible, to rationalise signing;
- overlap with other themed routes should be avoided or at least well co-ordinated;
- the ability to sustain production of support promotional materials; and
- the synergy of the proposed drive/scheme with the State and regional tourism product strengths.

6.1.4 How to Apply to Establish a Local Tourist Drive

The application process is identical to that for individual signing, as outlined in section 10 of the guidelines, and the criteria applied to assess applications are those set out in section 6.1.2.

However, referral also needs to be made by the road authority to the Regional/Local Tourism Signing Committee to assess the application in relation to:

- the region's product strengths and themes;
- accordance with the product region marketing strategy; and
- consideration of the application in relation to other existing tourist drives operating within the region.

The process of referral to and consideration by the Regional/Local Tourism Signing Committee may take some time and applicants are encouraged to submit their concept for a signing scheme as early as possible, together with as much supporting material as possible.

6.1.5 Allocation of a Local Tourist Drive Route Number

Each approved tourist drive/scheme will be allocated a tourist drive route number, which should be featured on all relevant signs. The Tourist Drive Route Number register is maintained at VicRoads Head Office. Application for a tourist drive route number should be made through the appropriate VicRoads regional signing officer.

6.2 Touring Routes of National/State Significance

Touring routes of State and/or National tourism significance may be developed by Tourism Victoria, in consultation with VicRoads.

The development of nationally significant routes must involve two or more States, in consultation with relevant Regional Tourism Associations and local government. Applications need to be referred to the National Tourism Signing Reference Group of the Australian Standing Committee on Tourism (ASCOT) for endorsement.

The development of State significant touring routes must involve Tourism Victoria and VicRoads, as well as relevant Regional Tourist Associations and local government. Where possible, such routes should make maximum use of the State Route Numbering Scheme (SRNS) for motorist guidance.

Routes of State and National tourism significance may adopt marketing-oriented names in supporting promotional materials, but to avoid traveller confusion, only the gazetted road name will be used on direction signs (if a road name is used at all).

Applications for the development of tourist routes of National and State significance need to be supported by consumer research. They should include comprehensive plans outlining the road signing requirements and integration with visitor information services, as well as business, marketing and sustainable development/management strategies (including financial) for the route.

6.2.1 Eligibility Criteria for Touring Routes of National Significance

Requirements and guidelines for the establishment and signposting of a themed tourist way/routes of national significance are as follows:

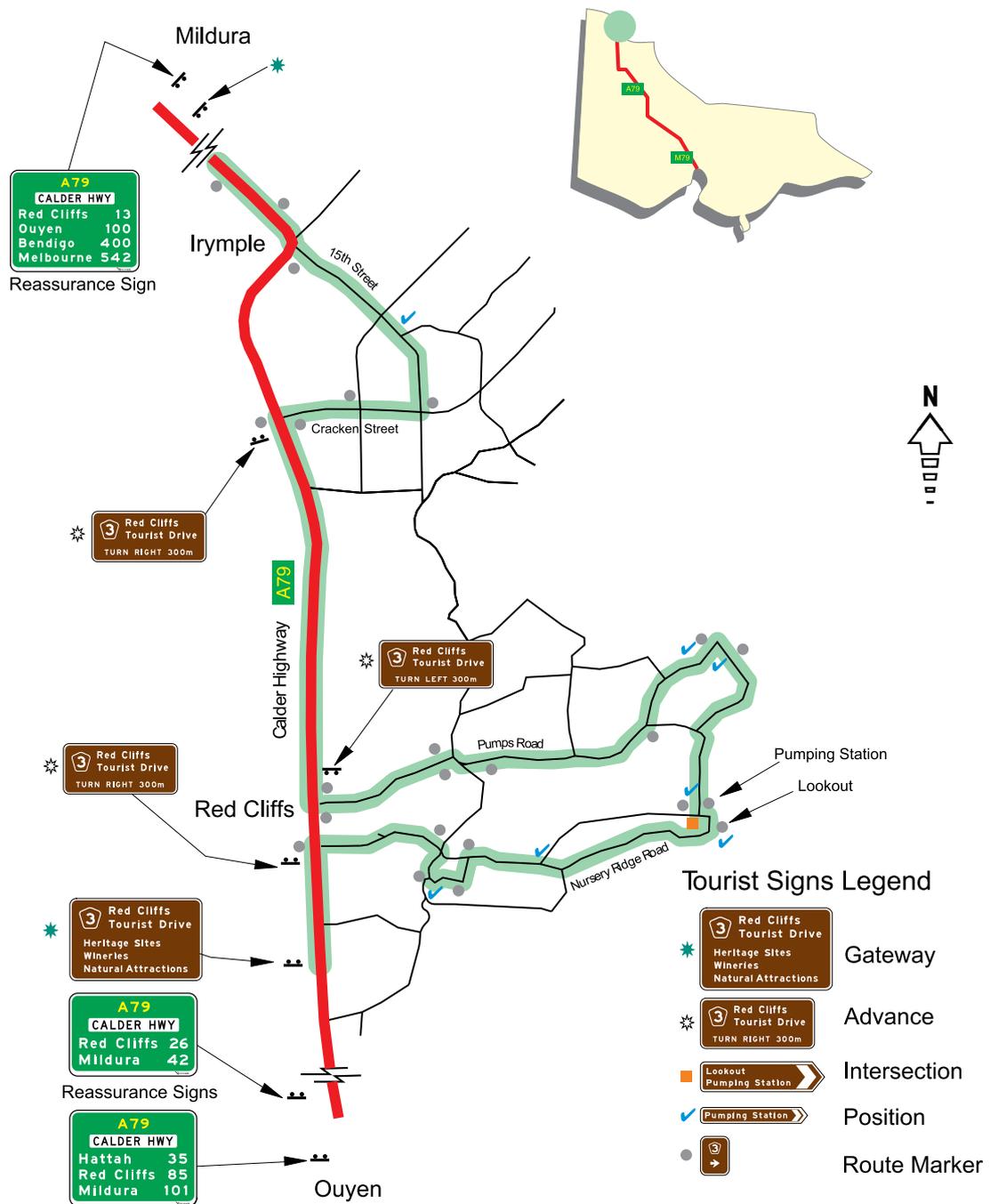
- it must be recognised and supported by the State Government tourism authorities and road authorities of the States or Territories through which it passes;
- it must use roads of a sufficient standard of construction and traffic safety on a year round basis to justify its promotion to the international travel and tourism industry;
- roads subject to seasonal closure (e.g. through flooding) may be used, provided that the closure and road conditions are adequately referenced in supporting marketing material and information bays;
- navigation by users should primarily be by means of maps or other promotional material provided by the relevant tourist authority;
- the theming and signing of the way does not supplant the gazetted names of roads which comprise the route;
- information bays along the route, which may be denoted by the theme logo, must be provided to support and enhance the theming of the way; and
- Gateway signs including a logo relating to the theme of the tourist way may be used. Such signs may be erected at significant points of entry and reinforced at state or territory borders. Logos must conform to the Australian Standard 1742.6 guidelines on logo design.

6.3 Illustration of an Integrated Tourist Signing Scheme

Red Cliffs Tourist Drive

How to get there

Follow the green direction signs with route numbers to the nearest destination (Red Cliffs), then follow the brown tourist signs to the attractions...it's that easy!



7. Key Destinations and Services

7.1 Signing to Victoria's Geographic Tourism Destinations of National and International Significance

Tourism Victoria's acclaimed 'jigsaw' tourism branding continues to be experienced by motorists across the State.

To ensure the safe and effective navigation of Victoria by international and interstate visitors and enhancing the state's national and international touring status, Tourism Victoria adopts an integrated approach to signing geographic areas that are tourism destinations of interstate and international significance.

This approach involves the provision of special directional reassurance (way-finding) signing leading to a sense of arrival provided by strategically-located destination pictorial signs and supported by improved reassurance signing to Victoria's accredited visitor information centres.

Unlike the previous approach to pictorial gateway signing, this approach does not include signing of tourism regions, marketing concepts or townships and cities that are destinations of international and interstate significance. The latter are adequately covered by conventional directional signing and entrance/gateway signs that are typically erected at township boundaries.

Victoria's defined geographic areas which are tourism destinations of national and international significance are as follows:

1. Great Ocean Road
2. Great Alpine Road
3. The Grampians
4. Phillip Island
5. Wilsons Promontory
6. Gippsland Lakes
7. Mornington Peninsula
8. Yarra Valley
9. The Dandenong Ranges
10. Macedon Ranges
11. The Goldfields

Pictorial signs are used as follows:

State Gateway Signs – erected at key border entry points, these promotional signs welcome interstate visitors with key pictorial images and direct them to the nearest accredited visitor information centre.

Major State Tourist Gateway Signs – these pictorial signs mark the entry to geographic areas that are major tourism destinations of interstate and international significance, such as "Welcome to the Mornington Peninsula" and "The Great Ocean Road".

State Border Signs – these signs are erected at border entry points into Victoria where State Gateway signs are not installed. The signs are funded by VicRoads.



State Gateway sign



Major State Tourist Gateway sign



State Border sign

7.2 Signs for Major Tourist Attractions of State Significance

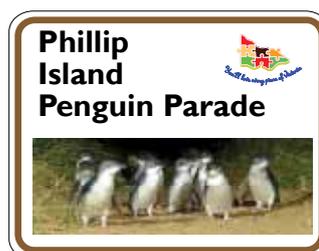
A small number of tourist attractions within Victoria may be considered for special road signing when it is the view of Tourism Victoria, in consultation with VicRoads, that the attraction:

- is considered to be of State and/or national tourism significance;
- attracts a paid visitation of at least 200,000 patrons per year;
- provides an interpretative and/or interactive experience considered to be of national and international standing;
- exemplifies one or more of the State's core tourism strengths; and
- is open for casual visitation for at least 360 days per year.

Fulfilment of all the above criteria should be generally acknowledged by the wider tourism industry, including industry associations such as Tourism Alliance Victoria.

Signing in this style applies to specific facilities/venues only. It is not appropriate for signing geographic areas of general tourism activity, such as coastal or ski resort areas.

Signing to such attractions will generally be located along major routes heading to the attraction and is at the complete discretion of VicRoads and Tourism Victoria. The full cost for sign design, manufacture, installation (including all permits) and maintenance is borne by the applicant.



7.3 Visitor Information centres

Purpose: Visitor Information Centres (VICs) should provide the major source of tourist information to a visitor in a city, town or region. Major VICs are generally operated and funded by the local council and/or tourist association. The principal tourist signing in any urban area should direct visitors to the nearest accredited visitor information centre.

Criteria: As part of a statewide strategy to achieve a high quality network of visitor information services, only those centres accredited by the Better Business Tourism Accreditation Program (BBTAP) are provided with signs showing the trademarked yellow on blue italicised ‘i’ symbol.



The use of the white on blue serif ‘i’ symbol is not used for the signing of visitor information centres. It may be used for on-site property signing of non-accredited centres and signing to information bays.



Location: Visitor Information Centres are most effective when located on an arterial road and preferably along an established touring route. VICs located within townships should be easily accessible and highly visible, and provide adequate on-site parking or parking near to the building.

Signing to VICs can take the form of advance, intersection and position signing, as appropriate. Detailed signing schemes should be developed with input from the relevant road authorities, particularly in cases where advance notice of the VIC needs to be provided from the through traffic route.

Cost: Funding and ongoing maintenance of signing to VICs is the responsibility of each signed centre.



7.4 Information Bays and Interpretive Signs



Purpose: Information bays are off-road areas established by or with the consent of the relevant road authority where visitor information displays are provided and maintained by the local council, tourist association or community group. Initially, applications to establish tourist information bays should be made to the officer in charge of tourist signing at the appropriate Council (see contact details on VicRoads website).

Interpretive signing is permitted on tourist routes/drives of significant cultural, geographic or heritage appeal. Such signing should succinctly explain and/or interpret pertinent information about the site or vista.

Criteria: When space does not permit the signing of several establishments, or where it would be visually intrusive, road authorities and applicants may consider the establishment of a roadside visitor information bay, with appropriate 'I' (serif) signing.

Installation of interpretative signing must be warranted by the significance of the attraction, natural feature or theme in question.

Location: Careful consideration should be given to the siting of information bays and should take into account:

- the size and visibility of the roadside reserve, safe entry to and access from the road;
- pedestrian safety;
- co-location with other facilities such as toilets, picnic facilities; and
- vulnerability to vandalism.

The location of information bays plays a major role in their level of use. Their location at points that naturally encourage visitors to stop is preferable and they should be well lit at night, either through dedicated lighting or general street lighting. Their co-location with other facilities, such as toilets, telephones, picnic areas, parks and play equipment, is an advantage. It may be possible, with approval, to establish information bays in existing VicRoads roadside stops. Locating information bays in more remote areas may render them vulnerable to vandalism.

The information display/board should have all-weather durability, with a minimum maintenance requirement and should provide the following information:

- introduction or welcome;
- location maps showing main attractions and accommodation providers (including contact details of these facilities);
- details of nearest accredited Visitor Information Centre;
- emergency information relating to the nearest hospital, police station, doctor, dentist and petrol;
- relevant driving and/or road safety advice pertinent to the region; and
- details of local natural and built attractions, leisure facilities and entertainment.

Signing to information bays/interpretive signs can take the form of advance and position signing, developed with input from the relevant road authorities. Signing will generally be restricted to the adjacent road. The white on blue 'i' symbol with the word 'BAY' is to be used for indicating information bays.



Information bays may take the form of a 'plank' sign, which can be easily removed and replaced, through to stand-alone, all-weather structures which provide a level of interpretive and motivation for visitors not available with normal road signing.

In both cases, a suitably large and visible roadside area is required which will allow safe access to and from the main road, provide pedestrian safety and have appropriate maintenance (adequate drainage, suitable road surface etc). In many cases, creation of a visitor information bay will also require funding for the necessary road construction.

Cost: Funding and ongoing maintenance of signing is the responsibility of the body which operates the information bay. Funding and ongoing maintenance of the off-road area must be agreed at the time of application between the relevant road authority and the body which operates the bay.

7.5 Visitor Radio

Purpose: Visitor radio is an information service, transmitting on the narrow cast FM band, which is largely of interest to visitors. Signing of a visitor radio service will indicate the transmission frequency of the service and may be supplemented by details of any special information provided. Applications for signing of visitor radio should be made to the officer in charge of tourist signing at the appropriate council (see contact details on VicRoads website).

Criteria: Visitor radio services must be licensed to operate by the Federal Government. In determining an application for signing a visitor radio service, the relevant road authority will consider the following issues:

- the transmission must operate solely as a visitor/motorist information service;
- the service and program content must be endorsed by the relevant Regional/Local Tourism Signing Committee;
- any other special information provided, for example, snow or surf reports, road conditions, etc; and
- any guidelines established by the Better Business Tourism Accreditation Program (BBTAP) in collaboration with road authorities for such services.

Signing for visitor radio will not be considered for services:

- that have a transmission range of less than three kilometres except for site-specific applications, for example, visitor information bays, natural attractions, etc;
- where the information is specific to one establishment or service; and
- that would be of interest to only a small section of the community.



Location: In determining the location and extent of visitor radio signing the following conditions apply:

- only one single standardised sign will be permitted on each major approach road to the town or area serviced;
- signs will only be erected in areas where a clear signal can be obtained (not subject to prolonged periods of distortion or fade); and
- signs are not permitted on freeways that bypass the town or area to which the service pertains.

Cost: Funding and ongoing maintenance of signing is the responsibility of the applicant or the operator of the services.

Ongoing Operation: In the event that the service no longer meets the permit conditions, or the service no longer operates, the signs must be removed at the sign owner's expense. If the service is temporarily not operating, the signs must be temporarily covered or removed.

8. Extent of Signing and Rationalisation

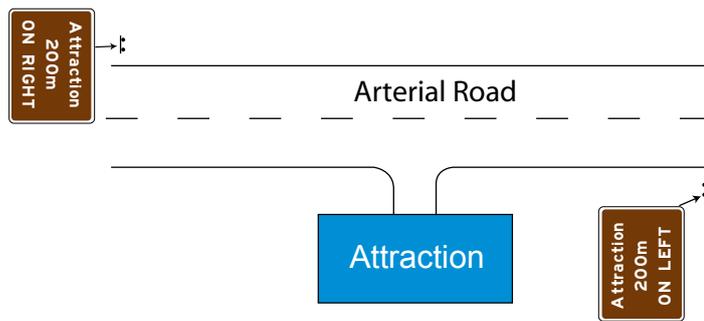
8.1 Extent of Signing

To reduce proliferation of signs and to ensure commercial equity, there is a limit to the number of tourist and services signs that will be permitted on road reserves.

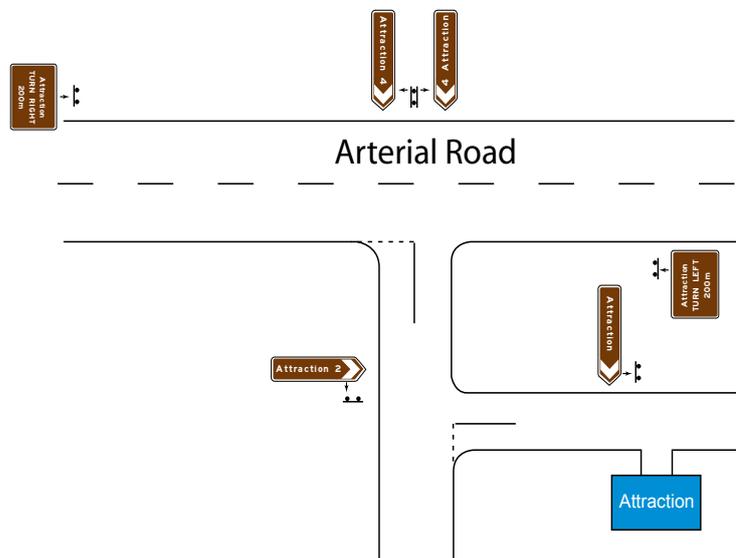
8.1.1 Extent of Signing on Arterial Roads

Tourist attractions will only be signed from the nearest declared arterial road, except for major attractions of National or State significance where the extent of signing will be determined by VicRoads and Tourism Victoria.

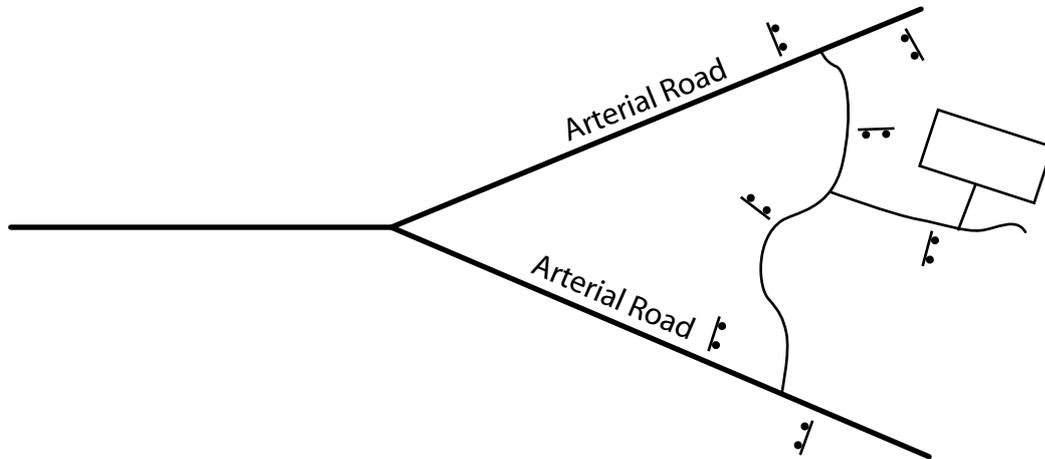
If the entrance to the attraction is on a declared arterial road, signs are permitted for both left and right turns into the entrance, but **only** if the signs within the property would not make the entrance obvious to drivers.



If the attraction is on a side road, signs are permitted for both left and right turns into the side road, and any subsequent turns on the local road network, by the most desirable route until the entrance is reached. Signing from the nearest arterial road is only permitted if the attraction/establishment is less than 10 km from the turnoff.



An attraction may be signed from two declared arterial roads if it is equally accessible from both arterial roads, as shown in the example below.



8.1.2 Freeway Signing

Freeways require considerable directional signing and have limited intersecting roads along them. As such, tourist signing is not available on freeways, except in support of attractions or areas of State significance. Signing to major tourist attractions may be provided along off-ramps in accordance with 8.2.

8.2 Major Tourist Attractions

Where a major tourist attraction is of National or State significance, signing along arterial roads is permitted.

Section 7.2 sets out the criteria for major attractions of State significance, and the geographic areas of National significance are listed in section 7.1.

The extent of signing along arterial roads to major tourist attractions is to be determined by VicRoads and Tourism Victoria. However, the following guidelines and principles will generally apply for attractions of State significance:

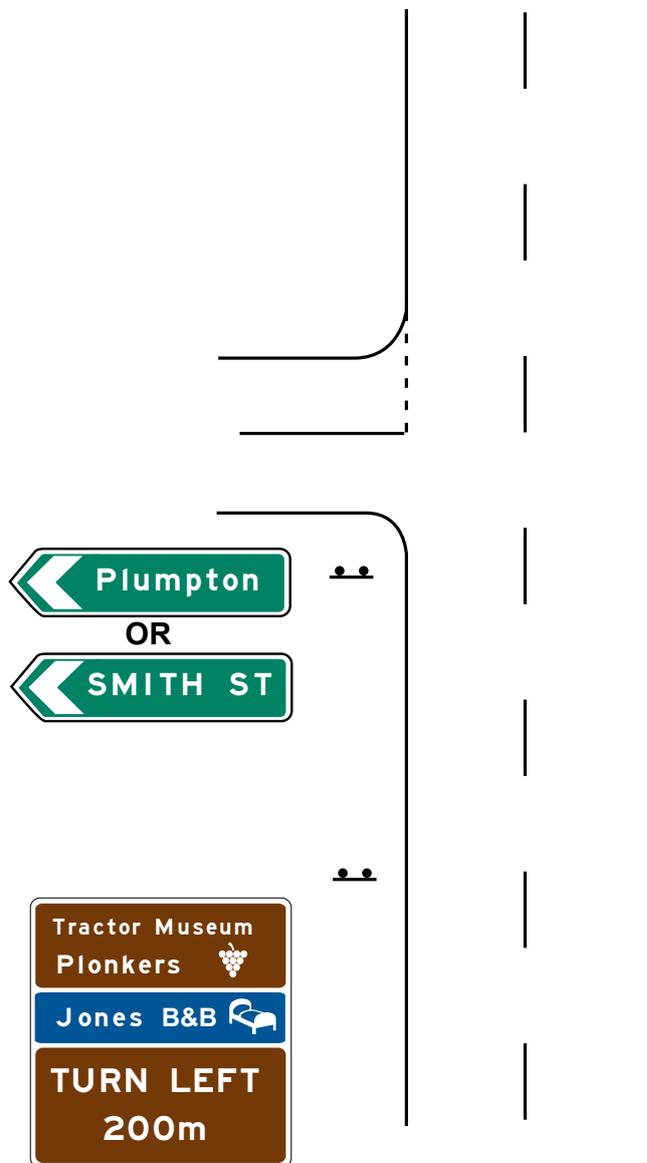
- signing usually starts at a turn-off from the nearest M or A road;
- signing usually starts no further than 30 km from the attraction;
- signing in built-up areas is subject to the availability of a suitable location for the signs; and
- all turns and decision points should be signed along the route from where signing starts until the attraction is reached.

8.3 Limit to Tourist and Services Signs at Intersections

The number of tourist attractions or services listed on signs facing a motorist approaching an intersection from one direction is limited to three.

The following example shows the maximum number of attractions that are permitted to be signed.

If an eligible attraction applies for a sign which would exceed this limit, rationalisation will be required. Refer to the next section.



8.4 Rationalising Signs at Specific Locations

Proliferation of signs, particularly at intersections, is not desirable. Too many signs create visual pollution, can be a safety hazard for motorists and are ineffective because of the very limited amount of information that can be absorbed by a motorist at high speed.

Wherever possible, the rationalising of existing signs should be considered by the applicant and road authority when processing applications for new signs. Rationalising may include one or more of the following:

- removal of old or outdated signs;
- aggregation of existing signs under a generic reference;
- creation of a wayside information bay; (see Section 7.4);
- creation of a local tourist precinct.

Use of promotional materials (maps, guides, audio tapes, etc) should also be encouraged to reduce dependence on signing.

The road authority and/or applicant may consider the aggregation of smaller signs into one sign. This may often involve the replacement of references to individual attractions with a generic descriptor. For example, instead of signing to several individual wineries, galleries or accommodation properties, a larger general sign to 'Wineries' or 'Galleries' may be appropriate.

Another possibility is to incorporate a series of related attractions into a signed tourist precinct. It is more likely that a precinct would be regarded as being of state significance and therefore eligible for some trailblazing along arterial roads. As an example, several attractions in the historic town of Placeville could be signed as 'Placeville Heritage Precinct'.

The need to rationalise signing will be made in consultation with existing stakeholders. However, the road authority is the final arbiter in decisions to rationalise and aggregate tourist and services signing. Funding for new or replacement signs should be negotiated on a case-by-case basis.

8.5 Additions to Tourist Signs

While the aggregation of tourist attractions on one sign is encouraged, applicants need to strictly adhere to good design principles detailed in Section 5 regarding the number of lines and size of text.

When a new attraction can be added to an existing sign in accordance with good sign design principles, the applicant will usually be required to meet the cost of the re-manufacture of the sign in order to incorporate the addition.

8.6 Business or Community Facility Signs

Signs pointing to a business, community facility or activity which is not eligible for signing under the Tourist Signing Guidelines, or which is not a significant community facility, are regarded as forms of business promotion and are generally **NOT** permitted on declared arterial roads.

In most cases, clear street name signing designed and installed in accordance with the Australian Standard 1742 'Manual of uniform traffic control devices' Part 5 'Street name and community facility name signs', together with each property having a clear and visible property number, will provide adequate identification, direction and information to motorists.

8.7 Unauthorised Signs

Section 66 of the Road Management Act states that: *any person must not without written consent of the relevant coordinating road authority –*

- (a) place any structure, device or hoarding for the exhibition of an advertisement or place any advertisement for exhibition on or over a road; or*
- (b) place any sign or bill on or over a road or on a pole, bus shelter, traffic sign, tree or other object or infrastructure on a road reserve.*

The only circumstances where a sign permit will not be required is where the placement of the sign on or over the road reserve is authorised or permitted under the Road Management Act or another Act. This includes authorisation under a planning permit.

Placing a sign on or over a road or road reserve without the consent of the relevant road authority or any other authorisation under legislation is an offence. Failing to remove a sign upon being requested by an authorised officer is also an offence.

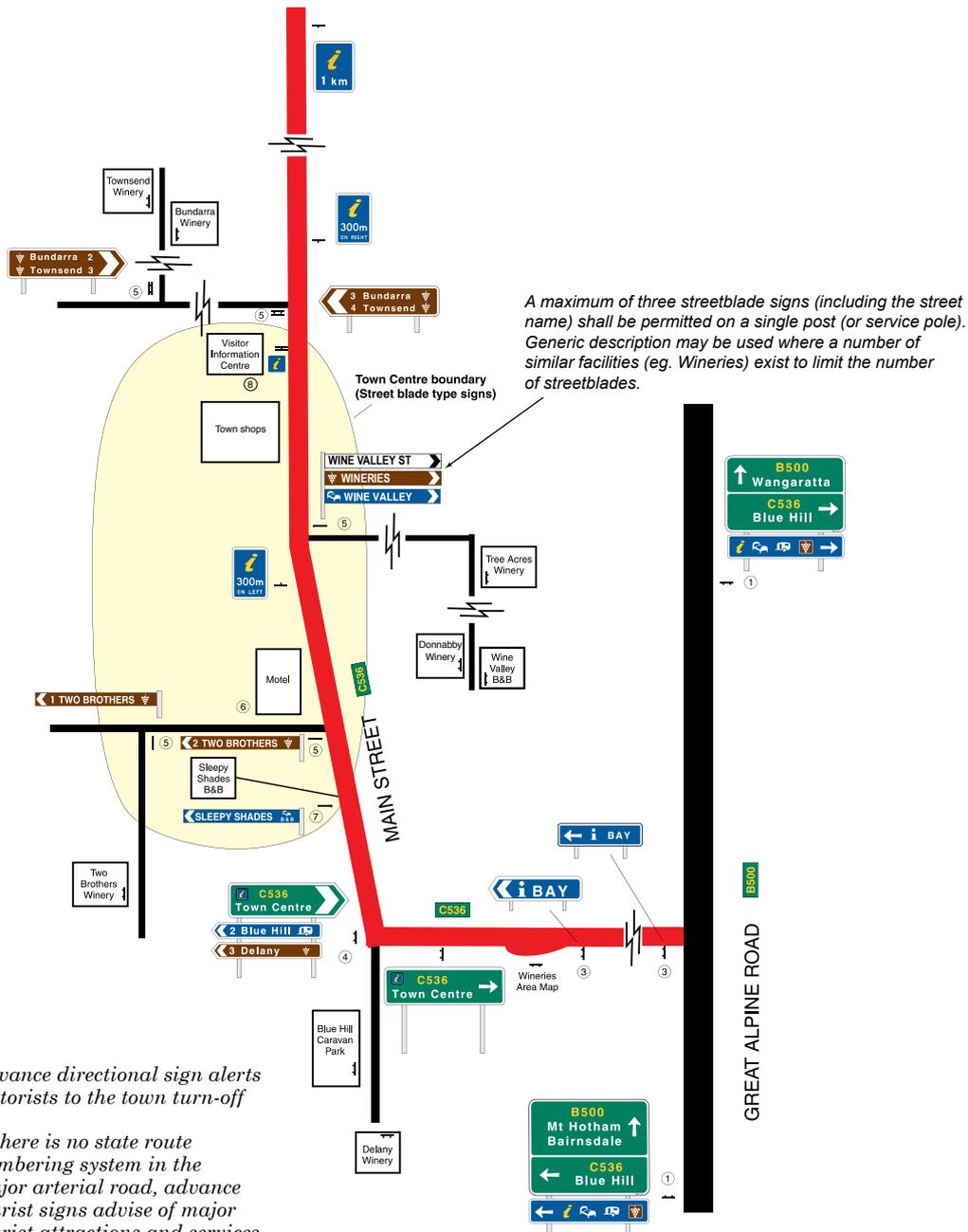
Proposed advertisements or hoardings outside the road reservation are generally considered by the Planning Authority under the Victorian Planning Provisions taking into account Road Safety Guidelines. If signs are considered to be a road safety hazard, VicRoads will require them to be removed or modified.

8.8 Examples

The illustrations on the following pages demonstrate sample intersection treatments and a range of poor signs currently existing in Victoria and a possible approach to improve and rationalise those signs.

Sample of Signing Scheme

Wine and Art Township of Blue Hill (fictitious)



1. Advance directional sign alerts motorists to the town turn-off
2. If there is no state route numbering system in the major arterial road, advance tourist signs advise of major tourist attractions and services available in Blue Hill, using generic words and symbols.
3. Signing for information bay, where the names and locations of Blue Hill wineries are displayed. It is located where motorists can pull off the road to read it.
4. Major intersection sign. Smaller signs erected underneath are the final direction indicators for properties located to the left of the intersection.
5. Blue Hill's wineries and B&Bs are signed at the final point of direction using streetblades within the township and on larger chevron signs elsewhere.
6. The Blue Hill Motel is not eligible for a specific name sign because the motel is signed generically (ie. bed symbol) from the highway and because its property signing is adequate once motorists have entered the main street.
7. Although also located on the main street, Sleepy Shades B&B is eligible for a small streetblade sign because it is not obvious to the passing motorist.
8. The accredited Visitor Information Centre has been signed generically from the highway and is highly visible from the main street.

Existing



Existing Condition

- Overload of information
- Too many signs on one pole
- Tourist, services and direction signage mixed
- Highly visually intrusive

Simplified



Simplified Approach

- Remove the streetblade pole
- Directional sign structure has maximum of three signs
- As there are a number of tourist attractions and services, direct motorists to visitor information centre in town centre
- Separate tourist attraction sign from major directional signs



Existing Condition

- Overload of similar tourist attractions and services information
- Difficult to read from moving vehicles
- Highly visually intrusive



Simplified Approach

- Use Winery symbol for attractions and Bed symbol for accommodation
- Combine tourist and services information onto one sign
- Erect below directional sign



Existing Condition

- Services information not clearly visible from moving vehicles
- Some services do not qualify for signing from declared roads
- Visual clutter



Simplified Approach

- Use only Australian Standard services symbols
- Clearly presented and well balanced information
- Size and height of the sign is appropriate for driver's eye

Existing



Existing Condition

- Too many tourist attractions signed for prevailing traffic speed
- Naming each winery makes the sign unreadable
- Visual clutter

Simplified



Simplified Approach

- Use only symbol and generic word to navigate to wineries
- Use same panel size for services symbols below the attraction sign



Existing Condition

- Number of services and attractions can be minimised
- Directional sign should have prominence



Simplified Approach

- Combine attractions and services in one panel using only symbols



Existing Condition

- Too many service signs on one pole
- Difficult to read from moving vehicles;
- Some accommodation signing does not conform to standard
- Inappropriate background colour for town centre



Simplified Approach

- Direct motorists towards town centre where information bay is located
- Services which do not qualify for signing can be navigated via collateral materials such as brochures
- Change S.G. Highway to South Gippsland Hwy.

Existing



Existing Condition

- Major overload of information
- Most of the accommodation and attractions signs do not conform to eligibility criteria
- Visual clutter

Simplified



Simplified Approach

- Use only accommodation and refreshments symbols to navigate to services
- As there are a number of tourist attractions and services, direct motorists to information bay



Existing Condition

- Overload of information
- Naming of each establishment can be simplified
- Visual clutter



Simplified Approach

- Use minimum number of words to describe each establishment
- Make signs the same size
- Remove 'A' frame from road reserve advertising sign



Existing Condition

- 'Motel' and 'Restaurant' can be replaced with symbols



Simplified Approach

- Use symbols instead of words

Existing



Existing Condition

- Use of 'BP' symbol and name of the café contravenes signing guidelines for services signs

Simplified



Simplified Approach

- Eliminate unnecessary symbols
- Drivers expect to find petrol, information and a cafe at a service centre



Existing Condition

- Overload of information
- Two sign poles are close together
- Can be simplified as generic sign for attractions and services



Simplified Approach

- Use symbols for services and tourist attraction
- Reduce to one pole



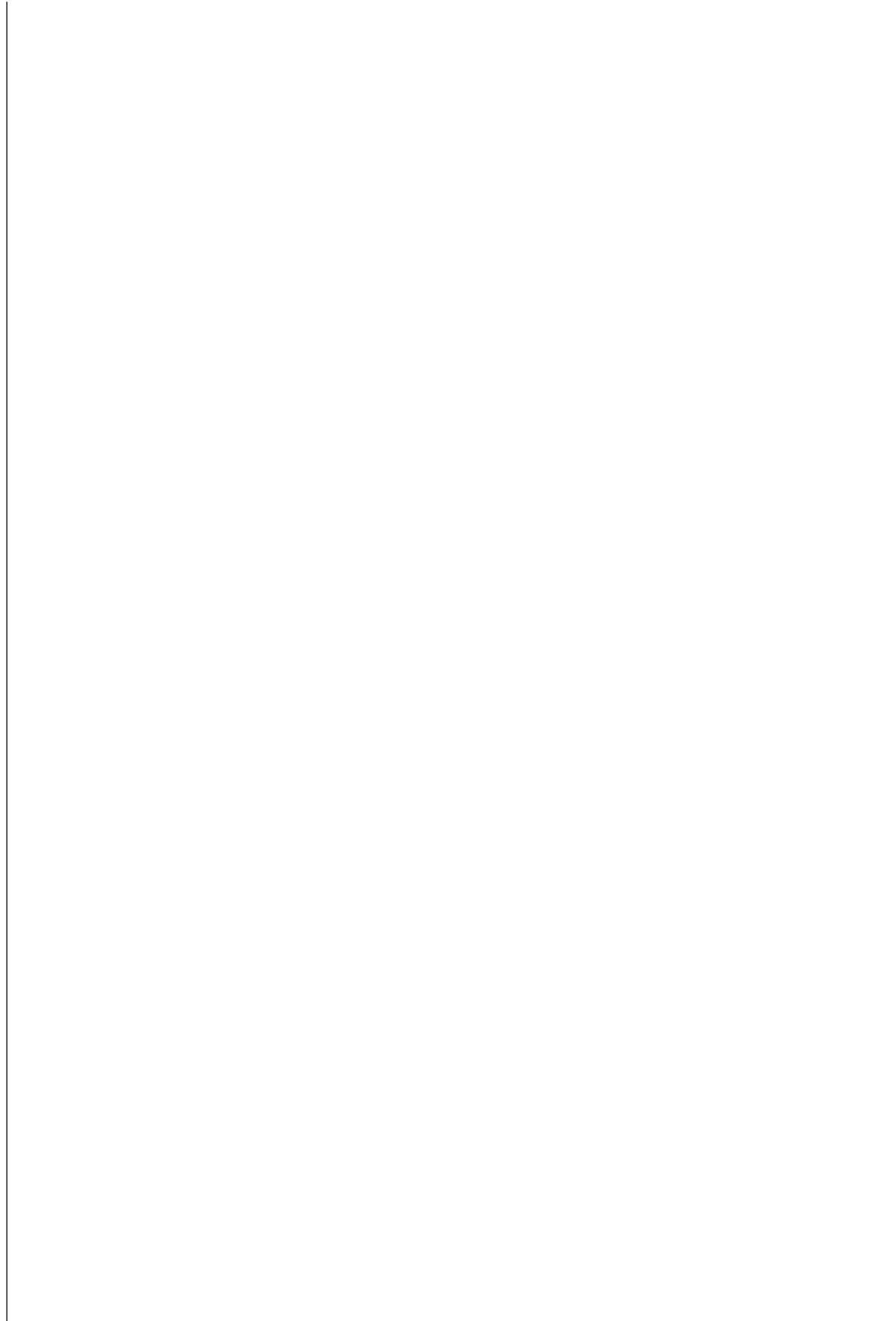
Existing Condition

- Town centre should be white on green background



Simplified Approach

- Directional sign has prominence and sign clearance from ground level standardised
- All services information directed to information bay in town centre



Part C

Application Process and Administration



9. Eligibility for Tourist Signing

9.1 General

The following criteria enable a Road Authority to determine whether a tourist attraction or establishment is eligible for tourist signing. Applications for signs are assessed for eligibility under the Road Management Act 2004. **It should be noted that eligibility for tourist attraction signing does not determine entitlement to the placement of a sign on the road.** The sign must be assessed against the following criteria which have road safety and road efficiency implications.

9.2 Criteria for Tourist Attraction Signing

9.2.1 Essential Criteria

In order to qualify for tourist attraction signing, as set out in sections 4.2 and 4.3, a tourist attraction (other than a natural feature) must satisfy all of the following essential criteria. The attraction must:

- (a) have tourism as a Core Business Activity (see Glossary of Terms—Appendix A).
- (b) provide a substantive tourism experience in addition to, or as part of, any commercial/retail activity (see Glossary of Terms—Appendix A);
- (c) have all relevant State and local government licences and approvals to operate as a tourist attraction, including health, planning and parking requirements;
- (d) be open to the public without prior booking during the attraction's normal opening hours;
- (e) be open on weekends and at least three other days of the week, plus public and school holidays;
- (f) be open for a minimum of 7 hours per day on the days the attraction is open;
- (g) be listed on the database of the nearest accredited Visitor Information Centre (with opening hours, admission prices, location and directions);
- (h) promote the location and clear directions to the attraction to visitors from outside the local area ;
- (i) be appropriately signed within the property line so that it is easily identifiable by passing motorists;
- (j) have appropriately trained visitor contact staff; and
- (k) maintain a record of visitor numbers and comments.

9.2.2 Desirable Criteria

It is also desirable that the attraction:

- be a member of a recognised Local, Regional or peak sector tourism organisation and/or be accredited under a scheme approved by the Tourism Accreditation Board of Victoria;
- provides parking for coaches and other large vehicles; and
- provides parking for disabled visitors.

Specific Criteria

9.2.3 Nurseries and Garden Centres

To be eligible for tourist signing, nurseries and garden centres must:

- meet all of the essential criteria.

9.2.4 Art Galleries and Craft Outlets

To be eligible for tourist signing, art and craft outlets must:

- meet all of the essential criteria; and
- fulfil any two of the following specific criteria:
 - (a) feature a resident artist/craftsperson;
 - (b) display a production process, together with associated explanatory information;
 - (c) provide exhibition space of more than 50 square metres; and
 - (d) more than 30% of the art/craft works on permanent display are from local and/or regional artists/craftspeople.

9.2.5 Antique Galleries/Stores

To be eligible for tourist signing, antique galleries or stores must:

- meet all of the essential criteria.

9.2.6 Museums and Historic Properties

To be eligible for tourist signing, museums and historic properties must:

- meet all of the essential criteria except item (e);
- be open on weekends, public holidays and school holidays;
- provide supporting literature and interpretive materials for visitors.

Desirably, heritage properties should be registered with Heritage Victoria, and Museums should be accredited under Museums Australia (Victoria), Museums Accreditation Program.

9.2.7 Primary and Secondary Industry Based Attractions

To be eligible for tourist signing, factories, manufacturing plants and agricultural operations must:

- meet all of the essential criteria except item (e);
- open during normal business hours 5 days per week, and preferably on weekends;
- provide guided tours to the general public at advertised times;
- display high quality interpretative material of the relevant agricultural or industrial process; and
- where appropriate, provide sampling of the product available as part of the visitor experience.

9.2.8 Wineries

To be eligible for tourist signing, wineries must:

- meet all of the essential criteria;
- hold a Vignerons Licence or a licence which permits sales direct to the public; and
- have a purpose-built facility for wine tasting (cellar door).

Wineries meeting all requirements other than 9.2.1 (e) that are open on weekends, public and school holidays may apply for temporary signing in accordance with section 4.3.7.

9.2.9 Seasonal Attractions

Attractions that close for part of the year may be eligible for tourist signing where they meet the following conditions:

- a significant tourism experience is provided to visitors, such as fruit picking, tours, etc;
- must be open for a minimum nine months of the year to gain permanent signing; however, such signing must include the period of closure, for example, Desert Trail Rides (closed Jan–March);
- attractions operating for less than nine months but for more than three months of the year may make limited use of temporary signing. Examples of such signing are featured in section 4.3.7;
- attractions open to the public for less than three months of the year are not eligible for tourist attraction signing; and
- the attraction communicates its location and opening hours to the nearest Visitor Information Centres, through brochures and local advertising.

9.3 Criteria for Tourist Accommodation Signing

Wherever possible, signing to accommodation establishments will make use of the Australian Standard symbols (see Appendix C), either on their own or combined with word legends (for example, Motel, B&B). Signing to accommodation establishments from freeways will only be permitted by way of symbols, which are often combined with direction signs.

Facilities located on declared arterial roads, with adequate sight distances for traffic and with the ability to erect property signs, will not be eligible for signing.

9.3.1 Tourist Accommodation Signing in Urban Areas

Signing to accommodation establishments within major urban areas or within the urban limits of rural towns is generally in the form of a streetblade from the nearest declared arterial road, subject to the following conditions:

- the establishment must be located within two kilometres of the intersection;
- reassurance signs will be considered only in cases of extreme directional hardship; and
- special provisions may apply for establishments located off divided roads.

Accommodation establishments with an entrance directly from a declared arterial road are not eligible for signing. However, if the entrance is from a service road, a position sign may be required at the point at which vehicles leave the through carriageway.

9.3.2 Tourist Accommodation Signing in Rural Areas

Signing to accommodation establishments in rural areas is generally by way of chevron-ended signs, the size of which should be determined by the prevailing traffic speed (see Table 5.1).

Chevron-ended signs are normally positioned at the intersection or entrance to the property, but can be placed up to 100 metres in advance of the intersection to give adequate notice of the impending turn. When located well in advance of the intersection (180 to 320 m), square-ended advance signs should be used.

Facilities located more than 10 kilometres from a declared arterial road are not eligible for signing, except in remote areas of the State.

9.3.3 Criteria for Tourist Accommodation Signing

To be eligible for tourist accommodation signing, accommodation facilities must:

Essential:

- (a) hold all relevant State and Local Government licences and any other appropriate consents;
- (b) be open daily;
- (c) be available for casual accommodation (prior booking not required);
- (d) be open to the general public (i.e. not exclusively for coach tours or other organised groups);
- (e) be listed on the database of the nearest accredited Visitor Information Centre (with opening hours, admission prices, location and directions);
- (f) promote the location and clear directions to the facility to visitors from outside the local area;
- (g) be appropriately signed within the property line so that the facility is easily identifiable by passing motorists; and
- (h) have appropriately trained visitor contact staff.

Desirable:

- (i) be a member of a recognised Local, Regional or peak sector tourism organisation and/or be accredited under a scheme approved by the Tourism Accreditation Board of Victoria.

9.3.4 Specific Criteria

In addition to the general criteria listed in 9.3.3, the following accommodation facilities must satisfy the criteria set out below.

Caravan Parks

Caravan parks must:

- provide a mixture of accommodation, powered caravan sites and camping sites; and
- be operated and maintained by an on-site manager 7 days per week.

Camping Areas

Camping areas must be serviced by fresh water for drinking purposes and toilets.

Bed and Breakfast Establishments

Bed and breakfast establishments:

- must provide on-site management;
- to avoid signing proliferation in areas featuring a high number of B&Bs, if two or more B&Bs are to be signed in the same direction, a generic sign should be used. This would comprise the bed symbol and 'B&Bs';
- B&B operators no longer operating or closing for more than three months must remove all signing to the property.

Farmstays/Host Farms

Farmstays and host farms must provide a legitimate farm experience for visitors.

Resorts

The terminology 'resort' will only be used on services signs when the following conditions are met:

- a variety of accommodation options is provided;
- dining or self contained cooking facilities are provided;
- essential guest services are provided on-site;
- a reception area is staffed for a minimum of 14 hours per day;
- a range of recreational facilities is provided; and
- a range of activities conducted by suitably experienced staff is provided in order to enhance the holiday experience.

Holiday Houses

Tourist signing is not permitted to provide direction to holiday homes, even if they are used for commercial purposes.

Self-Contained Accommodation

Self-contained accommodation facilities must be operated and maintained by an on-site manager 7 days a week.

9.4 Criteria for Restaurants

To be eligible for signing, restaurants must:

- be located outside the built up area;
- meet essential criteria (a) & (d) of section 9.3.3;
- provide full table service;
- be open at least 6 days per week; and
- offer regional and/or local produce as part of the visitor experience.

10. How to Apply for a Sign Permit

10.1 General

Applicants seeking approval to place tourist attraction and/or services signs within road reserves should lodge an application with the officer in charge of tourist signing at the relevant Municipal Council.

A permit for a tourist sign is issued pursuant to sections 63 and 66 of the Road Management Act 2004.

The relevant road authority will, within 14 days, notify the applicant whether:

- the application has been approved;
- the application has been rejected;
- the application has been referred to other authorities for consideration;
- additional information is required; or
- a co-operative signing scheme should be considered.

The application and approval process for tourist attraction and services signs is set out below.

10.2 Preparation of Application

All applications should be on the standard form which is available:

- on the VicRoads website (www.roads.vic.gov.au); or
- from a VicRoads Regional Signing Officer; or
- from the offices of a Municipal Council.

Applicants should first discuss their proposal with the Tourism Manager and with the road authority signing officer (*contact details are also available in the VicRoads Website*) to discuss entitlement, design, wording and, where appropriate, the possibility of including 'like attractions' in a co-operative scheme.

10.3 Lodgement of Application

Applications should be submitted to the officer in charge of signing at the relevant Council. Some Councils charge an administrative fee for processing applications.

10.4 Consideration of Application

The relevant road authority will assess each application, taking consideration of the following factors:

- the eligibility criteria;
- road safety issues;
- extent of signing; and
- appropriate sign design and location.

The road authority may also seek input from, and consult with, the Tourism Manager and any other relevant person.

10.5 Approval or Refusal of an Application

Written consent or approval of an application for a tourist or services sign will take the form of a sign permit. The permit contains general conditions that must be met by the applicant, including the technical and physical standards of the design, installation standards and maintenance requirements. In addition, the relevant road authority may impose special conditions on a permit. A sample permit is shown in Appendix E.

10.6 Sign Installation

Where signs are located on arterial roads, VicRoads will specify conditions relating to the installation of the signs, as well as those services which can be provided by VicRoads or by a VicRoads approved contractor.

Councils may provide an in-house sign manufacturing/installation service, with full cost recovery from applicants, or they may outsource some or all elements of the work. Council signing officers will be able to provide details of their Council's process and cost recovery policy.

10.7 Ongoing Responsibilities

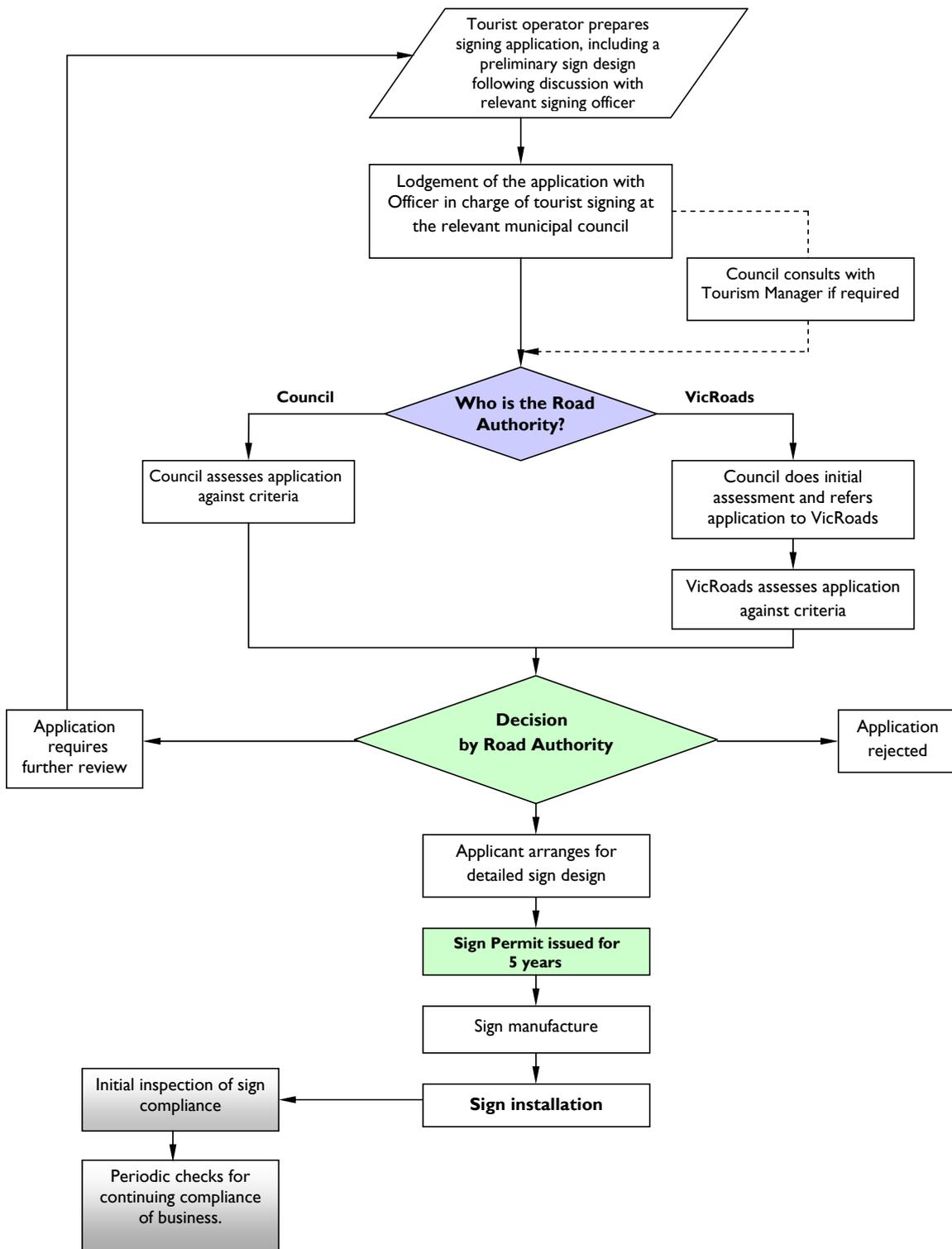
The applicant must comply with the conditions of the permit in relation to maintenance of the sign, and any special conditions contained in the permit.

10.8 Non-compliance

The relevant road authority periodically checks for compliance with the sign approval permit. Failure to comply with any condition of the permit is an offence under section 66 of the Road Management Act 2004 and may result in the termination of the permit and the removal of the sign by the relevant road authority.

10.9 Flow chart for application process

A flow chart of the application and approval process for tourist signs follows.



11 Administrative Arrangements

11.1 Costs

The financial responsibility for all tourist attraction and services signing rests with the applicant, subject to the following qualifications:

- signing of road authority assets, such as rest areas, are funded by the relevant road authority;
- public facility signs (e.g. toilets, emergency medical services, etc) are funded by the relevant road authority.

Special situations, such as the signing required because of the bypassing of towns, are subject to separate negotiation at the time of occurrence.

11.2 Ownership of Signs

The applicant who has paid for the provision of a tourist attraction or services sign remains responsible for the maintenance and upkeep of the sign, subject to, and in accordance with, the sign permit.

A sign permit 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 the road authority may remove any sign; and
- conditions relating to the continuing operation of the tourist or services establishment.

It is the applicant's responsibility to immediately notify the relevant road authority to arrange for the removal of all road signing to the property in the event of the business closing or if it is no longer an eligible tourism business. Costs for undertaking this work will be charged to the business owner.

11.3 Permit Period

The sign permit issued by the relevant road authority grants to the applicant the right to place a sign in the roadside reserve for a period of **5 years**, after which time the appropriateness and efficacy of the sign may be reassessed. However, the road authority maintains the right to replace or remove any signs installed on roads under its control when any of the following occurs:

- the applicant no longer conforms to the conditions of the sign permit;
- there is a demonstrated need for aggregating signs in a particular location; or
- the road authority needs to resume the land.

Costs for removing the signs in the first instance above will be charged to the business owner.

11.4 Alterations to Signs

A sign permit is granted for the original sign face design. The sign face must not be altered unless written consent has been obtained from the relevant road authority. Any alteration to a sign design is subject to a new application and may require a new sign permit.

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

11.5 Maintenance/Installation of Signs

The need for sign repairs or replacement, for any reason, shall be at the discretion of the relevant road authority. The cost for maintaining signs—including due to damage or vandalism—replacement and reinstatement is the responsibility of the applicant.

Only approved VicRoads' contractors are permitted to install, maintain, replace or re-erect signs on VicRoads road reserve.

Council's approved contractors who install or maintain signs on municipal roads should be pre-qualified and also should have required public liability insurance. Written consent from the Council must be obtained before any sign installation or maintenance works are undertaken.

Appendices

Appendix A – Glossary of Terms

Arterial Road

A road which is declared to be an arterial road under Section 14 of the Road Management Act 2004.

'M' Roads

'M' Roads (duplicated roadways) are the primary road links and connect Melbourne and other capital cities and major provincial centres. They link major centres and production and manufacturing with Victoria's ports.

'A' Roads

'A' roads serve the same role as 'M' roads but carry less traffic. These roads are primary road links with single carriageways.

'B' Roads

'B' roads are the primary links between significant tourist regions and major regions not served by 'A' roads

'C' Roads

'C' roads are the more important links between other centres and between these centres and primary road networks.

Australian Standards (AS)

Australian Standards are prepared by committees made up of experts from industry, governments, user groups and other sectors. The requirements or recommendations contained in published Standards are the consensus of the views of representative interests and also take account of comments received from other sources. They reflect latest scientific and industry experience. Australian Standards are kept under continuous review after publication and are updated regularly to take account of changing technology.

Better Business Tourism Accreditation Program

The Better Business Tourism Accreditation Program (BBTAP) is a generic accreditation program that caters to Victorian accommodation providers, tour operators, attractions, visitor information centres, wineries, restaurants, transport operators, retail outlets, booking services and tourism associations. BBTAP establishes industry standards for operating a tourism business and provides a framework for the continuous improvement of tourism businesses.

Built-up Area

An area with substantial development, generally defined by the limits of a speed limit other than the relevant open road limit (100 or 110 km/h), except where such a limit may be imposed for road safety reasons other than abutting development.

Community Facilities

Facilities which are essentially community-based and operated, even though they may be used by visitors and, in some cases, may attract visitors in their own right. These include public golf courses, swimming pools and aerodromes.

Coordinating Road Authority

The coordinating road authority in relation to a road means the road authority which has coordination function as determined in accordance with Section 36 of the Road Management Act 2004. This is:

- (a) if the road is a freeway or arterial road, VicRoads;
- (b) if the road is a non-arterial State road, the relevant responsible road authority;
- (c) if the road is a municipal road, the municipal council of the municipal district in which the road or part of the road is situated.

Core Business Activity (Tourism)

Refers to a business operation where the principal motivation, or one of the major motivations, is the provision of an experience and/or service to meet the needs of tourists (i.e. the business earns more than 50% of its annual revenue from tourism activities). A demonstrated commitment to high standards of customer service should be central to the business philosophy. Membership of, and active participation in, the marketing programs of local and regional tourism organisations may also be taken into consideration when assessing the 'core' business of a tourism operation in order to determine its eligibility for tourist signing.

Declared Road

An arterial road or freeway.

Freeway

A road declared to be a freeway under Section 14 of the Road Management Act 2004.

Information Bay

A facility provided for the free use of travellers and containing tourist information on display boards provided and maintained by the council or local tourism association.

Interpretative Centre/Shelter

A purpose built building, shelter or display board generally located on tourist routes/drives of significant cultural, geographic or heritage appeal which succinctly explains and/or interprets pertinent information about the site or vista.

Marketing/Promotional Material

Any material, including maps, guides and promotional brochures, which provides visitor information in relation to tourist attractions and facilities on a state, regional, local or individual basis.

Municipal Road

A road under the care and management of a municipal council, - ie a road other than a freeway, declared arterial road or a road under the responsibility of a state authority.

Natural Feature

A geographic or other natural feature of interest to the tourist, for example, lookouts, waterfalls, lakes, wetlands, waterways, national and State parks.

Planning Scheme

A statutory document provided for by the Planning and Environment Act 1987 (Clause 36.04 Road Zone & Clause 52.05 Advertising signs) which sets out policies and provisions for the use, development, protection or conservation of any land in an area.

Roadside Establishment

A commercially operated facility catering for travellers in terms of meals, refreshments, fuel, toilets or accommodation.

Roadside and Public Facilities

Facilities other than roadside establishments, including rest areas or truck stop areas and associated facilities (picnic, fire place, toilets, etc), or other facilities such as telephone or emergency medical services.

Remote Area

An area of Victoria where the distance from the nearest M or A class road is more than 100 km.

Services Sign

A sign of the type described in section 4.4 of the Guidelines and covered by the services sign provisions of AS 1742.6.

Services signs can be used to sign visitor information centres, information bays, roadside establishments and roadside and public facilities in accordance with the guidelines.

Signing Officer

A person employed by a Council or by VicRoads who has the role of ensuring high standards of sign design, manufacture and installation throughout the region, including the management of applications from businesses. VicRoads employs a signing officer in each of its seven regions throughout Victoria. Councils may combine the role of signing officer with other tasks. Typically, a Council may nominate a member of its traffic engineering, statutory planning, economic development or tourism departments to provide the initial point of contact for tourist signing applications.

Substantive Tourism Experience

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:

- the experience must be for the purpose of education, or demonstration of the manufacture of goods, or demonstration of crafts, as distinct 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 enable advertising of the experience on brochures without risk of disappointment to visitors; and
- the experience must be available during school holidays, public holidays and weekends.

Statewide Route Numbering Scheme (SRNS)

Victoria's route numbering system for rural arterial roads. Each road is given a letter (M, A, B or C) to reflect the quality and function of the route and an identifying number (M31, B500, etc). This allows drivers to anticipate the driving conditions they are likely to encounter and to plan their trip in advance.

Tourism Manager/Officer

A professional officer typically employed by a Council or Regional Tourism Association to co-ordinate tourism planning and marketing for a Council or region.

Tourism Victoria

The organisation through which the State Government seeks to be an active participant in the tourism and travel sectors to optimise the economic benefit to Victoria.

Tourist Attraction Sign

A sign of the type described in section 4.2 of the Guidelines and covered by the tourist sign provisions of AS 1742.6. Tourist Attraction signs can be used to sign tourist regions and areas, tourist attractions, natural attractions, tourist routes and tourist drives in accordance with the guidelines.

Tourist Attraction

A commercial or non-commercial attraction or establishment, or an attraction which is actively managed by a government agency or committee of management, catering primarily for tourists and for which a charge may or may not be made (criteria in section 9.2 also apply).

Tourist Drive

A tourist drive may be:

- geographically based;
- tourist attraction based, for example, 'Family Fun Trail';
- theme based, for example, 'Wine Trail'; or
- a combination of geographic and thematic.

VicRoads Traffic Engineering Manual Vol. 2

A source document which provides detailed treatment of technical aspects associated with road signs and markings. A copy of this manual is available on VicRoads website.

Visitor Information Centre

An information centre for visitors carrying a level of accreditation from the Better Business Tourism Accreditation Program (BBTAP).

Appendix B – References and Specifications

References:

Australian Standard – AS 1742.6 Manual of Uniform Traffic Control Devices Part 6: Tourist and Services Signs

Australian Standard – AS 1742.15 Manual of Uniform Traffic Control Devices Part 15: Direction signs, information signs and route numbering

Australian Standard – AS 1743 Road Signs Specifications

Australian Standard – AS 1744 Standard Alphabets for Road Signs

Australian Standard – AS 2342 Development, Testing and Implementation of Information and Safety Symbols and Symbolic Signs

VicRoads' Standard Specifications for Roadworks

Worksite Safety Traffic Management Code of Practice (WSTM)

VicRoads' Traffic Engineering Manual (TEM) Volume 2 – Signs and Markings

General Specifications:

Any tourist or services sign needs to conform strictly with the following standards:

- colour, type, size and legend – AS 1743 & AS 1744;
- symbols – AS 1742.6, AS 2342;
- placement, supports and fittings – TEM Vol 2, Sections 6 and 7;
- erection of signs – VicRoads standard specifications, Section 714, WSTM; and
- manufacture of road signs – VicRoads standard specifications, Section 860.

Appendix C – Approved Symbols for Services Signs

Extract from AS1742.6-2004 and National Tourism Signing Reference Group Approved Symbols.

No	Symbol	No	Symbol	No	Symbol
S1	 First aid, casualty service, hospital	S9	 Caravan park or site	S20	 Drinking water
S2	 Public phone	S10	S10 has been deleted	S21	 Boat ramp
S3	 Motor fuel	S11	 Airport	S22	 Symbol of access
S4	 Information	S12	 Rest area	S23	 Unsuitable for trucks
S5	 Restaurant, licensed restaurant	S13	 Truck parking area	S24	 Police station
S6	 Accommodation, hotel, motel, guest house	S14	 Parking area	S25	 Help phone
S7	 Refreshments	S15	S15 has been deleted	SV120	 Public golf course
S8	 Camping area	S16	 Toilets	SV124	 Caravan/motorhome effluent dump point
		S16A	 Accessible toilets		
		S17	S17 has been deleted		
		S18	 Fireplace		

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Appendix D – Tourist Attraction Symbols



Heritage

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 as the words 'historic town' or 'historic village' are considered more appropriate on road signs.



Museum

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.

It 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 will generally be subject to the approval of and/or accreditation by Museums Australia.



Whales

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, and safe viewing areas 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.



Winery

Denotes a winery that holds a Vignerons Licence or a licence which 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.



Lookout point

Denotes a lookout point readily accessible to vehicular traffic and which complies with all safety and traffic management requirements of State and Local Government authorities.



Walking trail

Denotes a trail designed for the safe passage of pedestrians and which complies with all safety requirements of State and Local Government authorities. Generally trails using this symbol will also provide some level of interpretation.



Aboriginal heritage

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 authority.

Such sites should feature interpretative material, unless for cultural reasons this is not appropriate.

It is not to be used to denote purely retail attractions, nor for commercial galleries.



Specialist food

Denotes a tourist establishment or precinct providing a gourmet and/or specialist food experience where produce tastings, sales and facilities for consumption are provided.

Not to be used to denote a restaurant.



Art gallery

Denotes public and commercial art galleries which meet the eligibility criteria.



Performing arts

Denotes a permanent public entertainment venues, or festivals that have operated for more than 2 years, and which use targeted marketing activities to attract audiences.



Cross country skiing

Denotes places where cross country skiing is available to tourists.



Down hill skiing

Denotes places where downhill skiing is available to tourists.

Appendix E Sample Sign Permit

Sign Permit example

Permit No.

Date

The coordinating road authority, pursuant to sections 66 and 63 of the Road Management Act 2004, consents to the applicant named below to supply, install and maintain a sign or signs at the location(s) specified in this permit, for a period of 5 years from the date of this permit, in accordance with the conditions of this permit.

Applicant:

Brief Description of Sign(s) (attach sign design):

Location of Sign(s):

General Conditions

- All signs must comply with VicRoads standard specification sections 714 and 860 for construction and installation and must satisfy VicRoads technical requirements for legend style and size and other signface elements.
- Signs must be installed at the above location(s) in accordance with VicRoads Worksite Traffic Management Code of Practice and normal safe working practices having regard at all times for the safety of road users and property.
- The applicant must bear all costs for the design, manufacture, installation and maintenance of the signs.
- The applicant must maintain the sign(s) in a safe and clean condition to the satisfaction of the coordinating road authority.
- The coordinating road authority reserves the right to cancel this permit, and remove without compensation, the sign(s) authorised under this permit if:
 - o any sign is not installed or maintained to the coordinating road authority's satisfaction; or
 - o any sign is considered by the coordinating road authority to be a safety hazard; or
 - o any condition of this permit is breached; or
 - o there is a demonstrated need for rationalising or aggregating signs at a particular location; or
 - o the tourist attraction or service for which this permit was granted closes or changes in character or operation significantly from the time of approval of this permit.
- The applicant must not alter the approved signface design, without the written approval of the authorised officer of the coordinating road authority.
- The applicant must immediately notify the relevant road authority to arrange for the removal of the signs, at the sign owners expense, if the tourist attraction or service closes or ceases to be involved in the tourism industry.
- Failure to install any sign to the coordinating road authority's satisfaction within 90 days of the date of this permit shall cause the approval to lapse.

Special Conditions

Consent for Works on a Road

Applicant Agreement

Applicant to complete, sign and forward this application to the relevant tourist signing officer listed below.

I agree to the conditions listed above and all other conditions outlined in the Tourist Signing Guidelines.

I understand that this permit is valid for 5 years from the date above and that, at the expiration of that time, the sign design and/or location may be reassessed to determine its suitability and the ongoing eligibility/compliance of this business. I also understand that at any time the coordinating road authority reserves the right to replace or remove the sign when any of the following occurs:

- the applicant no longer conforms with the conditions of the sign approval;
- the sign is in a poor state of repair;
- the business no longer operates as an eligible tourist attraction;
- the business ceases to operate;
- there is a demonstrated need for aggregating signs in a particular location; or
- the road authority needs to resume the land.

Applicant to sign:

Date:

Please note, this permit is not valid until signed by the applicant and returned to the contact below:

Signing Officer:

Organisation:

Postal address:

Postcode:

Telephone number:

Fax number:

