

## STATE THEMED ROUTES

Themed routes provide an additional level of information to the motorist because of their tourism opportunities, scenic highlights and areas of community and historical significance. These routes typically link sites, attractions and destinations of tourism significance and promote a tourism related driving experience as distinct from promoting a destination.

Ten strategic tourism routes have been identified in Queensland with the potential to be 'themed'. These routes are at varying stages of development and will be progressed through a road corridor management planning process for each route.

A Corridor Management Plan establishes a framework for integrated development and ongoing management of an identified route. Support from relevant local government and tourism organisations is essential to the success of these routes. Government and industry consultation will occur in the drafting of each plan.

Themed signage on these routes will be one element considered in the Corridor Management Plan.

*For further information on State Themed Routes email:*  
**mark.olsen@tq.com.au**  
*to receive a copy of the fact sheet.*

## HOW DO I GET MORE INFORMATION?

For further information contact your local Main Roads District Office:

### North Queensland Region

Peninsula District (Cairns)	4050 5444
Northern District (Townsville)	4720 7200
North Western District (Cloncurry)	4769 3200

### Central Queensland Region

Mackay District	4951 8555
Central District (Rockhampton)	4931 1500
Central Highlands District (Emerald)	4983 8700
Central Western District (Barcaldine)	4651 2777

### Southern Queensland Region

Wide Bay District (Bundaberg)	4154 0200
South Western District (Roma)	4622 9511
Southern District (Toowoomba)	4639 0777
Border District (Warwick)	4661 6333

### South East Queensland Region

North Coast Hinterland District (Gympie)	5482 0333
Metropolitan District (Brisbane)	3834 8344
South Coast Hinterland District (Nerang)	5583 8111



**Queensland Government**  
Department of Main Roads



*This document has been produced with the assistance of Tourism Victoria and VicRoads.*

*Issued July 2001*



# Tourism signage guidelines on state-controlled roads

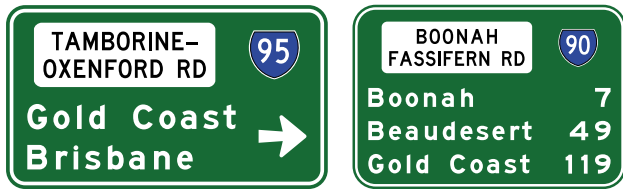
*Information for tourism operators*

## WHAT ARE THE TYPES OF SIGNS?

There are three major types of signs used by visitors to find tourist attractions and services in Queensland:

### 1. Guide Signs (white lettering on green background)

These are the primary means of directional signage for visitors to towns and cities. Most include route numbers that assist in guiding visitors through the road network. The Department of Main Roads provides and pays for these signs.



### 2. Tourist Attraction Signs (white lettering on brown background)

These indicate features and attractions (commercial and non-commercial) of significant recreation and cultural interest according to Main Roads and the District Tourism Signage Committee. They may also incorporate Australian Standards service symbols or other approved tourist symbols. Tourist attraction signs for commercial facilities are paid for by the applicant and are approved through the process outlined opposite.



### 3. Service Signs (white lettering on blue background)

These signs guide motorists to community and tourist service facilities including rest areas, information centres, restaurants and accommodation. Service signs may use words, approved symbols or a combination of both. Main Roads usually pays for generic service signs (eg rest area, toilets), however, the applicant pays for the cost of signing to commercial services (eg accommodation, restaurants, service stations). The signs are approved through the process opposite.



#### Visitor Information Signs



This new, trademarked, national symbol denotes genuine, quality visitor information centres that have met specified industry standards. Queensland visitor information centres must be accredited under the guidelines of the Queensland Visitor Information Centre Signage Policy to be authorised to use the new 'i' sign. Further information on the accreditation program can be obtained from Tourism Queensland on (07) 3535 5442.



Denotes general information services or facilities.

## HOW ARE SIGNS USED?

Tourist attraction and service signs are designed in a range of standard forms to suit each location. Where required, the appropriate combination of signs would be determined by Main Roads technical officers as part of the application process. Examples of sign designs are provided below.

#### A. Gateway Signs



#### D. Reassurance Signs



#### B. Advance Signs



#### E. Position Signs



#### C. Intersection Signs



#### F. Route Markers



## HOW ARE APPLICATIONS ASSESSED?

### Tourist Attraction and Service Signage

Applications are reviewed by Main Roads district offices to determine whether they are acceptable on the grounds of road safety and tourism merit.

The following factors are considered during the assessment of applications:

- |                             |  |
|-----------------------------|--|
| <b>i General</b>            | Whether the sign would detract from the effectiveness of other road signs                  |
| <b>ii Proliferation</b>     | Generally restricted to five sign messages in any one location                             |
| <b>iii Sign information</b> | Relevance of content   |
| <b>iv Distance limit</b>    | Generally limited to facilities within 10km of the proposed sign                           |
| <b>v Tourism merit</b>      | A subjective assessment that takes into account the regional significance of the facility. |

If the application is acceptable based on road and traffic considerations, and doubt exists as to tourism merit, the application may be referred to the relevant District Tourism Signage Committee for advice and recommendation.

District Tourism Signage Committees are regionally based and include representatives from the Main Roads district office, local/regional tourism associations, local government and Royal Automobile Club of Queensland.

The Signage Committee considers the tourism merits of signage applications, taking into consideration the following:

- |                              |  |
|------------------------------|--|
| <b>i Tourist recognition</b> | It must be a recognised tourist facility   |
| <b>ii Patronage</b>          | The minimum level of visitor patronage considered appropriate will depend on the type and location of facilities |
| <b>iii Distance</b>          | Of the facility from the proposed road sign  |
| <b>iv Facilities</b>         | Criteria include requirements such as opening times, parking access, local permits and tourism focus.            |

**Note:** Criteria can vary depending upon prevailing conditions. Contact your local Main Roads District Office for detailed assessment criteria.

### Tourist Drives

These are local or district tourism links or routes which can be named and/or numbered. A tourist drive may be established to provide a scenic drive or form a route connecting a number of tourist attractions. They should form a circuit, starting and finishing on a single route.

The assessment of tourist drives is conducted in line with other tourist sign assessments and includes review of the technical and tourism merits of the application. Applications are assessed by the Main Roads district office and the District Tourism Signage Committee using criteria outlined in Part Six of the Queensland Manual of Uniform Traffic Control Devices. A copy of these criteria can be obtained from your local Main Roads office.

Eighty-five per cent of all visitors in Queensland use road transport. Effective road signage can mean the difference between visitors stopping to explore a town or attraction or just driving through.

Tourism signs complement standard direction signs to assist safe and efficient travel for visitors seeking particular destinations or areas of interest. A high volume of tourist signs, however, can reduce the benefits, causing potentially hazardous conditions and visual pollution.

The Department of Main Roads' policies on *Road Signage of Tourist Attractions* and *The Establishment of Tourist Routes in Queensland* are aimed at achieving road signage which maximises the information available to motorists, consistent with the overriding requirements of safety for all road users.

This brochure provides a brief outline of the purpose, processes and requirements for tourist signs.

## WHAT IS THE ROLE OF TOURIST ATTRACTION AND SERVICES SIGNAGE?

Roadside tourist attraction and service signs are the final link between the tourism operator and the consumer. They reinforce locations and aid safe and efficient travel.

Tourist signs are not for promotional purposes - they are there to help visitors who are already aware through brochures and advertising, to physically locate the business, attraction or town.

It is important to note that any application for tourist signage will be considered on the basis that it is consistent with the requirements of road safety and it does not create visual pollution.

Choosing a suitable location that is visible and will capture trade should be a primary consideration during business planning. Roadside signage can not compensate for a poorly located business.

## HOW DO I MAXIMISE THE EFFECTIVENESS OF A SIGN?

Extensive research has determined a range of characteristics that can optimise motorist comprehension of road signage. The best letter size, spacing and the number of words and lines on a sign will vary depending on traffic speeds and locations. The size, style and wording of your sign will be determined by these factors.

Greater benefits can be gained for both the tourism industry and the Department of Main Roads if signage is part of an operator's marketing plan which is integrated into the local, regional and state network.

## WHO PAYS FOR SIGNS AND WHO MAINTAINS THEM?

The design, manufacture, installation and maintenance of signs on state-controlled roads is usually managed by the Department of Main Roads and only a Main Roads approved contractor can undertake installation and maintenance of signs.

The applicant is responsible for the cost of the sign (which includes manufacture, installation and maintenance) however, all road signs remain the property of the Department of Main Roads. Signs are made of high quality reflective material that is designed to last at least seven years. The maintenance charge is equal to the cost of design, supply and installation and covers routine maintenance and minor repairs for the seven year period, for which the signs are typically approved (the maintenance fee excludes major damage or total destruction). The Department of Main Roads requires payment prior to the manufacture and installation of the sign.

The tourist facility must maintain the services and attributes detailed in its application to ensure the continued existence of the sign. Main Roads may require the sign be removed at the applicant's expense where it deems the tourism merits of the business are not sustained.

## HOW DO I APPLY?

Kits including an application form, policy information and guidelines are available from the Department of Main Roads district offices.