

Guideline

Tourist and service signs

July 2021

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1 Introduction

The purpose of this document is to help applicants (person/s, businesses, organisations and/or community groups), government officers and Regional Tourist Organisations (RTOs) understand the application, assessment and administration process for tourist and service signs. It also provides guidance on how to design the signs.

Using this document will improve the quality and consistency of signage throughout the state, and assist tourists and visitors navigate to their destinations. It is to be read in conjunction with the Queensland [Manual of Uniform Traffic Control Devices](#) (MUTCD) and associated [Australian Standards](#).

Note:

1. The information on the application process, assessment and administration applies only to Queensland state-controlled roads; however, for consistency, Transport and Main Roads encourages local governments to apply similar practices when they consider these signs on their local government roads.
2. The information regarding sign design applies to all roads, regardless of whether they are state or local government roads. This is because it is written to align with the Queensland MUTCD Part 6 *Tourist and Services Signs* and Australian Standard AS 1742.6 *Manual of uniform traffic control devices: Tourist and services signs*. The Queensland MUTCD and, consequently, AS 1742, is enacted through the *Transport Operations (Road Use Management) Act 1995*.

This document describes:

- types of signage
- governing legislation, standards and key documents
- the application process
- eligibility requirements
- signage principles
- administrative arrangements, and
- design and installation.

Information in this document aligns with the [National Tourist Signing Eligibility Guidelines](#), covering a range of considerations specific to the State of Queensland. It was developed in consultation with Queensland's Department of Innovation and Tourism Industry Development.

1.1 Definitions

Table 1.1 provides a list of terms and explanations relevant to users of this document.

Table 1.1 – Definitions

Term	Explanation
Applicant	The person/s, business, community group or organisation applying for the tourist or service sign
AS	Australian Standards, prepared by committees made up of experts from industry, government, user groups and other sectors, reflecting the latest technical and industry experience, ensuring consistency throughout Australia and embracing national and international standards

Term	Explanation
ATDW	Australian Tourism Data Warehouse, a central database of tourism product listings for the Australian tourism industry
Clear zone	The total roadside border area starting at the edge of the travelled way, available for safe use by errant vehicles and the display of official traffic signs, this area may consist of a shoulder, a recoverable slope, a non-recoverable slope and/or a clear run out area – the minimum clear zone width depends on the speed environment and roadside geometry
Directions signs	The collective name for the six different types of Direction Signs as described in the Queensland MUTCD Part 15 and AS 1742.15 <i>Manual of uniform traffic control devices, Part 15: Direction signs, information signs and route numbering</i> , being Advance Direction, Driving Instruction, Major Intersection Direction, Minor Intersection Direction, Fingerboard and Reassurance signs, identified by their white legend on green background, and generally rectangular in shape
Gateway Signs	Gateway signs are a form of tourist information sign that may be provided on the approach to cities and tourist towns, at state borders, at the beginning of themed tourist ways and at the entry to tourist regions, including a promotional content such as a welcome to arriving tourists, a tourist way or regional theme, tourist attractions related to that theme and the availability of tourist information and designed to be read from a vehicle moving at the prevailing traffic speed
Frangible	Capable of absorbing vehicular impact through breaking or designed to detach from a solid base at ground level upon the impact of motor vehicle, thereby reducing the risk of injury
Illuminated	Refers to a sign or entry statement specifically designed with internal and/or external means of illumination (lighting) to be visible at night
LGA	Local Government Authority
Marketing / promotional material	Any material, for example, maps, guides and promotional brochures, or an established website with printable material that provides visitor information in relation to tourist attractions
MUTCD	The Queensland <i>Manual of Uniform Control Devices</i> , within the meaning of the <i>Transport Operations (Road Use Management) Act 1995</i> , and which contains the design of, and the methods, standards and procedures in relation to every sign, signal, marking, light or device, installed on a road
Natural attraction	A geographic or other natural feature of interest to the tourist or visitor: for example, lookouts, waterfalls, lakes, wetlands, waterways, national and state parks
NTSRG	National Tourism Signage Reference Group
QTRIC	Queensland Touring Routes Interdepartmental Committee
Regionally-significant tourist attraction	The hero experience in an area and a standout facility / experience which attracts visitors to an area
RCP	Road Corridor Permits issued by Transport and Main Roads which plans, provides and manages Queensland's state-controlled road network, including managing the non-road transport activities, works and structures that occur within the road corridors – applicants wishing to undertake an activity, works or erect a structure within the road corridor must have an approved RCP
RTO	Regional Tourism Organisation

Term	Explanation
Service signs	Signs used to identify services available to road users adjacent to the road, along a side road or reached via an expressway exit ramp, installed as per the requirements of the Queensland MUTCD Part 6 and AS 1742.6 and identified by their white symbol or text on blue background
Service symbols	A standardised symbol as defined in the Queensland MUTCD Part 6 that indicates the location of a service, and identified in white on a blue background
Sign service provider	A business selected by Transport and Main Roads responsible for delivering high-quality sign design, manufacture and installation in line with Australian Standards, the Queensland MUTCD and departmental manuals and guidelines
Significant tourism experience	<p>In some cases, it may be difficult to decide whether a particular establishment is primarily a tourist attraction or a retail outlet (for example, craft workshops and potteries) – following are requirements for eligibility:</p> <ul style="list-style-type: none"> the experience must be for the purpose of education or demonstration of the manufacture of goods, or demonstration of crafts, as separate from retail sales or other major use of the premises (for example, 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 to allow advertising of the experience on brochures or websites without risk of disappointment to visitors, and the experience must be available during weekends and public holidays (or as nominated in Section 5)
State-controlled roads	The major traffic-carrying roads that provide strategic links between towns, cities or other major destinations; Transport and Main Roads is the managing authority for all state-controlled roads in Queensland
State Strategic Touring Routes (SSTRs)	Touring routes of strategic importance to Queensland, there are 10 SSTRs defined in Queensland, and depicted in Appendix C, the purpose of which is to drive the tourism market, being the key routes tourists would use to travel around the state – SSTRs support high volumes of tourist traffic and are recognised nationally through the NTSRG and at the state level by Transport and Main Roads and state tourism agencies; SSTRs differ from tourist drives in spanning hundreds, if not thousands of kilometres, where tourist drives are shorter routes at a local or regional level
TC signs	A collection of non-standard traffic control (TC) signs that have been 'officially approved' (as required by the <i>Transport Operations (Road Use Management) Act 1995</i>), designed for specialised use and to comply with the requirements of the Queensland MUTCD
Tourist sign	Tourist signs provide direction to a natural attraction or guide motorists to or along a tourist route, identified by their white legend on brown background, and generally rectangular in shape.
Tourist symbol	A standardised symbol as defined in the Queensland MUTCD Part 6 that indicates the location of a tourist facility
Tourist attraction	A commercial operator, attraction, facility or establishment which is actively managed, catering primarily for tourists and for which a charge may or may not be made (core criteria in Section 5.1 must apply)

Term	Explanation
Tourist drive	Regional or local alternative routes that encompass drive tourism features
TRUM manual	The <i>Traffic and Road Use Management</i> (TRUM) manual issued under the authority of Section 166(2) of the <i>Transport Operations (Road Use Management) Act 1995</i> as 'approved notices' and comprising information supplementary to Austroads Guides, developed to provide guidance on matters specific to Queensland and which vary from national practice or are not adequately covered in the Austroads guides
VIC	Visitor Information Centre (accredited) – a centre that provides tourist information to visitors and carries a formal level of accreditation
Welcome signs	Welcome signs welcome visitors to a particular area or region, such as the State of Queensland, a tourist region, a local government, town or city, providing a milestone marker in a driver's journey
Well-established	An attraction that is of genuine interest to tourists and catering for casual visitors, usually operating for at least six months so the business is viable and meeting the requirements in this document

1.2 Purpose of signs

Tourist and service signs are not a substitute for marketing, and they are not for promotional purposes. Visitors who follow a tourist sign or service sign must be assured that the tourist attraction or service is of a high standard so signs retain their credibility. The facility must be of a high standard to be considered for inclusion on a tourist or service sign.

The purpose of these signs is to assist visitors navigate safely to their destinations. Road signs give advance notice of attractions and services, reinforce facility locations and reassure visitors that they are travelling on the correct routes. Tourists and visitors are a distinct category of road users who are usually non-local and unfamiliar with the surrounding road network.

Tourism businesses and service providers are encouraged to provide clear, detailed driving directions on their marketing material and websites to assist visitors safely navigate to their facilities.

Transport and Main Roads supports the installation of tourist, service or welcome signs on the state-controlled road network, where it meets the following criteria:

- road safety is not adversely affected
- the number of signs is appropriate and reasonable
- the proposed signs meet relevant engineering standards, and
- the signs direct travellers to attractions and services of appropriate merit.

1.3 Signs used by tourists and visitors

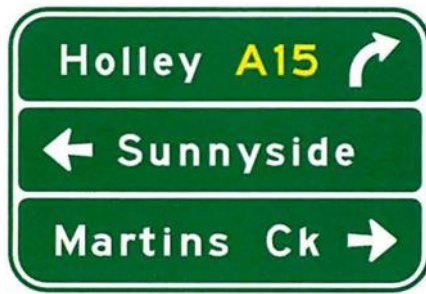
1.3.1 Direction signs

Direction signs are generally rectangular in shape. They facilitate movement in the safest and most direct way to towns, cities and other destinations, and are the primary means of directional information for visitors. Direction signs provide reassurance to motorists that they are travelling in the correct direction.

The requirements for Direction Signs are contained within the Queensland MUTCD Part 15 and AS 1742.15.

Examples are depicted in Figure 1.3.1.

Figure 1.3.1 – Examples of direction signs



G1-2



Combined direction/service sign



Combined direction / tourist drive sign

1.3.2 Tourist signs

Tourist signs indicate non-commercial and commercial tourist attractions. To qualify for tourist signs, the core business must be tourist-based, with a strong commitment to serving visitors.

The requirements for tourist signs are contained within the Queensland MUTCD Part 6 and AS 1742.6. Further detail regarding the key documents is described in Section 1.4.

Refer to Section 5 for criteria specific to tourist signs.

Examples of tourist signs are contained in the Queensland MUTCD Part 6 and AS 1742.6 as well as through the Department of Transport and Main Roads' [MUTCD-Q Series and TC signs webpage](#). Select examples are depicted in Figure 1.3.2.

Figure 1.3.2 – Examples of tourist signs



G11-Q01



TC1278

1.3.3 Service and community facility signs

Service signs indicate commercial and non-commercial services available to road users adjacent to the road, along a side road or reached via an exit ramp. The categories of services that may be approved for signing include commercial services and visitor information facilities.

The requirements for service signs are contained within the Queensland MUTCD Part 6: and AS 1742.6. Further detail regarding the key documents are described in Section 1.4.

Refer to Section 6 for criteria for service and community facility signs.

Examples of service signs are contained in the Queensland MUTCD Part 6 and AS 1742.6 as well as through the Department of Transport and Main Roads' MUTCD Q-Series and TC signs webpage.

Select examples are depicted in Figure 1.3.3.

Figure 1.3.3 – Examples of service signs



GE7-1-3



GE7-4-3A (L, R)

GE7-4-3B (L, R)

Community facility signs are identified by their fingerboard shape, which includes a chevron pointing horizontally to the facility. The purpose of community facility name signs is to advise road users of the direction to facilities, generally of a non-commercial nature, which are located on side streets. They are used to guide significant numbers of people unfamiliar in an area to community facilities.

Typical community facilities that may be signed include airports, civic centres, hospitals, post offices, railway or coach stations, shopping centres and sporting and recreational grounds and facilities.

The requirements for community facility name signs are contained within the Queensland MUTCD Part 6: and AS 1742.5 *Manual of uniform traffic control devices, Part 5: Street name and community facility name signs*.

Refer to Section 6 for criteria for service and community facility signs.

Figure 1.3.3 provides examples of community facilities name signs.

Figure 1.3.3 – Examples of community facilities name signs



G5-13



G5-14

1.3.4 Welcome signs

Welcome signs are a type of tourist sign designed to introduce the road traveller to a specific area and provide an easily identifiable milestone marker in the journey.

The use of standard designs help tourists recognise these signs easily throughout their journeys. Refer to Section 7 for criteria specific to welcome signs.

Welcome signs are referred to as a type of 'Gateway Sign' in AS 1742.6.

The requirements for gateway signs are contained within the Queensland MUTCD Part 6 and AS 1742.6.

Figure 1.3.4 provides examples of welcome signs.

Figure 1.3.4 – Examples of welcome signs



1.3.5 Tourist drives and touring routes

Queensland has many tourist drives and touring routes throughout the state. These tourist drives and routes are on both state-controlled roads and local government roads. They may vary in driving time from a few hours to several days, and are typically developed and promoted by local governments, regional or local tourism organisations or other tourism-related industry bodies.

The requirements for tourist drives are contained within the Queensland MUTCD Part 6: and AS 1742.6.

Refer to Section 8 for criteria specific to tourist drives and touring routes.

Figure 1.3.5 provides examples of these signs.

Figure 1.3.5 – Examples of tourist drives signs



1.4 Governing legislation, standards and key documents

There are legislation and standards that govern the appearance of tourist and service signs, as well as where and how they are placed.

In Queensland, Section 72A of the *Transport Operations (Road Use Management) Act 1995* states that an official traffic sign must be installed in a way specified by Queensland's MUTCD.

Part 6 of Queensland's MUTCD is titled *Service and Tourist Signs*. It describes tourist and service signs and specifies the requirements to direct road users to tourist facilities including attractions, features of tourist interest and to service facilities. Queensland has harmonised with the corresponding Australian Standard AS 1742.6, meaning that, instead of the Queensland MUTCD duplicating information in the Australian Standard, it now only contains Queensland-specific practices.

Because the *Transport Operations (Road Use Management) Act 1995* states that traffic signs must be installed according to the Queensland MUTCD, the user must follow the requirements of the Queensland MUTCD Part 6 and accepted clauses of AS 1742.6.

Another key document is the *National Tourist Signing Eligibility Guidelines*. This document outlines the primary benchmarks that an attraction (for example, a gallery) or product cluster (for example, wine region) must meet before it can be considered eligible for tourist signing. The assessment process in this document generally aligns with these guidelines.

Documents relevant to this document are listed in Table 1.4.

Table 1.4 – Related documents

Publisher	Title
National Tourism Signing Reference Group	<i>National Tourist Signing Eligibility Guidelines</i>
Standards Australia	AS 1742.5 <i>Manual of uniform traffic control devices, Part 5: Street name and community facility name signs</i>
	AS 1742.6 <i>Manual of uniform traffic control devices, Part 6: Service and tourist signs</i>
	AS 1742.15 <i>Manual of uniform traffic control devices, Part 15: Service direction signs, information signs and route numbering</i>
	AS 1743 <i>Road signs – Specifications</i>
Transport and Main Roads	Queensland <i>Manual of Uniform Traffic Control Devices</i> : <ul style="list-style-type: none"> Part 5: <i>Street name and community facility name signs</i> Part 6: <i>Service and tourist signs</i> Part 15: <i>Direction signs, information signs and route numbering</i>
	<i>Traffic and Road Use Management (TRUM) manual Volume 3 Signing and pavement marking Part 5 Design guide for roadside signs</i> (regarding placement, supports and fittings)

2 Application process

2.1 Local government roads

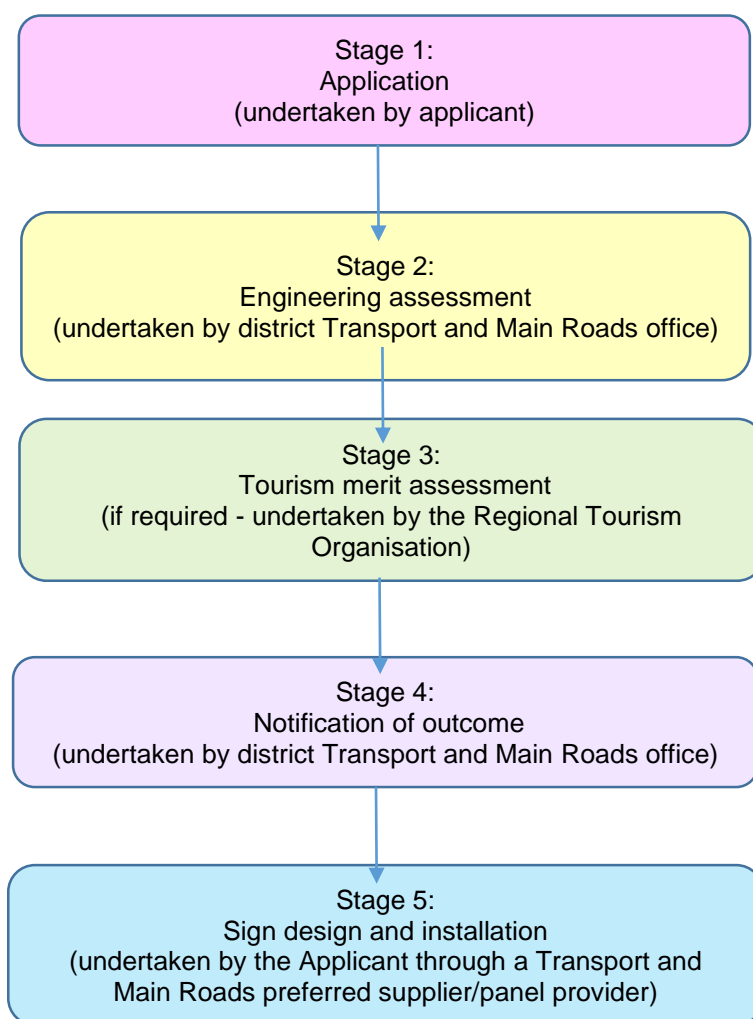
Approval for tourist and service signs on local government roads is not contained in this document. Please contact your local government for information on how to apply for signs on its network.

2.2 State-controlled roads

2.2.1 Process overview

The application, assessment, approval and installation process is as illustrated in Figure 2.2.1(a) for state-controlled roads:

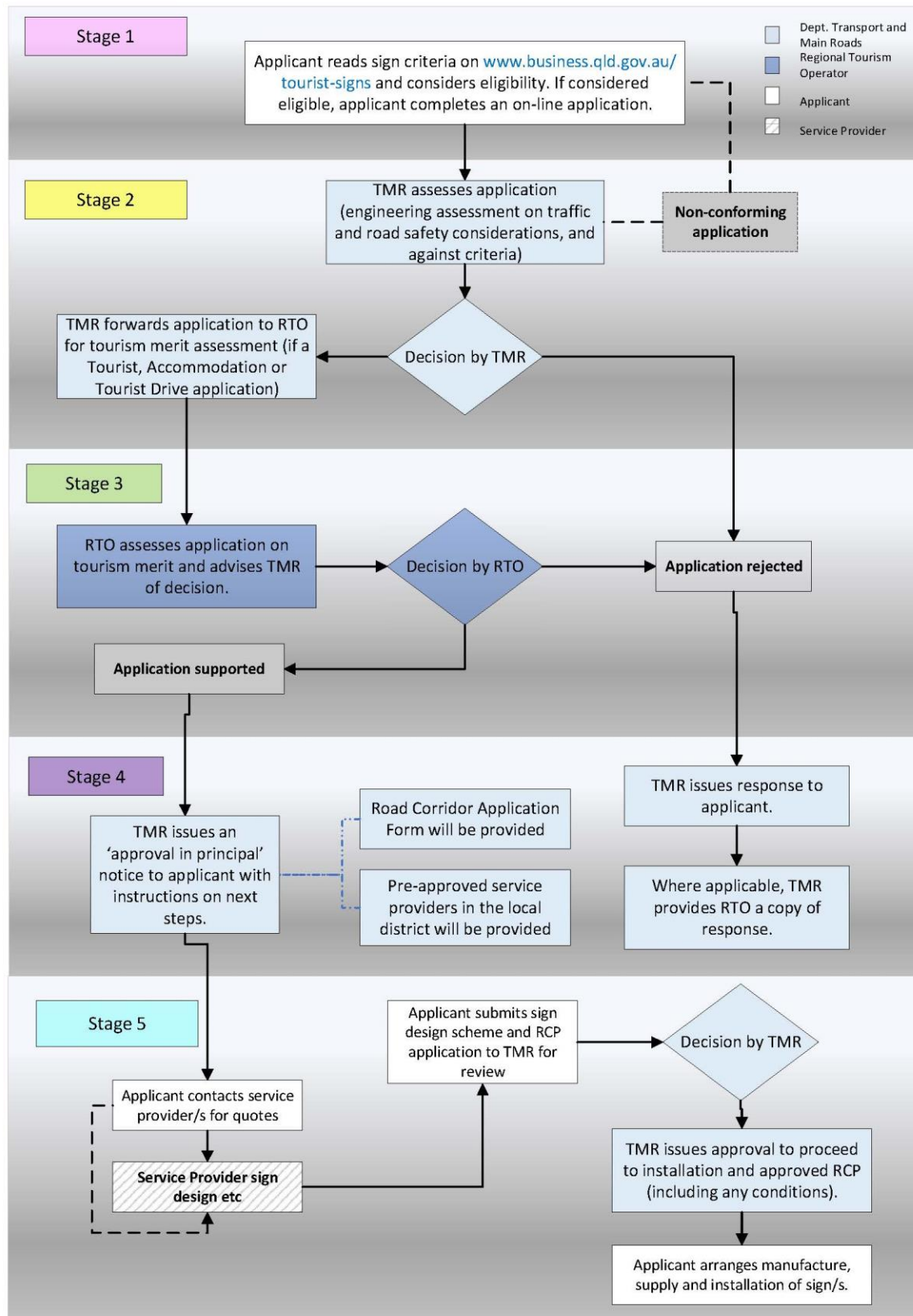
Figure 2.2.1(a) – Process to apply for tourist and service signs on state-controlled roads



This process is for applications on state-controlled roads only – for signage on local government roads, ask the local council about its application and approval process. Local governments are encouraged to implement a process similar to that described in this document.

A flowchart providing more detail on this process is depicted in Figure 2.2.1(b).

Figure 2.2.1(b) – Flowchart of application process



This flowchart excludes the application process for a type of tourist route called State Strategic Touring Routes (SSTRs). Section 8.1 provides for further information on these routes.

2.2.2 Stage 1: Application

Applications to install tourist, service or welcome signs within the state-controlled road reserve are to be lodged using the online application tool:

<https://www.business.qld.gov.au/industries/hospitality-tourism-sport/tourism/accreditation-signage/applying-sign>

Applicants should read the information on this website and in this document and consider if their application meets all the criteria and, if so, complete the application and attach electronic copies of any required documents. Once submitted, the application is automatically sent to the department.

If the Applicant is unable to complete an online application, a hard copy form can be requested through the local Transport and Main Roads District office. The list of roads offices and contact details is available at [the Transport and Main Roads contacts webpage](#) or the Queensland Government [business and industry website](#).

Note: If signage is required along both state and local council roads, applications to both the local council (which may have its own application and assessment process) and the department must be made.

Applicants should also note they may be proposing signage for an area where the department may have entered into an Indigenous management agreement or in an area that may be subject to joint management. If so, the completed application form and relevant supporting documentation may be disclosed to the relevant Indigenous organisation/s (including to any relevant Native Title Body Corporates) for the purpose of the department consulting with or seeking the consent of that organisation (on the basis that an Applicant's information may only be used for that purpose and is not to be disclosed to any other person).

2.2.3 Stage 2: Engineering assessment (Transport and Main Roads)

The department will assess the application's potential to affect traffic safety, including items such as:

- crash history at the proposed sign location or along the route
- any planned construction projects that may change the road environment
- the provision of existing and proposed signs, and information already at the proposed site
- ability for motorists to absorb additional signed information at the subject location/s
- traffic volumes and vehicle types travelling along route and potential effects of the installed signage may cause along the route on road conditions, traffic volume and/or vehicle types, and
- possible effects on road maintenance programs.

The department will also assess:

- the wording and language of the proposed sign so it is appropriate, not offensive, and aligns with requirements.

If a requested sign location is unsuitable, the department may recommend a more appropriate location.

Signs for eligible tourist attractions / services will only be provided where there is available space in the road reserve. If no space is available, no signs can be installed.

Where the department does not support the application, formal written advice will be provided outlining why the application was unsuccessful (as per Stage 4).

Successful applications will progress to Stage 3 if a tourism merit assessment is required, or Stage 4 if a tourism merit assessment is not required.

2.2.4 Stage 3: Tourism merit assessment (Regional Tourist Organisation)

The RTO assesses whether the attraction or accommodation service meets the tourism criteria. This includes confirming the business draws visitors and satisfies its expectations of providing a quality tourism experience.

The RTO undertakes a consistent assessment approach so the attraction or accommodation service meets all the required tourism merits, core and specific criteria outlined in this document.

The RTO will provide the department with a written recommendation regarding approval or non-approval in line with its assessment.

Where the RTO does not support the application based on the tourist criteria and/or assessment, formal advice from the department will be provided to the Applicant (as per Stage 4) outlining why the application was unsuccessful.

2.2.5 Stage 4: Response to applicant (Transport and Main Roads)

Transport and Main Roads will issue a response to the Applicant following either Stage 2 (if a tourism merit assessment was not required) or Stage 3 (if a tourism merit assessment was required). This response will detail whether the Applicant was successful or not.

If successful, the Applicant will receive:

- an 'approval in principle' notice, along with details of the Transport and Main Roads pre-approved service providers that service the Applicant's local district; the Applicant will also receive a Road Corridor Permit (RCP) application instructions to confirm the location and timeframe for installing the signs.

2.2.6 Stage 5: Sign design, manufacture and installation

To assist with design, manufacture and installation of tourist and service signs, the department has a pre-approved panel of service providers that provide the sign design, manufacture and installation service. If the application is approved, the Applicant will be sent this list and must use one of these providers.

The Applicant will source quotes from the service provider/s for the sign design, manufacture and installation. The sign design scheme prepared by the service provider must include sign face and structural design details, final sign locations and clearance heights.

For a consistent application across the state, the Transport and Main Roads software [TraSiCAD](#) should be used to design all sign faces, and the Transport and Main Roads software [TraSiS](#) should be used to calculate sign structures or supports, based on sign parameters, terrain profiles and environmental conditions. The design of footings may require Registered Professional Engineer Queensland (RPEQ) certification.

The Applicant is required to submit:

- the sign design scheme, and
- the associated details through the RCP application.

Applicants should remember to include sign face and sign structure designs, final locations and clearance heights.

The department will review the proposed signs against current departmental standards and guidelines. The Applicant will be required to arrange necessary changes where non-conformances are identified.

Where proposed signs meet departmental requirements, Transport and Main Roads will issue an 'approval to proceed to installation' notice, along with the approved RCP (including any conditions).

The RCP will detail several conditions including:

- standards and specifications relating to sign construction, installation and maintenance
- responsibilities in relation to cost, maintenance and removal
- conditions under which the department may remove any sign
- conditions relating to the continuing need for the sign, and
- the RCP end date.

Note: The RCP is non-transferable and the department may also impose special conditions on a permit if required.

It is essential that signs be supplied only from the pre-approved service providers, as retroreflective sheeting used in sign manufacturing requires specialised equipment and handling.

Once the sign is manufactured, the service provider may engage an installer (must be an approved Transport and Main Roads contractor to undertake the work). The installer engaged by the service provider may require a Traffic Control Permit to carry out works on certain roads during the sign installation process. The installer can be the preferred supplier, the department's road maintenance crew or, in some areas, the local council is contracted by the department to provide maintenance works on sections of the state-controlled road network.

Note: Where the local government is the Applicant, the installation of approved signs may be organised through Council's sign depot and workforce with approval from Transport and Main Roads, or by using the department's preferred supplier.

Upon completion of installation, and as a condition of the Road Corridor Permit, the Applicant may be requested to have the installer present when inspected by a Transport and Main Roads-appointed delegate. The sign installer will be required to arrange rectification of any identified non-conformances.

2.2.7 Timeframes

The department will provide a written response to the Applicant regarding the outcome of the assessment within 90 days of receipt of the application. This timeframe is subject to the Applicant supplying all the necessary information. The exception to this timeframe is for tourist drives and touring routes, which may depend on the complexities of the route, proposed signage scheme and the consultation activities required.

2.2.8 Refusal of application

Transport and Main Roads will advise the Applicant in writing of a result where an application has been rejected. Rejection of an application because of tourism considerations would be based on advice from the RTO.

2.2.9 Dispute resolution

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

If an Applicant feels aggrieved with the outcome of an application, he or she may formally submit concerns in writing, requesting the matter be reviewed. For applications rejected based on traffic safety and efficiency, the local Transport and Main Roads region will review the engineering assessment. For applications rejected based on the tourism merit criteria, the Department of Industry and Tourism Development will review the tourism merit assessment.

Requests to review unsuccessful applications will be escalated separately to either Transport and Main Roads' senior management or the Department of Industry and Tourism Development for consideration. In such instances, the department and the Department of Industry and Tourism Development may elect to further discuss and/or review the matter in consultation to finalise the dispute in a timely manner and provide the Applicant with formal written advice of the final decision.

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

3 Administrative arrangements

3.1 Costs

The responsibilities for costs are outlined in Table 3.1 following:

Table 3.1 – Responsibilities for costs

Task	Who undertakes task?	Who pays?
Sign application	The Applicant – the Applicant may be a person/s, businesses, organisations and/or community groups	The Applicant
Sign manufacture and supply	Transport and Main Roads-approved manufacturer (from pre-approved panel of suppliers / installers)	The Applicant
Sign installation	Transport and Main Roads-approved installer (from pre-approved panel of suppliers / installers). Only approved Transport and Main Roads contractors are permitted to install signs on state-controlled roads.	The Applicant
Sign maintenance	Only approved Transport and Main Roads contractors are permitted to maintain signs on state-controlled roads.	The Applicant.
Sign removal	Only approved Transport and Main Roads contractors are permitted to remove signs on state-controlled roads.	The Applicant

Task	Who undertakes task?	Who pays?
Sign replacement	The need for sign repairs or replacement for any reasons shall be at the discretion of Transport and Main Roads. Only approved Transport and Main Roads contractors are permitted to replace signs on state-controlled roads.	The Applicant
Sign re-erect	Only approved Transport and Main Roads contractors are permitted to re-erect signs on state-controlled roads.	The Applicant

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

Signing to non-commercial tourist attractions or roadside services and public facilities, such as parking areas, picnic facilities, toilets, emergency telephones, rest areas and emergency medical services, is the responsibility of the relevant road authority (that is, Transport and Main Roads is only responsible for signing these services and facilities on the state-controlled road network, with the relevant council being responsible on council roads).

The costs of signs vary, depending on the location, type and number of signs required to direct visitors safely around the road network to the tourist attraction or service, and the equipment required to comply with installation standards. The factors that may influence the overall sign costs are listed following, along with reasons why these factors may influence cost:

- the posted speed limit of the roads (higher speed roads require larger signs – larger signs require more materials, increasing cost)
- if signage is on a motorway or motorway standard road (signage for motorways requires materials with a higher retroreflectivity, as well as larger signs – both these aspects can increase costs)
- if signage is located on a gantry (gantries are usually situated above motorways – significant and more complex traffic control measures are required to install signage on a gantry – this can increase costs)
- size of approved sign (larger signs require more materials, increasing costs)
- intersection / interchange configuration and size / location / number of existing signage (the size, location and complexity of the intersection can influence the traffic control and installation measures, as will the size of sign required – this can increase costs)
- if the new sign is a standalone sign or a plate to an existing sign (a standalone sign is likely to be cheaper to manufacture than replacing the existing sign)
- if the existing sign face can support a new plate, or requires a completely new sign design (a new sign design will be more costly than simply adding a new plate to a sign)
- if the existing signposts are suitable and can maintain clearance heights underneath new sign faces or require completely new posts to be installed (installation of new posts will be more costly than using existing posts)

- terrain and/or environmental conditions, offset from the road and type of footings and/or posts required (a more complex terrain or surrounding environment is likely to require extra planning for installation, increasing costs)
- geometry of the road; for example, mountainous road with winding alignments may necessitate installing additional advance signage in addition to signage at the entrance (additional signage increases costs), and/or
- the extent of traffic control required, lane closures (whether works could be completed during the day or night) – may incur additional costs in the delivery.

The department's pre-approved sign suppliers (sign designer, manufacturer and installer) will provide a quote once a specific signage treatment (number of signs, design location and so on) has been approved. The Applicant (not the department) is responsible for organising the quote through one of the pre-approved sign suppliers.

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

3.2 Maintenance and removal

The Applicant who has paid for the design, manufacture and installation of a tourist or service sign maintains responsibility for the maintenance and removal, subject to, and in accordance with conditions of the RCP.

3.3 Compliance with road corridor permit

The RCP issued by Transport and Main Roads grants the Applicant the right to place a sign in the road reserve for a period of seven years (or other timeframe as identified on the RCP), after which time the appropriateness and effectiveness of the sign will be reassessed. The Applicant must reapply for the relevant signage under the current application process and, depending on the condition of the sign(s), new signs may or may not be required, which will be at the Applicant's cost.

The RCP cannot be transferred to another operator in the case where the attraction, service or facility is sold. The new operator must reapply.

It is the Applicant's responsibility to notify Transport and Main Roads immediately to arrange for the removal of all road signs to the property if the business closes or it is no longer an eligible tourist attraction or service.

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

3.4 Alterations to sign

An RCP is granted for the original sign face and structure design. The sign face and structure must not be altered without written consent from Transport and Main Roads. Any alteration to a sign design is subject to a new application.

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

3.5 Sign maintenance

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

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

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

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

3.6 Removal of signs

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

- a safety issue is identified
- where it may affect major road projects, roadworks and/or the installation of public utility services
- changes in the nature of traffic or the alignment of the road in the vicinity of the sign
- the Applicant no longer conforms to the conditions of the RCP
- there is a demonstrated need for combining signs in a particular location
- the tourist attraction or service is no longer open to visitors
- at the expiry of the approved permit, or
- the road authority needs to resume the land.

4 Sign design guidance

4.1 Overarching principles

4.1.1 Road and traffic considerations

Tourist and service signs must not affect road safety and should not detract from the effectiveness of other road signs.

4.1.2 Proliferation of signs

For safety reasons and to reduce proliferation of signs, there is a limit to the number of tourist or service signs that will be permitted on state-controlled roads. The number of signs permitted will be determined by Transport and Main Roads as part of an engineering assessment and will depend on road environment and existing signage (including directional signage).

When a request will exceed the maximum limit determined as appropriate for the road environment, Transport and Main Roads, individually or in consultation with the RTO, may consider the combination of smaller signs into one sign (where appropriate). This may often involve the replacement of

references to individual attractions or services with a generic descriptor or a standard symbol type sign.

Tourist attraction and service signs on motorways are usually limited to those of key importance, or state or regional significance. These roads usually have access to other arterial roads for which tourist attractions should be signed. The motorways signs are limited to signing of major routes and towns, which should be used by individual attractions or services in their marketing material.

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

4.1.3 Managing existing tourist, service and welcome signs

There are a number of existing signs currently located on state-controlled roads which would not conform to the current guidance.

It is not Transport and Main Roads' intent to require the immediate bulk replacement of non-conforming tourist, service and welcome signs.

For all non-conforming signs, the Applicant (owner) will need to reapply and meet the current requirements, either on the expiry of the sign's RCP, or when the sign needs to be replaced due to age or damage, or when the sign is subject to significant repairs or design modifications. If the attraction or service is still supported, the sign can be upgraded.

All tourist, service and welcome signs, including Entry Statements located within the state-controlled road reserve should have a current RCP in place.

Tourist, service and welcome signs owned and maintained by the department are not subject to RCP requirements.

5 Tourist signs

The design requirements for tourist signs are contained in the Queensland MUTCD Part 6. They are identified by their white legend on brown background and are generally rectangular in shape. Tourist signs can either provide direction to a natural attraction or guide motorists to or along a tourist route. They may be combined with service or direction signs if required.

Examples of tourist signs are depicted following in figures 5(a) and 5(b).

Figure 5(a) – Examples of tourist signs providing directions to natural attractions



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Figure 5(b) – Examples of tourist drive signs



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5.1 Eligibility requirements for tourist signs

The Queensland Government has adopted the categories and criteria developed by the National Tourist Signing Reference Group (NTSRG), which is an advisory body to the Australian Standing Committee on Tourism and includes representatives from federal, state and territory tourism organisations and road authorities.

This document also includes some additional Queensland-specific requirements, providing some flexibility to allow for new and unusual attractions whilst still upholding the credibility of the national requirements.

Visitors who follow tourist signs must be assured that the quality of the attraction is of a high standard. The visitor experience is, therefore, the primary consideration when determining eligibility for tourist signing.

For consistency, attractions must meet all the core criteria, and the individual attraction category or product cluster specific criteria outlined in the tables following.

5.1.1 Core criteria for individual tourist attractions


An individual tourist attraction is a place or feature of interest to visitors. It can be either a built structure or a natural feature. It should be capable of drawing tourists and satisfying their expectations by providing a tangible visitor experience and reasonable level of visitor amenity.

Table 5.1.1 provides further detail on the core criteria to be met to determine if a feature qualifies as an individual tourist attraction.

Table 5.1.1 – Core criteria for tourist signs – individual tourist attractions

Must be well established and operating as a tourist facility	
Core criteria	<ul style="list-style-type: none"> The attraction must have been operating for at least six months. Operating for at least six months helps demonstrate the viability and sustainability of the business. The primary function of the tourist facility is to provide a tourism experience. The attraction should have a strong commitment to serving, caters for, or is of interest to tourists – examples include Sea World, Scenic Lookouts and so on. <p>Note: The attraction is not eligible if it does not provide an adequate tourism experience. Ineligible attractions include businesses where the primary function is a retail outlet (includes rental or hire of equipment / vehicles).</p>
Government approvals	
Core criteria	<ul style="list-style-type: none"> The attraction must have all relevant local, state and Commonwealth licences and approvals to operate as a tourist attraction.
Pre-booking must not be required to visit the attraction	
Core criteria	<ul style="list-style-type: none"> It is expected that tourist attractions requesting signs should cater for casual visitors, without the need for pre-booking. This avoids inconvenience to tourists and ensures a satisfactory visitor experience. While it is acceptable for attractions to require pre-booking for coach groups, it must be demonstrated that the experiences on offer are also available to casual visitors. <p>Note: Attractions that only cater for pre bookings are NOT eligible for tourist signs.</p>

Opening times	
Core criteria	<ul style="list-style-type: none"> Attractions, with the exception of seasonal attractions, are expected to be open daily or at least for a minimum of five days a week, including weekends, and public holidays (excluding Good Friday, ANZAC Day and Christmas Day). When open (including seasonal attractions), it is generally expected that attractions will be open for a minimum of six hours, for example, 10am–4pm. Attractions must be open when visitors would expect the attraction to be open – for example an observatory would be eligible for tourist signs if its opening hours were 1pm–7pm as it would be reasonable to assume an observatory to be open during the evening.
Parking	
Core criteria	<ul style="list-style-type: none"> Adequate car parking must be available either onsite or within close and convenient proximity to the attraction. It is expected that designated car parking will be provided onsite, clear of the road and verge and be able to cater for buses, tourist coaches and, if necessary, cars with caravans. While onsite parking is desirable in urban areas, if this is not feasible, adequate on or off street parking needs to be provided within a convenient distance of the attraction. The adequacy of car parking is assessed on a case-by-case basis. Where onsite parking is unavailable, adequate on or off street parking must be provided within a convenient walking distance or convenient and frequent shuttle bus service. The attraction must provide the shuttle service at no expense to tourists.
Interpretation	
Core criteria	<ul style="list-style-type: none"> Tourist attractions must provide visitors with high-quality interpretation. The methods and means to enable visitors to engage more deeply with an experience or activity may differ widely. Examples of high-quality interpretation include: <ul style="list-style-type: none"> guided tour self-guided tour brochure audio tour brochure / pamphlet labels / text panels annotated displays, and so on. It is not acceptable for attractions or product clusters to rely solely on verbal interpretation provided by an operator or staff member. Applicants must provide copies of marketing material or a detailed explanation on the interpretation offered as part of the experience.
Toilets	
Core criteria	<ul style="list-style-type: none"> All attractions are required to provide conveniently-located toilet facilities and comply with disability access legislation. Onsite toilet facilities must be appropriately maintained, and available to visitors during attraction opening hours.
The entry to the property must be clearly identified	
Core criteria	<ul style="list-style-type: none"> An attraction sign that is identifiable to passing motorists should be installed at the entrance within the property line. It should clearly identify the name of the attraction and provide information about the opening hours, such as days / hours of operation, and contact details. This name will be used on the 'white on brown' directional signage.

Marketing collateral	
Core criteria	<ul style="list-style-type: none"> Attractions should be supported by relevant marketing collateral material; for example, a brochure available from the nearest visitor information centre, or an established website that includes printable information, that clearly states the street address, opening days and hours, and contact phone numbers. It should also include a map that provides clear navigation to the attraction, without relying entirely on signs.
Seasonal attractions	
Core criteria	<ul style="list-style-type: none"> Must meet the core criteria and any specific category criteria. Attractions that are not open all year must open for a minimum of nine months of the year to be eligible for a permanent sign. When open, the attraction is expected to be open for a minimum of six hours; for example, 10am–4pm. Signs for approved seasonal attractions should indicate the months of operation (or be covered when not operating). Signs should not indicate closed dates and should not indicate opening hours. An attraction open for less than nine months of the year that seeks tourist signing needs to prove why it legitimately cannot deliver a year-round experience, for example, climatic seasonal factors that affect the quality of the experience. Where a seasonal activity (for example, wildlife viewing), is signed, it is expected that relevant interpretative panels / displays will be provided to explain the experience, so that it can be appreciated by visitors, even at times when it cannot be seen or undertaken. Where no interpretative / information displays are provided, signs should not be allowed. Examples of seasonal attraction signs
	

5.1.2 Specific criteria for individual tourist attractions

In addition to the core criteria, individual tourist attractions may have additional specific criteria that need to be applied and met. The individual attractions' specific criteria are detailed in Table 5.1.2.

Table 5.1.2 – Specific criteria for tourist signs – individual tourist attractions

Art galleries and craft outlets	
Specific criteria	<p>Art galleries and craft outlets form a major component of tourism infrastructure in Australia. They may be operated as public facilities, like the major public galleries, or as commercial galleries, featuring a broad range of media, including wood, glass, ceramics, jewellery, metal, textile / fabrics and mixed media, usually locally sourced and operated.</p> <p>The <i>Art galleries and craft outlets</i> category does not include museums, which are subject to requirements in the <i>Museums</i> category following.</p> <p>Galleries must have:</p> <ul style="list-style-type: none"> • a professionally presented exhibition space greater than 50m²; galleries with exhibition spaces less than 50m² are considered to be retail shops rather than galleries, and • more than 30% of the art / craft works displayed must be by local and or regional artists. <p>Art / craft outlets must:</p> <ul style="list-style-type: none"> • be a studio-type gallery, featuring a resident artist / craftsperson • display a production process, together with associated interpretation • have a professionally-presented exhibition space greater than 50m²; art / craft outlets with exhibition spaces less than 50m² are considered to be retail shops rather than art / craft outlets, and • more than 30% of the art / craft works displayed must be by local and/or regional artists.
Museums	
Specific criteria	<p>For museums to be eligible for tourist signs, they must provide informative experiences for the visitor.</p> <p>The <i>Museums</i> category includes local history museums, museums devoted to specialised collections or topics, or major state and national museums.</p> <p>Museums must:</p> <ul style="list-style-type: none"> • have a collection of adequate size and quality; the collection needs to be displayed in a way that enables visitors to gain an appreciation of its technical, social or cultural significance • have coherent displays / presentations which relate to the local community and its identity, or to a specific theme • have displays of adequate substance, quality or significance to convey knowledge of the particular theme or identity to visitors • have management policies and practices that ensure the collection, its display and interpretation are maintained to a high standard • represent a specific theme; Applicants must demonstrate how the collections or displays represent a particular theme or local/ regional identity, and • have adequate exhibition space. The exhibition space must be greater than 50m². <p>Note: The term 'museum' does not include collections of artworks, such as paintings, sculpture and so on. These are classed as galleries and are assessed under the <i>Art galleries and craft outlets</i> tourist sign category.</p>

Aboriginal and Torres Strait Islander attractions	
Specific criteria	<p>Attractions in this category reflect the rich and diverse culture and heritage of Aboriginal and Torres Strait Islander Australians. They may include sites that have historic or contemporary significance to Aboriginal and Torres Strait Islander peoples, which may include purpose built cultural centres that feature varied displays representative of Aboriginal and Torres Strait Islander culture.</p> <p>Centres and sites in this category are either owned and/or operated by Aboriginal and Torres Strait Islander peoples or organisations or employ Aboriginal and Torres Strait Islander peoples for the specific purposes of showcasing their heritage and cultures.</p> <p>Care needs to be exercised to strike a balance between the desires of visitors and respecting Aboriginal and Torres Strait Islander individuals and communities.</p> <p>In addition to the core criteria, Aboriginal and Torres Strait Islander attractions must also meet the following:</p> <ul style="list-style-type: none"> • where an attraction is classified as Aboriginal and Torres Strait Islander, the Applicant must provide evidence that he or she has consulted with the Traditional Owners for the area, and • the Applicant must provide written approval from the relevant Aboriginal or Torres Strait Islander organisation to display directional signs to these attractions.
Historic sites, buildings and monuments	
Specific criteria	<p>Visits to historic sites, buildings and monuments have long been an important element of the tourism experience. Historic sites, buildings or monuments that can be regarded as eligible tourist attractions will generally demonstrate one or more of the following qualities:</p> <ul style="list-style-type: none"> • provide significant insight into former lives and circumstances • paint a picture of significant historic events or settlement patterns • represent historically-significant lifestyles or styles of architecture, garden design or landscaping • serve to illustrate the ways in which past generations lived, worked and pursued recreational and other interests, and/or • commemorate the achievements of individual Australians and/or generations of Australian families <p>In addition to the core criteria, historic sites, buildings, or monuments must:</p> <ul style="list-style-type: none"> • be registered on the Queensland Heritage Register and/or the local heritage register, and • have interpretive material and supporting literature available for the visitor that provides adequate insights into the heritage values and/or significance of the attraction.
Wineries (includes non-grape wineries, breweries, and distilleries)	
Specific criteria	<p>Queensland's wineries and vineyards add another dimension to the state's tourism experiences, encouraging additional visits and spending across the state. Businesses that benefit from wine tourism include cellar door wineries, tour operators, gift shops, restaurants and accommodation providers.</p> <p>Note: This category includes non-grape wineries, breweries, and distilleries.</p> <p>In addition to the core criteria, wineries must meet the following:</p> <ul style="list-style-type: none"> • there must be a purpose-built facility for tasting (cellar door) and sales, and • the tasting facility must be located where either: <ul style="list-style-type: none"> – wine production processes can be viewed and interpreted, or – the vineyard can be viewed and visited.

Primary and secondary industry	
Specific criteria	<p>Note: Brewery and Distillery applicants should apply under the <i>Wineries</i> category.</p> <p>In addition to their economic contribution, some primary and secondary industries also offer a significant experience for visitors. The appeal generally relates to the production process itself. This may involve innovative or unusual technology, the size, scale or the opportunity for visitors to learn about industrial processes.</p> <p>Attractions in this category generally involve an agricultural activity (for example, lavender farm) or factory / mill process (for example, cheese factory).</p> <p>It is acknowledged that these attractions are primarily commercial operations and that the tourist component may not be the most lucrative aspect of the business. The economic contribution or the commercial element of an industry-based attraction in this category is not considered when assessing applications for tourist signs. The experiences offered to visitors through viewing the processes and learning about the industry are the deciding factors.</p> <p>In assessing attractions in this category, a useful question to ask is: would the attraction still warrant visitation if any retail component was removed; for example, sale of produce / merchandise?</p> <p>There are no additional specific criteria for this category; however, primary and secondary industries must meet the core criteria outlined in Section 5.1.1.</p>
Nature-based attractions and natural features	
Specific criteria	<p>Queensland enjoys highly-diverse and distinctive natural environments, including rainforests, deserts, mangrove swamps, eucalypt forests, grasslands and coastal reefs, many of which are renowned for their natural beauty and biodiversity. Access to significant natural areas allows visitors to undertake a wide variety of outdoor recreational activities and experiences ranging from outdoor adventure to relaxation.</p> <p>Natural attractions consist of landforms and ecosystems which are not man-made. No two natural features are the same because they have been shaped by the unique natural forces of the surrounding environment. Natural features can include mountains, rivers, lakes, islands, waterfalls, lookouts, rocks, caves, cliffs, gorges and so on.</p> <p>Attractions in this category are considered nature-based activities and may include:</p> <ul style="list-style-type: none"> • walking tracks and boardwalks • botanic gardens • zoos, wildlife parks and aquariums • natural attractions, and • national parks. <p>For outdoor / nature-based attractions to be eligible for tourist signposting, they must provide informative experiences for the visitor, irrespective of whether they are operated by a government agency, a non-profit organisation or a commercial operator.</p> <p>These nature-based and natural feature-type attractions:</p> <ul style="list-style-type: none"> • should have clear markers • should be well-maintained and easily accessible • should provide appropriate standards of safety, and • must provide an informative experience for the visitor. <p>In addition to the core criteria, outdoor / nature-based attractions must meet the following requirements:</p> <ul style="list-style-type: none"> • Zoos, wildlife parks and aquariums must meet the Queensland licensing requirements.

	<p><i>National parks</i></p> <p>National parks in Queensland are vital to the success of nature-based tourism and conservation activity. Special care needs to be taken so tourism activity does not damage or diminish conservation efforts. National parks are often in remote locations, away from main corridors. Many of the larger parks or sites have multiple access points, each leading to a different collection of visitor facilities. Many of these may not be internally connected. To be eligible for national park signs:</p> <ul style="list-style-type: none"> the national park authority is the Applicant, or the Applicant has consulted with and has written approval from the owner; for example, the traditional owners, appropriate government department or local government and so on the site must provide an informative experience for the visitor where national parks have multiple access points, only the points that have significant tourism experience should be signed it is expected that hard copy collateral material / websites and so on be available for the visitor to research the type of experience / activities available in the national park, and all national parks signage will be located on the nearest arterial road. This is the same treatment as for individual attractions. More remote signage will only be approved if the national park meets the eligibility criteria for state significance. <p>Note: Pictorial signage will not be approved for commercial type attractions or services.</p>
Theme parks	
Specific criteria	<p>Attractions in this category reflect a wide variety of specific / multiple themes. Applicants must demonstrate that the park is regionally recognised as a major tourist attraction that attracts high visitor numbers, a significant proportion of whom are drawn primarily from outside the local catchment area.</p> <p>This category does not include sport and recreational facilities that primarily cater for the local community, including, but not limited to, sports-based activities, go-karting, local amusement parks, skating rinks, bowling alleys, golf courses, mini golf, swimming complexes, sporting grounds, racecourses or trotting tracks.</p> <p>In addition to the core criteria, theme parks must also meet the following:</p> <ul style="list-style-type: none"> must have a readily-identifiable, consistent theme, which could include moviemaking, goldmining, wildlife and so on.
State significant attractions	
Specific criteria	<p>State significant attractions are those that, by virtue of their size, nature or iconic status, enjoy a very high level of recognition by domestic and international visitors. They are inextricably associated with the image of Queensland or its regions: for example: Australia Zoo, Movie World and the Great Barrier Reef World Heritage Area.</p> <p>World Heritage sites that offer an accessible and genuine tourism experience may qualify as a state significant attraction because of their international profile and the high frequency of first-time domestic and international visitors to these sites.</p> <p>Attractions that meet all the core requirements outlined in Section 5.1.1 may qualify as a state significant attraction if they also meet both of the following:</p> <ul style="list-style-type: none"> the attraction must open daily (with the exception of Good Friday, ANZAC Day and Christmas Day), and visitation must exceed 500,000 visitors per annum (independent professional verified audit by a certified practising accountant).

Other attractions	
Specific criteria	<p>There are other attractions within Queensland that may be tourist attractions but do not easily fit with any of the specific categories listed previously. The Queensland Government recognises the importance of providing some flexibility to allow for new, unusual or other tourist products that may comprise elements of a number of different attraction types.</p> <p>Applications may be submitted; however, the responsibility is on the Applicant to provide a strong case to warrant signs for the tourist attraction.</p> <p>Applicants may contact the local Transport and Main Roads regional office for more information prior to preparing a written case.</p> <p>Applicants should provide a comprehensive application demonstrating why they should be considered eligible. In these cases, the tourism merit for the proposed attraction will be determined by the local regional tourism organisation.</p> <p>In addition to meeting all the core criteria outlined in Section 5.1.1, a written case must be submitted:</p> <ul style="list-style-type: none"> • providing a detailed description of the attraction; for example, details about the type, nature and significance of the attraction to visitors, supported with documented evidence – photographs, diagrams, and so on • describes the experience(s) offered to visitors, and • providing details on current visitation numbers.

5.1.3 Desirable criteria for individual tourist attractions

Table 5.1.3 provides further detail on the desirable criteria to be met for individual tourist attractions.

Table 5.1.3 – Desirable criteria for tourist signs – individual tourist attractions

National accreditation	
Desirable criteria	<p>The Australian Tourism Accreditation Program (ATAP) certifies tourism businesses that meet specific quality assurance criteria, ensuring they are committed to exceeding consumer expectations with great customer service and the highest standards of business practice.</p> <p>Currently, tourism accreditation is desirable but not essential. The accreditation will help identify the business is offering a high-quality bona fide tourism experience.</p>
Membership	
Desirable criteria	<p>It is desirable that tourist operators participate in the activities of the local and/or regional tourism organisation. The business should be listed on the relevant state / territory tourism organisation product database, which feeds the Australian Tourism Data Warehouse.</p>

5.1.4 Specific criteria for tourist product clusters

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

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

All product clusters are expected to conform to the core criteria in Section 5.1.1 and the criteria outlined in the specific category. The product cluster specific criteria are detailed in Table 5.1.4.

Table 5.1.4 – Specific criteria for tourist signs – tourist product clusters

Historic towns and precincts	
Specific criteria	<p>Historic towns and precincts provide the opportunity to access clusters of heritage 'product'. It is expected that they will feature in-depth interpretation to highlight their historical significance.</p> <p>In addition to the core criteria outlined in Section 5.1.1, historic towns and precincts must meet the following:</p> <ul style="list-style-type: none"> the town / precinct has a concentrated number of heritage attractions recognised on the Queensland Heritage Register or by the relevant Federal Heritage office, and applications are endorsed by the relevant local authority and, in most cases, the Chief Executive Officer of the local council should be the Applicant.
Wine region	
Specific criteria	<p>Where there is a concentrated number of wineries, the local wine industry association may apply for regional signing; however, to justify regional signing:</p> <ul style="list-style-type: none"> there needs to be a critical mass of at least four wineries and at least 75% of these needs to be open to the general public, without appointment, on any given day (including both days of the weekend). This is to provide a genuine tourism experience to the visitors for the whole day and ensure that their reasonable expectations will be met when they visit the district. <p>To qualify for a wine region signage, the area must include the following:</p> <ul style="list-style-type: none"> be recognised by Wine Australia and be identified with a regional name there must be a critical mass of at least four wineries and at least 75% of these needs to be open, without appointment, on any given day, including both days of the weekend, and be promoted as an integrated wine region; for example, a brochure / map available at the nearest visitor information centre, or an established website that includes printable information. It should include details of the wineries in the region and a map that provides clear navigation to the region without relying entirely on signs (indicating opening hours / days, contact details, winery locations and so on), and at all wineries that are part of the application for wine region signage. <p>Note: Although it is necessary for wine regions to be recognised by Wine Australia, the official boundaries are not always suitable locations for welcome signs. Where possible, all wine region welcome signs should be within a short distance of the first winery, information bay or visitor centre. An information bay or visitor centre should be located at the beginning of the region, where relevant information can be obtained; for example, the number of wineries, operation hours, contact details and map showing indicative locations of the wineries and the overall region.</p>
Tourist town or precinct	
Specific criteria	<p>A tourist town or precinct is a geographical region that consists of a mixture of tourist products and experiences.</p> <p>These towns or precincts must provide an extensive range of services (dining, accommodation and attractions) for visitors.</p>

5.2 Design guidance

The requirements for the design of tourist signs are contained in the Queensland MUTCD Part 6.

There are three general types of tourist signs:

- advance signs
- position signs, and
- reassurance signs.

5.2.1 Advance tourist signs

The requirements for advance tourist signs, both expressway and non-expressway, are contained in the Queensland MUTCD Part 6.

Their purpose is to provide advance notice of a turning manoeuvre to a tourist attraction.

In addition to the requirements stated in the Queensland MUTCD Part 6 and AS 1742.6 (refer to *Use of advance signs* in this document), the following applies:

- advance signs shall only be installed on approach to intersections where intersection signs are also in place for the same tourist site.

Figure 5.2.1 provides examples of advance signs.

Figure 5.2.1 – Examples of advance signs



5.2.2 Advance tourist pictorial signs to natural attractions

Advance tourist pictorial signs provide advance notice of a turning manoeuvre / exit to a natural tourist attraction and may include an image of the natural tourist feature. They are only to be used for natural tourist features – not commercial enterprises. Natural attractions must be significant to use a pictorial tourist sign.

In the Queensland MUTCD Part 6 and AS 1742.6, only 'Gateway Signs' are permitted to have pictorial images. The Queensland MUTCD Part 6 has amended this clause from AS 1742.6 so that these signs may also be used for natural attractions.

The TC sign templates for these signs are TC2007, TC2034, and TC2070. They include an image that is indicative of the natural attraction in advance of the turn-off.

In addition to the requirements stated in the Queensland MUTCD Part 6 and AS 1742.6 (refer to *Use of Advance Signs* in this document), the following applies:

- a maximum of two advance tourist pictorial signs for different attractions at any one exit or intersection
- maximum of one advance tourist pictorial sign per attraction, and
- if an advance tourist pictorial sign for an attraction has already been used on the motorway, no further pictorial signs are permitted after the exit.

Figure 5.2.2 – Advance pictorial signs to natural attractions



TC2007, TC2034 and TC2070

5.2.3 Local tourist area pictorial signs

These signs (see TC2270) comprise an area name, attractions of the local area and directions to the accredited visitor information centre. The image must be approved and supported by the RTO.

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

An example is depicted in Figure 5.2.3.

Figure 5.2.3 – Example of pictorial local tourist area sign (TC2270)



Sign requirements
<p>This sign must be installed:</p> <ul style="list-style-type: none"> • at their respective entry points (for example a Welcome to suburb sign must be installed at the suburb boundary) • where (or a short distance before: within two kilometres) the road environment changes from a rural type to urban or semi-urban on approach to towns, and • where drivers feel they have entered or arrived at the town; for example: drivers should not be travelling too far (or long) into a town before they are welcomed. <p>Note: Council logos are not permitted within the sign designs.</p> <ul style="list-style-type: none"> • Must be designed in consultation with the relevant RTO, local Council, and Transport and Main Roads for the image selection (see Appendix B for image selection guidance) and slogan (via tourist.signs@tmr.qld.gov.au) prior to submitting the application. • If these signs are installed on SSTRs, they are required to include the supplementary VIC panel. • If these signs are installed on a non-SSTR, they are not required to include the supplementary accredited VIC panel.
Cost
<ul style="list-style-type: none"> • All aspects of the design, manufacture, delivery, maintenance and replacement of Welcome to town or city signs with images shall remain the responsibility of the Applicant.

5.3 Key tourist feature region signs

Where there is a concentrated number of key tourist features such as wineries in an area, the local industry association may apply for regional signing and, as part of that signing scheme, a Welcome sign may be requested.

For wine tourism, the main regional areas across Queensland offering this tourism experience are the Granite Belt, Gold Coast Hinterland, Sunshine Coast, Scenic Rim, Darling Downs, Somerset Valley and the South and North Burnett regions; however, the official boundaries of these regions are not always the most suitable locations for these signs. The official boundary of the region can be considerable distance from the key tourist features, so signage is best placed within a short distance of the first key tourist feature, information bay or VIC. An information bay or VIC should be located at


the beginning of the region (near the Welcome sign), where relevant information about the region can be obtained.

The accredited VIC supplementary panel may be provided under the Welcome to 'key tourist feature' region sign.

Table 5.3 provides details of the specific criteria to meet to qualify for Welcome to 'key tourist feature' region signage.

TC1382 provides a template for this sign.

Table 5.3 – Specific criteria for welcome to 'key tourist feature' region signs

Key tourist feature region		
Specific criteria	Sign design	
	<p>Key tourist feature region signs may be installed:</p> <ul style="list-style-type: none"> where there is a concentrated number of the key tourist feature (for example, wineries) in an area, and within a short distance of the first key tourist feature, information or VIC of the region (where relevant information about the key tourist feature region can be obtained). <p>The accredited VIC supplementary panel may be provided under the Welcome to key tourist feature region sign.</p>	
	Cost	
	All aspects for the design, manufacture, delivery, maintenance and replacement of Welcome to wine region signs shall remain the responsibility of the Applicant.	

5.3.1 Reassurance tourist signs

The requirements for reassurance tourist signs are contained in the Queensland MUTCD Part 6 and AS 1742.6. This group of signs provide the distance to the tourist attraction. Reassurance tourist signage can also be incorporated into the green direction reassurance signs (using a brown patch) or combined with services signs (which have a blue background). They can be used both on expressway and non-expressway roads. Examples of these signs are depicted in Figure 5.3.1.

Figure 5.3.1 – Examples of reassurance tourist signs and direction reassurance signs with tourist patch



5.3.2 Position tourist signs

The requirements for position signs are contained in the Queensland MUTCD Part 6 and AS 1742.6.

AS 1742.6 discusses how position signs mark the location of a facility and should be displayed prominently at or directly opposite the entrance to the centre.

Position tourist signs are not used on expressway-type roads.

Figure 5.3.2 provides examples of position signs. Chevron end signs are mostly used at major intersections. At minor intersections and in built-up areas, fingerboard signs mounted on a single pole may be used.

Figure 5.3.2 – Examples of position signs



5.3.3 World Heritage logo

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

- Fraser Island
- Gondwana Rainforest (on the border of New South Wales and Queensland)
- Great Barrier Reef
- Riversleigh (fossil site in north-west Queensland), and
- Wet Tropics (wet tropics rainforests in north Queensland).

World Heritage Area logo on roadside signs

In accordance with the World Heritage Emblem Guidelines for use in Australia, there are a number of emblem options; however, there is one emblem (logo without text) to be used on all roadsides where the logo is required.

Where applicable, the WHA logo should be included on all tourist directional signs. Exclusion may be for the pictorial signs to natural attractions. These signs have a lot of information, and to include the logo may affect the readability or balance of the sign. This will depend on the sign size and design to suit the sign location.

Figure 5.3.3 provides examples of use of the World Heritage Area logo on signs.

Figure 5.3.3 – Examples of World Heritage Area logo on signs



5.3.4 Logos







Logos will normally not be considered for road signs because they cannot be clearly distinguished by occupants in a moving vehicle. There are, however, some cases where one may be considered, such as a theme park or state significant attraction. If the facility can demonstrate its logo will be more distinguishable / distinctive compared to its name – for example, the logo must be well-established, have been extensively marketed and used for advertising purposes – Transport and Main Roads may use such a logo on direction signs instead of the attraction's name. The logo must incorporate the facility's name and must be used instead of, not as well as, the facility's name.


5.3.5 Symbols

For tourist signs, the Queensland MUTCD Part 6 and AS 1742.6 have a number of standard symbols for use to describe features or attractions. These symbols are an effective way of communicating with

drivers and, in many cases, these standard symbols are used instead of words. For standard symbol examples, refer to Table 5.3.5.

Table 5.3.5 – Approved symbols for tourist attractions

Heritage symbol	
<ul style="list-style-type: none"> denotes the location of attractions, display / interpretive centres, sites, monuments and other objects of historical interest, and is not used to denote towns of historic interest (in which case, the words 'historic town' or 'historic village' are considered more appropriate on road signing) 	
Museum symbol	
<ul style="list-style-type: none"> denotes a building used as a museum frequently open to the public, which displays items of a general or thematic nature and features a high level of interpretation does not include small historical centres or interpretive displays attached to visitor information outlets, in which case, the heritage symbol may be more appropriate, and may be subject to the approval of and/or accreditation by Museums Australia or other appropriate agencies 	
Whales symbol	
<ul style="list-style-type: none"> denotes an area designated for the seasonal viewing of whale migratory activity, although it may also feature other marine life can be used when the area provides adequate car parking, viewing areas and safety precautions / traffic management facilities that meet state and local government requirements, and can be used when the area features high-level interpretive information, which is of interest to the public during periods when whales are not visible 	
Winery symbol	
<ul style="list-style-type: none"> denotes a winery that holds a Vignerons Licence or a licence that permits direct sales to the general public, and which features a purpose-built facility (cellar door) for the tasting and interpretation of wine, and denotes all variations of wine production and sales, including fruit wines 	
Walking trail symbol	
<ul style="list-style-type: none"> denotes a trail designed for the safe passage of pedestrians that complies with all safety requirements of state and local government authorities, and can be used for trails which also provide some level of interpretation 	
Lookout symbol	
<ul style="list-style-type: none"> denotes a lookout point readily accessible to vehicular traffic that complies with all safety and traffic management requirements of state and local government authorities 	

Aboriginal attraction symbol	
<ul style="list-style-type: none"> denotes an attraction, cultural centre or a site of Aboriginal significance, which has been approved for general visitation by relevant traditional owners and/or other authorised authorities; such sites should feature interpretive material, although, for cultural reasons, this may not always be appropriate, and it is not to be used to denote purely retail attractions, nor for commercial galleries 	

5.3.6 Sign location and distance limits

Requirements for installation and location of tourist and services signs are provided in Appendix D of AS 1742.6. In addition to these requirements, tourist signs are to be limited to intersections where tourist traffic is exiting the closest state-controlled road. For this reason, they are not installed at multiple intersections along state-controlled roads.

In general, tourist attractions should not be signed where they are located further than 10 kilometres from the closest state-controlled road intersection where signs have been requested. There may be a justification for a relaxation to this general rule, such as:

- in remote localities where driving greater distances is more readily accepted or high visitor numbers or where tourism development is minor and proliferation is low
- the attraction records high visitor numbers, or
- where tourism development is minor and sign proliferation is low.

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

6 Service signs and community facility signs

Tourist and service signing, as well as community facility signing, is primarily about traffic management through the efficient and safe direction of traffic to facilities. Service signs are to be installed in accordance with the requirements of the Queensland MUTCD Part 6 and AS 1742.6. Community facility signs will be installed in accordance with the requirements of the Queensland MUTCD Part 5 *Street name and community facility name signs* and AS 1742.5. In addition to these requirements, the following guidance is provided.

Examples of service and community facility signs are depicted in Figure 6 following.


































Figure 6 – Examples of service and community facility signs



The Queensland MUTCD Part 6: and AS 1742.6 contain a number of standard symbols. These symbols are an effective way of communicating with drivers and, in many cases, these standard

symbols are used instead of words. For the requirements of these symbols, refer to Queensland MUTCD Part 6 and AS 1742.6.

Table 6 – Examples of services symbols

				
S2	S3	S4	S5	S6
				
S7	S8	S9	S11	S12
				
S13	S14	S14-Q02	S14-Q03	S16
				
S16A	S20	S21	S22	S23
				
S26	S14-Q01	SQ02-BUS	SQ03-FERRY	SQ04
				
SQ06	SQ07	TC1243	TC9752	TC1108
				
TC1109	TC1242	TC1615		

Service signs are not intended for use at facilities that motorists can see well in advance and with the ability to erect property signs or that are located in areas where it is reasonable to expect such services. Signing of commercial services on side roads is generally not permitted in built-up areas. In other areas, signing of a commercial service on a side road will only be permitted in cases where there are no comparable services located in close distance along the state or regional road.

On any service sign, the legend will only include two or three words, plus up to six relevant symbols maximum as the sign is primarily there to guide tourists to their destination. Individual logos will usually not be considered, as they are unsuitable for use on road signs because they cannot be clearly distinguished from a moving vehicle.

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

Accommodation names are not permitted on signs if there are multiple services signed at one location. Otherwise, the name used on the sign should be restricted to a minimum number of words to distinguish the accommodation or service – no more than three words, plus any relevant symbol.

6.1 Service sign categories that may be applied for

Table 6.1 details categories of service signs for which an application may be made:

Table 6.1 – Categories of service signs

Category	Facility or service
Accommodation	Hotels, motels, caravan parks, camping sites, backpacker accommodation, bed and breakfast (B&B), farm stays / host farms and self-contained
Tourist information	Accredited Visitor Information Centres (VICs) and information bays and interpretive signs and tourist or visitor information radio
Airports	Major and minor airports or aerodromes
Roadside fuel facilities	Service stations, unattended fuel station, remote service centre and service centres, roadside establishments offering refreshments or with a restaurant, electric charging stations
Community facilities / community information	<ul style="list-style-type: none"> Churches, refuse / recycling centres, post office, shopping centres, sporting facility / swimming pool, library, education institution, theatres / recreation centres and public parks Non-profit institutions (for example: Red Cross and RSL Club and so on) Public areas – rest areas, public toilets, accessible toilets, drinking water, truck parking area, public phone, help phone, emergency services (Police / hospital / Rural Fire Stations), dump points, public car park, boat ramps, rail / light rail stations, ferry or bus stations, public transport parking and so on Community information – fire warning ratings <p>Note: For other community service-type clubs (for example, Lions and Rotary Clubs and so on) or events that are largely targeted to the local audience, a limited number of visitors or conducted on an infrequent or recurring basis (for example, a monthly or annual event) should be promoted in information bays or on local community message boards, mounted on a common support structure (usually managed by the local council and installed in a low-speed environment on entry to the town) with the individual signs of a consistent size and design (for example, the club's emblem and club contact phone number or email). Alternatively, for a specific event attracting a large number of visitors to the area, an application for temporary event advertising signs can be made through the local Transport and Main Roads District office.</p>

The department does not support the installation of recreational vehicles (RVs) or other 'town friendly'-type signs on state-controlled roads. Examples include 'RV friendly town', 'Motorbike friendly

town', 'Friendliest town', 'Tidy town' and so on. These types of signs can be included on local council community facility boards.

The department does, however, support the signing of facilities and services required by the traveller such as dump points, designated parking areas or bays and so on for vehicles with trailers, boat trailers, caravans and recreational vehicles, using the appropriate approved standard service sign and symbols.

6.2 Eligibility requirements for service signs

6.2.1 Accommodation

Directional signing for accommodation is provided to inform casual travellers that suitable facilities are available to meet their overnight needs (that is, for informational, not marketing, purposes). Directional signs are not intended to promote an accommodation facility or to enable the accommodation industry to increase patronage.

For consistency, accommodation businesses seeking signs must meet the core criteria outlined following, while also satisfying all specific criteria outlined in the relevant category.

6.2.1.1 Accommodation core criteria

Table 6.2.1.1 provides details of the core criteria to qualify for accommodation signage.

Table 6.2.1.1 – Core criteria for service signs – accommodation

Accommodation	
Core criteria	<p>Signs may be provided to accommodation facilities that comply with the following conditions:</p> <ul style="list-style-type: none"> • dedicated to providing for the needs of short-term tourists (allow overnight stays) • well-established, have been operating for at least six months and open daily • available to the general public (that is, not exclusively for coach tours and other organised groups) • pre-booking must not be required • meet all statutory state and local government regulations and planning requirements • located within suitable distance of a state or regional road (the distance along a side road to the establishment should not exceed five kilometres), and • be distinctly signed at the property entrance, so that the facility is easily identifiable to motorists passing by.

6.2.1.2 Accommodation specific criteria

In addition to the core criteria, accommodation service facilities may have additional specific criteria that need to be applied and met to be eligible for accommodation service signage.

Table 6.2.1.2 details the specific criteria to meet for accommodation signage.

Table 6.2.1.2 – Specific criteria for service signs – accommodation

Caravan parks	
Specific criteria	<p>Caravan parks typically provide a mixture of onsite vans, powered caravan parks, camping sites or motel-style cabins with private facilities. Caravan parks must:</p> <ul style="list-style-type: none"> • provide a mixture of accommodation, powered sites and camping sites, and • be managed by onsite personnel seven days a week.

Camping sites	
Specific criteria	<p>Camping sites are areas set aside for temporary accommodation, which is supplied by the traveller. This may range from tents to recreational vehicles, such as caravans, camping trailers and motorhomes with varying degrees of onboard facilities. Camping sites may be on land dedicated for that purpose within national parks, state forests, local government areas, private land or as an adjunct to a caravan park.</p> <p>Camping sites must:</p> <ul style="list-style-type: none"> • be serviced by fresh water for drinking purposes, and • have a designated area set aside for camping with toilet and bathroom facilities.
Backpacker accommodation	
Specific criteria	<p>Backpacker or hostel accommodation is normally lower-cost lodging, featuring dormitory-style sleeping, with a mixture of shared and private bathrooms, laundry facilities and a communal kitchen.</p> <p>Backpacker accommodation must provide:</p> <ul style="list-style-type: none"> • lodging with dormitory-style sleeping arrangements ('dormitory style' includes rooms with quad and double sleeping arrangements) • adequate shared bathroom and laundry facilities, and • equipped communal kitchen and dining facilities.
Bed and breakfast (B&B)	
Specific criteria	<p>B&B accommodation is mostly provided on an overnight or short-stay basis within private homes and featuring separate guest bathroom/s.</p> <p>B&B accommodation must:</p> <ul style="list-style-type: none"> • provide onsite management • operate normally within private homes with a separate guest bathroom, and • have breakfast provided by the host.
Farm stays / host farms	
Specific criteria	<p>Farm stay / host farm accommodation is provided within rural properties. The form of the accommodation may range from self-contained cabins or cottages to rooms in a homestead. Properties normally place emphasis on atmosphere and individual character.</p> <p>Farm stay / host farm accommodation must:</p> <ul style="list-style-type: none"> • be a working farm, and • offer a range of farm-type activities.
Self-contained	
Specific criteria	<p>Self-contained accommodation is a room or suite of rooms designed as a residence and generally located in a building occupied by more than one household.</p> <p>Self-contained accommodation must:</p> <ul style="list-style-type: none"> • have a permanent onsite manager, and • have a minimum of five rooms of dwelling units to allow for independent booking and casual accommodation.

6.2.1.3 Accommodation desirable criteria

Table 6.2.1.3 provides details of the desirable criteria to meet for accommodation signage.

Table 6.2.1.3 – Desirable criteria for service signs – accommodation

Accommodation	
Desirable criteria	<p>Operators of accommodation facilities wishing to obtain signs are also encouraged to meet the following:</p> <ul style="list-style-type: none"> • be quality assured – accommodation providers should aim to be assessed by an independent accreditation program (for example, Star Ratings Australia, Eco Tourism Australia, and so on) • be a member of a recognised local, regional or peak sector tourism organisation • show a location map of the property on brochures and other marketing collateral (for example, website), and • be listed on the database of the nearest Accredited Visitor Information Centre.

6.2.2 Tourist / visitor information radio

Tourist / visitor information radio services must be licensed to operate by the Australian Communications Authority (ACA) and operate in accordance with the Australian Broadcasting Authority (ABA) conditions outlined in Schedule 2 of the *Broadcasting Services Act 1992*.

6.2.2.1 Tourist / visitor information radio core criteria

Tourist / visitor information radio services must:

- transmit solely as a visitor / motorist information service
- provide information for the education, enjoyment and benefit of the visitor, which relates to attractions and facilities within the broadcast area
- provide any other special information to assist the visitors / motorists – for example, snow or surf reports, weather conditions, road and traffic updates, and so on
- present a balance between commercial advertising content and non-commercial information, and
- demonstrate evidence of consultation with the relevant tourism association and/or the state / territory tourism organisation regarding program format and the accuracy of broadcast content.

6.2.3 Airports and aerodromes

6.2.3.1 Major airports / aerodromes

Major airports are signed by name and are included on directions signs as a destination.

6.2.3.2 Minor airports / aerodromes

Minor airports and aerodromes may be signed where the airport and/or aerodrome is not readily visible or the entrance is not identifiable from the road.

6.2.4 Tourist information and roadside fuel

6.2.4.1 Core criteria

Table 6.2.4.1 provides details of core criteria to qualify for tourist information facility signage.

Table 6.2.4.1 – Core criteria for service signs – tourist information facilities

Visitor Information Centres	
Core criteria	<p>Visitor Information Centres (VICs) should provide the major source of information to a visitor in a city, town or region. VICs are usually 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 VIC.</p> <p>As part of a national strategy to achieve a high-quality network of visitor information services, only accredited VICs are provided with signs showing the trademarked 'yellow on blue' italicised 'i' symbol.</p> <p>The 'white on blue' roman 'i' symbol is not to be used on roadside signs to direct visitors to non-accredited VICs. It shall only be used for onsite property signing of non-accredited centres; however, the 'white on blue' roman 'i' can be used on roadside signs for signing to information bays. In this case, the word 'bay' is to be used in conjunction with the blue roman 'i'.</p> <p>To become an accredited VIC, visit the Tourism and Events Queensland website to download the criteria and application form.</p>
Information bays and interpretive signs	
Core criteria	<p>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. Information bays and interpretive signs can be staffed or unstaffed establishments. Initially, applications to establish tourist information bays should be made to the appropriate road authority.</p>
Roadside fuel facilities	
Core criteria	<p>There are four types of roadside fuel facilities: unattended facilities, service stations, remote service centres and the largest facility which is the service centre.</p> <p>The purpose of roadside fuel facilities is to encourage drivers to break their journeys to avoid driver fatigue.</p> <p>Roadside fuel facilities must meet the essential needs of road users which is to provide safe, comfortable and enjoyable motoring on limited access roads. As a service to road users, it is also necessary that a sufficient number of roadside fuel facilities be provided to minimise the frequency of vehicles running out of fuel.</p> <p>Note: New roadside fuel facilities policy and guidelines are currently under development. These facilities are processed under a different methodology (contact Transport and Main Roads' local regional office for additional information on the signage options available and criteria for roadside fuel facilities).</p>

6.2.5 Community service signs criteria

Community or recreation service signing is used for facilities (generally non-commercial) not necessarily related to travel, but which are likely to be sought by a significant number of people unfamiliar to an area, and which include recreational facilities (library, swimming pool), public facilities (telephone and emergency medical services) and administrative facilities (town hall, post office).

For consistency, community facilities seeking signs must be included in the list following and meet the specific requirements outlined in Table 6.2.5.

Table 6.2.5 – Specific criteria for service signs – community services

Business centre	
Specific criteria	These may be signed where the business or town centre is not readily visible from the road.
Cemetery / crematorium	
Specific criteria	These may be signed where the cemetery / crematorium is not readily visible from the road or the route to the entrance is not obvious.
Churches	
Specific criteria	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.
Civic centres and town halls	
Specific criteria	These may be signed by name.
Educational institutions	
Specific criteria	Tertiary institutions such as a University or TAFE campus may be signed by name. Note: Schools are not eligible for signing on state-controlled roads This includes pre-schools, day care centres, early childhood learning centres, kindergartens, primary, secondary and other schools, both public and private. The exception is where a primary or secondary school provides special facilities or programs that are regularly sought by a significant number of visitors unfamiliar to the area.
Golf courses	
Specific criteria	These may be signed where the golf course is not readily visible from the road or the route to the entrance is not obvious and caters for the general public
Hospitals	
Specific criteria	<ul style="list-style-type: none"> • These may be signed by name. • The hospital symbol is to represent first aid, casualty service, hospital, doctor, ambulance services. • Symbol S1 is only to be used where the hospital provides a 24-hour emergency service.
Industrial areas	
Specific criteria	These may be eligible for signs where the industrial area is set aside and zoned exclusively as industrial and is a major traffic generator.
Libraries	
Specific criteria	These may be signed where the library is not readily visible from the road or the route to the entrance is not obvious.
Non-profit institutions	
Specific criteria	These may be signed where the institution is not readily visible from the road and it is used by a significant number of visitors unfamiliar to the area (for example, Red Cross, RSL Club and so on).
Parks	
Specific criteria	These may be signed where the park is not readily visible from the road and it is used by a significant number of visitors to the area.

Police stations	
Specific criteria	These may be signed where the police station is not readily visible from the road.
Post offices	
Specific criteria	These may be signed by name where the post office is not readily visible from the road.
Public toilets	
Specific criteria	These may be signed if the toilet facilities are accessible 24 hours per day, seven days per week.
Railway stations	
Specific criteria	These may be signed by name where the railway station is not readily visible from the road.
Recreation centres	
Specific criteria	These may be signed where the recreation centre is not readily visible from the road and it is used by a significant number of visitors unfamiliar to the area.
Refuse / recycling centres	
Specific criteria	These may be signed where the refuse / recycling facility is not readily visible from the road.
Rural fire stations	
Specific criteria	No criteria apply.
Shopping centres	
Specific criteria	<ul style="list-style-type: none"> These may be signed where the shopping centre is not readily visible from the state or regional road, or where the centre is visible from the state or regional road, but the route to the centre is not obvious. Signs are only provided if the distance from the state or regional road to a regional shopping centre is not greater than 2 km or the distance from the state or regional road to a local shopping centre is not greater than 1 km. The name of the shopping centre would only be shown on the sign if there could be confusion as to which shopping centre the sign references. The destination 'Business Centre' or 'Town Centre' is preferred in towns and smaller provincial cities. <p>Note: Not all shopping centres are eligible for signage.</p>
Sports facilities	
Specific criteria	These may be signed by name, if they are regularly used by a significant number of visitors that are not familiar with the facility or to the area.
Swimming pools	
Specific criteria	These may be signed where the swimming pool is not readily visible from the road or the route to the entrance is not obvious when it caters for members of the public and is open to casual visitors and is used by a significant number of visitors unfamiliar to the area.
Theatres / performing arts centres	
Specific criteria	These may be signed where the theatre / performing arts centre is not readily visible from the road.

6.3 Sign design requirements

Service signs are to be designed in accordance with the Queensland MUTCD Part 6 and AS 1742.6. In addition, the following guidance is provided.

6.3.1 Visitor Information Centre sign design

The Queensland MUTCD Part 6 notes the yellow italic 'i' standard symbol to indicate visitor information centres in Queensland.

VICs use the yellow italic 'i' standard symbol and may be either stand-alone or incorporated as a symbol placed into direction or tourist signs.

Some examples are depicted in Figure 6.3.1(a).

Figure 6.3.1(a) – Examples of signs to an accredited visitor information centre



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

Figure 6.3.1(b) – Use of 'i' logo



An example of the 'i' logo in a tourist sign is depicted in Figure 6.3.1(c).

Figure 6.3.1(c) – Example of use of tourist bay symbol on tourist sign.



6.3.2 Signs to visitor information centres on motorways

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

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

Figure 6.3.2 – Examples of visitor information centres (VIC) signage using TC2067



7 Welcome signs

Welcome signs welcome visitors to a particular area or region, such as the state of Queensland, tourist regions, a local government, town and city. They provide a milestone marker in a driver's journey. Welcome signs that include promotional content such as a theme or pictorial images are referred to as a type of 'gateway sign' in AS 1742.6 which discusses the requirements for the design, message content and use of 'gateway signs' in Appendix E of that document. The guidance and requirements discussed following are in addition to that required in AS 1742.6 and the Queensland MUTCD Part 6.

Transport and Main Roads has various welcome signs. These are:

- 'Welcome to Queensland' signs
- pictorial 'Welcome to tourist region' signs
- 'Welcome to 'Indigenous Country' signs
- local government boundary signs
- Welcome to town or city signs, and
- other Welcome and supporting signs (such as Entry Statements).

Over the years, especially as towns grow (or areas change), there may be multiple Welcome signs installed on the same approach. Ideally, only one Welcome sign should be required for any town or area.

As new Welcome signs are approved under this document, any existing Welcome signs should be removed.

Applications for Welcome signs must meet the criteria and/or requirements detailed in the following tables.

7.1 Welcome to Queensland signs

7.1.1 Pictorial 'Welcome to Queensland' signs

'Welcome to Queensland' signs are a type of sign that may include multiple images, a tourism slogan and/or message. They are classified as a type of 'Gateway' sign in AS 1742.6. Gateway signs are a form of tourist information sign that may be provided on the approach to cities and tourist towns, at state borders, at the beginning of themed tourist ways and at the entry to tourist regions (see Appendix A for recognised Queensland tourist regions). Gateway signs are the only type of sign that permits pictorial images (see AS 1742.6).

The signage is to be located close to state border crossings within Queensland.

Examples of Welcome to Queensland signage are depicted in Figure 7.1 and the corresponding sign template is TC1286.

Figure 7.1 – Pictorial Welcome to Queensland (TC1286) signs.



Requirements
<ul style="list-style-type: none"> • must be installed in Queensland but near the state border • are primarily used for major entry points into Queensland; however, may be used at other suitable entry points at border crossing (for example, local government roads) • may also be located on exit roads from major airports or at other selected key entry points into Queensland • must be installed at all entry points into Queensland if the road is on a State Strategic Touring Route (SSTR) which are a particular type of tourist drive, typically occurring on major or higher-order roads where, as a result, this special type of welcome signage is used, and • may be installed nearest the border but within Queensland in adjacent off road areas (for example, rest areas or information bays).
Cost
<ul style="list-style-type: none"> • The four key pictorial images need to be selected and approved in consultation with the Department of Innovation and Tourism Industry Development and Tourism and Events Queensland. See Appendix B for image selection guidance. These signs, when located on state-controlled roads, are usually erected and maintained by Transport and Main Roads; however, should these sign(s) require replacement due to design changes (prior to the need for replacement due to age or damage), the Applicant will be responsible for the signage replacement costs. All Welcome to Queensland sign design changes must be endorsed by the department (via tourist.signs@tmr.qld.gov.au) and Tourism and Events Queensland.

7.1.2 Standard 'Welcome to Queensland' signs

This 'Welcome to Queensland' sign has the 'Welcome to Queensland' text as the predominant message and the accredited VIC symbol. The sign is depicted in Figure 7.1.2 and is available through the TC1687 template.

Figure 7.1.2 – Welcome to Queensland sign TC1687



Requirements
<ul style="list-style-type: none"> • must be installed in Queensland but near the state border • are designed to be installed at entry points into Queensland that are not on the SSTR network • may also be located on exit roads from major airports or at other selected key entry points into Queensland, and • may be installed nearest the border but within Queensland in adjacent off-road areas (for example, rest areas or information bays).
Cost
<ul style="list-style-type: none"> • These signs, when located on state-controlled roads, are usually erected and maintained by Transport and Main Roads. Local governments may erect and maintain these signs at state border crossings on local roads at their own cost.

7.1.3 State Border signs

These signs, examples of which are provided at figures 7.1.3(a) and 7.1.3(b), are designed to be an alternative option to the standard Welcome to Queensland (TC1687) sign. They are to be erected on the left side of the road to face traffic passing on entry into Queensland from another state. They are categorised as a guidance sign due to the black text on white background.

Figure 7.1.3(a) – State Border sign (G6-3)



Figure 7.1.3(b) – State Border sign (G6-4)



Requirements
<ul style="list-style-type: none"> • must be installed in Queensland but near the state border • are designed to be installed at entry points into Queensland that are not on the SSTR network, and • may be installed nearest the border but within Queensland in adjacent off-road areas (for example, rest areas or information bays).
Cost
<ul style="list-style-type: none"> • These signs, when located on state-controlled roads, are usually erected and maintained by Transport and Main Roads. Local governments may erect and maintain these signs at state border crossings on local roads at their own cost.

7.2 Pictorial 'Welcome to Tourist region' signs

Pictorial 'Welcome to tourist signs' are also classified as a 'gateway' sign under AS 1742.6. Gateway signs are a form of tourist information sign that may be provided on the approach to cities and tourist towns, at state borders, at the beginning of themed tourist ways and at the entry to tourist regions (see Appendix A for recognised tourist regions). Gateway signs are the only type of sign that permits pictorial images (see AS 1742.6).

Pictorial 'Welcome to tourist signs' welcome visitors to tourist regions and include a Welcome statement, one or two images and the VIC symbol. They introduce visitors to one of the 13 defined tourist regions within Queensland (refer to Appendix A for these regions). The signs are generally installed where there are a number of accredited VICs (identified by the yellow italic 'i').

Examples are depicted in Figure 7.2.

Figure 7.2 – Examples of Welcome to ‘tourist region’ sign (TC2044)



Refer to TC2044 for a template of this sign.

Requirements
<p>These signs must:</p> <ul style="list-style-type: none"> be installed at or near the boundaries of an approved tourist region (see Appendix A); the sign location may depend on the road environment and other safety considerations and may not be placed on the exact boundary, but within a suitable location inside the tourist region, and have been designed in consultation with the relevant RTO, local Council, and Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) prior to the application submission. See Appendix B for image selection guidance. <p>Design requirements include:</p> <ul style="list-style-type: none"> the official tourism region name an optional tag line one or two images which reflect the tourism experiences available in the tourism region, and the accredited VIC symbol.
Cost
<p>These signs, when located on state-controlled roads, are usually erected and maintained by Transport and Main Roads. Local governments may erect and maintain these signs at state border crossings on local roads at their own cost.</p>

7.3 Welcome to ‘Indigenous Country’ signs

Welcome to Country signage is a roadside sign indicating that the road user is entering or is in the traditional country of a particular Aboriginal or Torres Strait Islander group.

Signs must follow the standard ‘Welcome to Country’ sign design format as outlined for traffic control sign TC1894. This ensures that Welcome to Country signage is consistent across Queensland.

Figure 7.3 provides an example of Welcome to Country signage.

Figure 7.3 – Specific criteria for Welcome signs – Country

The following stakeholders are eligible to apply for Welcome to Country signage:

- registered native title holders as determined by the Federal Court
- a Prescribed Body Corporate (PBC) or Registered Native Title Body Corporate (RNTBC) which represents the interests of holders under the previous point, and/or
- any parties acting on behalf of one of these.

Table 7.3 provides details of the specific criteria to meet to qualify for Welcome to Country signage.

Table 7.3 – Specific criteria for Welcome signs – Country

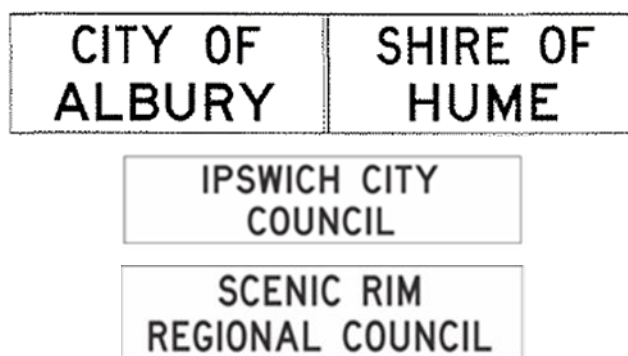
Requirements
These signs must have been designed in consultation with the relevant RTO, local Council, and Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) prior to the application submission. See Appendix B for image selection guidance.
Cost
All aspects for design, manufacture, delivery, maintenance and replacement of Welcome to Country signs shall remain the responsibility of the Applicant.

7.4 Local government boundary signs

The purpose of these signs is to introduce the visitor to an individual local government area. Many local governments wish to promote their local areas by installing Welcome signs at their respective entry points, particularly on state-controlled roads.

Local government boundary signs G6-5, as illustrated at Figure 7.4, may be used as an alternative to TC1689 and vice versa.

Figure 7.4 – Local government boundary sign examples



G6-5: Local government boundary sign



TC1689: Alternative local government boundary signs

Requirements for use are described on the TC sign template, Queensland MUTCD Part 2 and AS 1742.2. In addition, the following requirements apply.

Requirements
<p>These signs must:</p> <ul style="list-style-type: none"> be installed parallel to the centre line of the road at the boundary between two local government areas and display the names of the local government areas.
Cost
<ul style="list-style-type: none"> These signs, when located on state-controlled roads, are generally erected and maintained by Transport and Main Roads. Local councils may erect and maintain these signs on local roads at their own cost. All aspects of the design, manufacture, delivery, maintenance and replacement of Welcome to local government area signs shall remain the responsibility of the Applicant.

7.5 Welcome to town or city signs

Many local governments wish to promote a town, city, or suburb within their local government areas through welcome signs, particularly on state-controlled roads.

The purpose of these signs is to welcome visitors to individual towns, cities or suburbs within a city.

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

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

7.5.1 Pictorial 'Welcome to' town, city or local government signs

These signs (see TC1345) comprise a 'Welcome to' message and a selected image particular to (or representative of) that town. They may include an associated supplementary plate showing the accredited visitor information centre logo as well as the location distance to that VIC. A Council logo is not to be included with the sign design.

Figure 7.5.1 – Welcome to town or city (TC1345)



Requirements
<p>The Welcome to town or city signs must be installed:</p> <ul style="list-style-type: none"> at their respective entry points (for example, a Welcome to suburb sign must be installed at the suburb boundary) where (or a short distance before: within two kilometres) the road environment changes from a rural type to urban or semi-urban on approach to towns, and where drivers feel they have entered or arrived at the town; for example, drivers should not be travelling too far (or long) into a town before they are welcomed. <p>Note: Council logos are not permitted within the sign designs.</p> <ul style="list-style-type: none"> Must be designed in consultation with the relevant RTO, local Council, and Transport and Main Roads for the image selection (see Appendix B for image selection guidance) and slogan (via tourist.signs@tmr.qld.gov.au) prior to submitting the application. If these signs are installed on SSTRs, they are required to include the supplementary VIC panel. If these signs are installed on a non-SSTR, they are not required to include the supplementary accredited VIC panel.
Cost
<ul style="list-style-type: none"> All aspects of the design, manufacture, delivery, maintenance and replacement of Welcome to town or city signs with images shall remain the responsibility of the Applicant.

7.5.2 Standard welcome to town signs

The standard 'Welcome to Town' G6-1 can be used as an alternative to TC1345 for towns that are not on SSTRs. They are also an alternative to the G6-1 town name sign (see Section 7.5.3). They include the 'Welcome to' message and may include an approved tourist slogan if desired. A Council logo is not to be included with the sign design.

Figure 7.5.2 – Welcome to town signs TC1692

Requirements
<p>This sign may be used as an alternative to the MUTCD G6-1 town name sign.</p> <ul style="list-style-type: none"> This sign is not to be installed at towns located on the state strategic touring routes. These towns are to have specific welcome signs as approved by Tourism Queensland.
Cost:
<ul style="list-style-type: none"> All aspects of the design, manufacture, delivery, maintenance and replacement of Welcome to town name signs without image shall remain the responsibility of the Applicant. These signs, when located on state-controlled roads, are generally erected and maintained by Transport and Main Roads. Local councils may erect and maintain these signs on local roads at their own cost.

7.5.3 Standard town name signs

These signs are to be installed facing traffic on the left side of the road at the entrance to the town or at the boundary between city suburbs.

Figure 7.5.3 – Standard town name signs

G6-1

Requirements
Cost
<ul style="list-style-type: none"> These signs, when located on state-controlled roads, are generally erected and maintained by Transport and Main Roads. Local councils may erect and maintain these signs on local roads at their own cost.


7.6 Other Welcome and supporting signs

There may be circumstances where other types of Welcome sign designs are desired.

Applications may be submitted; however, the responsibility is on the Applicant to present a strong case to warrant a specific new design outside the suite of Transport and Main Roads standard Welcome sign designs.

Table 7.6 provides details of the specific criteria to meet to qualify for Welcome to other (local government or town / city) signage.

Table 7.6 – Specific criteria for Welcome signs – other (local government or town / city)

Other		
Specific criteria	Sign design	
	<p>Applicants should:</p> <ul style="list-style-type: none">• contact the local Transport and Main Roads regional office for more information prior to preparing a written case• provide a comprehensive application demonstrating the reasoning to consider the proposed Welcome sign design• provide a proposed sign design which meets the following broad parameters:<ul style="list-style-type: none">– the design must be a roadside sign and resemble the key design features of a standard roadside sign– supports must be frangible, protected by safety barriers or be located outside the clear zone– the sign must be visible during the day and night (for example, by using retroreflective sign face sheeting)– the prominent text on the sign must be either town / city name or local government area name (depending on sign type requested),– the prominent message must 'Welcome' visitors to either the town / city or local government area– fonts used are to be (or similar to) standard roadside signage fonts with good legibility and clear contrast between font colour and background colour; the preferred colour combination is black font on a white retroreflective background– any range of colours (or combinations of colours) may be considered; however, colours which may look like (or resemble) replica directional, regulatory or warning signs are not permitted– a coloured banner at the top or bottom of the sign (which could be in the local government area's corporate colours) may be considered, and– a single image may also be considered for inclusion on the sign; however, the image would need to be large enough to be legible. If using an image, the sign must be designed in consultation with the relevant RTO, local Council, and Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) prior to the application submission. <p>If an image is used, text must not be placed over any area of the image as this severely affects legibility.</p>	
	Cost	
	All aspects for the design, manufacture, delivery, maintenance and replacement of other welcome signs shall remain the responsibility of the Applicant.	

7.6.1 Entry Statements

Entry Statements are welcome structures (which may or may not include signage elements) to announce to visitors that they have reached a milestone point in their journeys.



Usually, Entry Statements have been installed for local government areas and towns / cities or suburbs in cities and are often installed in addition to Welcome signs.

The Queensland Government recognises the importance of providing some flexibility in the design options of Entry Statements and provides the following broad design parameters for consideration.

Table 7.6.1 provides details of the specific criteria to meet to qualify for Entry Statements signage.

While not preferred, the department will normally not object to both a Welcome sign and an Entry Statement existing on the same approach to a town or area.

Table 7.6.1 – Specific criteria for Entry Statements

Entry Statements		
Specific criteria	Sign design	
	<p>The design of Entry Statements located in the state-controlled road reserve should conform to the following:</p> <ul style="list-style-type: none"> usually located outside the clear zone should be visible during the day and night (for example, by using retroreflective materials or through lighting) have a prominent and clear message fonts used are to be (or similar to) standard roadside signage fonts with good legibility and clear contrast between font colour and background colour any range of colours (or combinations of colours) may be considered; however, colours which may look like (or resemble) replica directional, regulatory or warning signs are not permitted should not provide directions or instructions to traffic may incorporate the use of an image, in which case, the image must be large enough to be legible may incorporate landscaping elements (plants, rocks and so on) are subject to space being available in the state-controlled road reserve for their erection and maintenance, and all Entry Statements are subject to individual approval by the department via an RCP application and may be subject to conditions issued under the RCP approval. <p>There may be some circumstances whereby an Entry Statement is erected inside the clear zone. This will be assessed on a case-by-case basis. If approved to be erected inside the clear zone, the following must be taken into consideration:</p> <ul style="list-style-type: none"> the Entry Statement and support structure must be frangible (certification must be provided by a suitably qualified structural engineer) or it is protected by a road safety barrier (designed in accordance with manufacturer's specifications) and the Applicant should provide a comprehensive proposal demonstrating the Applicant's consideration of each of the design parameters. 	 
	<p>Applicants can seek a service provider of their choice for the design, manufacture and installation of Welcome signs – Entry Statement signs.</p>	
	<p>The Applicant will receive an 'approval to proceed to design' notice along with an RCP application form to confirm the location and timeframe for installing the Entry Statement.</p> <p>The Applicant submits the final Entry Statement design, along with the completed RCP application form, to the department for formal approval. The final design must include all structure designs and dimensions. If the Entry Statement to be installed in the clear zone, certification by a suitably qualified structural engineer is included.</p> <p>Once manufactured or ready for installation, the sign installer engaged by the Applicant will be required to apply for a Traffic Control Permit to carry out works on certain state-controlled roads during the sign installation process.</p> <p>Upon completion of the installation and as a condition of the RCP, the Applicant will ensure the installer is present when inspected by a Transport and Main Roads-appointed delegate. The installer will be required to arrange rectification of any identified issues.</p>	

Entry Statements	
	Cost
	All aspects for the design, manufacture, delivery, erection, maintenance and replacement of Entry Statements and structures, including liability, shall remain the responsibility of the Applicant.

7.6.2 Electronic displays

The Department of Transport and Main Roads recognises the importance of innovation and is willing to work with applicants who wish to use electronic displays as (or as part of) a Welcome sign.

Please contact Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) for more information prior to submitting an application.

7.6.3 Emergency Information sign

The Emergency Information sign (TC1912) is for use on major roads after entering into Queensland, at exits from major airports and at other selected strategic locations. If used on roads entering into Queensland, they to be located after Welcome to Queensland signage (in the direction of travel).

Figure 7.6.3 –Emergency Information sign (TC1912)



8 Tourist drives and touring routes

Tourist drives and touring routes are a type of tourist guidance sign – this is indicated by their brown background with white legend. There are many tourist drives and touring routes throughout Queensland. They occur on both local and state-controlled roads, and are usually promoted by local governments, regional or local tourism organisations, or other tourism-related industry bodies. Their driving time can vary from a few hours to several days.

Tourist drives are to be installed in accordance with the requirements of the Queensland MUTCD Part 6 and AS 1742.6. In addition to these requirements, the following guidance is provided.

Examples of tourist drives and touring routes signage are depicted in Figure 8.

Figure 8 – Examples of tourist drives and touring routes



TC1997: Guide sign for tourist drive



TC2068: Tourist information sign



TC2029: Tourist route direction sign – diagrammatic



TC1597 and TC1632: Tourist route markers



TC2025: SSTR direction sign

This section describes:

- the application criteria for tourist drive and touring routes
- the approval process, and
- sign design.

Applicants for tourist drives and touring routes can be any of the following:

- local government authority
- regional / local tourism organisation, and/or
- tourism organisation representing a large group (for example, a group of wineries).

Tourist drives and touring routes are categorised into three types, namely:

- tourist drives (local, regional and memorial tourist drives)
- international marketing routes, and
- State Strategic Touring Routes (SSTRs).

Table 8 identifies these types along with some of their key characteristics, sign types and references.

Table 8 – Types of tourist drives and touring routes

Type	Description / example	Signage permitted	References
State Strategic Touring Routes (SSTRs)	<p>State Strategic Touring Routes (SSTRs) are touring routes of strategic importance to Queensland. There are 10 SSTRs defined in Queensland, and they are depicted in Appendix C. Their purpose is to drive the tourism market and comprise the key routes tourists would use to travel around the state. SSTRs support high volumes of tourist traffic and are recognised nationally through the NTSRG, and at the state level by Transport and Main Roads as well as state tourism agencies. SSTRs differ from tourist drives in that they typically span hundreds, if not thousands, of kilometres. In contrast, tourist drives are short routes at a local or regional level.</p> <p>Currently, there are 10 SSTRs in Queensland (for example, Savannah Way – refer to Appendix C for a list and diagram).</p>	<p>SSTRs use the normal tourist drive signage contained in the Queensland MUTCD Part 6 and AS 1742.6, but they have their designated SSTR logo or initials to use as a route identifier (see TC2024).</p> <p>Note: These identifiers are not to be used on 'white on green' direction signs.</p> <p>Due to the importance of these routes, the pictorial 'Welcome to Queensland' signs are to be installed along SSTRs at state borders and major entry points to the state.</p> <p>Pictorial 'Welcome to graphical tourist region' and pictorial 'welcome to town, city or local government' signs are also to be installed on RTO boundaries at towns located along SSTR routes.</p> <p>Note:</p> <ol style="list-style-type: none"> 1. The alphanumeric 'white on green' direction signs are to remain the primary roadside sign navigational aid used on SSTRs. 2. Welcome to themed route signage is not permitted. 	<p>Refer to:</p> <ul style="list-style-type: none"> • Section 8.1 of this document • Queensland MUTCD Part 6 • AS 1742.6

Type	Description / example	Signage permitted	References
International marketing routes	<p>These routes are for tourism marketing purposes only and are subject to change, depending on international consumer demand.</p> <p>Some parts or sections of these international marketing routes may use parts of the SSTRs.</p> <p>International marketing routes provide map-based guidance for drive tourism over a selected area or region.</p> <p>Examples include:</p> <ul style="list-style-type: none"> • The Great Tropical Drive (North Queensland) • The Great Sunshine Way (planned for Southern Queensland), and • Reef to Outback (planned for Central Queensland). 	<p>No special roadside route signage is permitted.</p> <p>International marketing routes are to use established direction signage and specific marketing maps to guide tourists throughout an area or region and onto selected destinations.</p> <p>Some small parts or sections of these international marketing routes may qualify for tourist drive signage in accordance with the Queensland MUTCD Part 6, AS 1742.6 and this document.</p>	<p>Refer to:</p> <ul style="list-style-type: none"> • Section 8.2 of this document <p>No other specific technical guidelines currently exist (due primarily to specific roadside signage not being permitted).</p>

Type	Description / example	Signage permitted	References
Tourist drives	<p>Tourist drives provide travellers with an alternative route that encompasses some tourist features or of scenic value and may be either regional or locally-oriented. The route maybe either a loop or return the driver to the major route at a point further along the journey.</p> <p>Regional tourist drives provide an alternative route to the major touring routes or highways and link scenic views or connect a number of regional points of tourist interest or tourist attractions. Generally, a regional tourist drive provides travellers with an alternative route between destination points that is of tourism merit.</p> <p>Examples include:</p> <ul style="list-style-type: none"> • Cobb and Co Tourist Drive, and • The Great Bunya Tourist Drive. <p>Local tourist drives provide travellers with a localised alternative route that encompasses significant scenic views or points of local tourist interest. Normally, a local tourist drive provides travellers with relatively short detours that are of local tourism merit.</p> <p>Examples include:</p> <ul style="list-style-type: none"> • Mission Beach Tourist Drive, and • Canecutter Way Tourist Drive. 	<p>Signage for tourist drives are to be in accordance with the requirements of the Queensland MUTCD Part 6, AS 1742.6 and this document.</p> <p>Tourist drives should provide a level of signage that will help drivers negotiate the tourist drive and return to either their starting location or a point further along the direct route to continue their journey.</p>	<p>Refer to:</p> <ul style="list-style-type: none"> • Section 8.3 of this document • Queensland MUTCD Part 6 • AS 1742.6

Some of the key points from Table 8 include:

- the alphanumeric ‘white on green’ direction signs remain the primary roadside sign navigational aid used on SSTRs
- international marketing routes do not qualify for route signage as a whole; however, some parts or small sections of these routes may qualify for tourist drive signage in accordance with the relevant requirements, and
- tourist drives are the only type of tourist route that qualifies for full route direction signage.

Eligibility for tourist drive and tourist route signage is based on:

- road safety and traffic considerations, and
- driving experiences tourism merit criteria.

Road users can already navigate the road network using ‘white on green’ direction signs and, therefore, it is not always necessary to install signage for a tourist drive or touring route. Printed and electronic material is also an effective way of promoting the route.

While tourist drives and touring routes on state-controlled roads are managed by Transport and Main Roads, the establishment of a successful driving experience route normally requires the support of Tourism Queensland, Transport and Main Roads and local government.

8.1 State Strategic Touring Routes

State Strategic Touring Routes (SSTRs) are touring routes of strategic importance to Queensland. There are 10 SSTRs defined in Queensland, and they are noted following and depicted in Appendix C. Their purpose is to drive the tourism market and comprise the key routes tourist would use to travel around the state. SSTRs support high volumes of tourist traffic and are recognised nationally through the NTSRG, and at the state level by Transport and Main Roads as well as state tourism agencies. SSTRs differ from tourist drives in that they typically span hundreds, if not thousands, of kilometres. In contrast, tourist drives are short routes at a local or regional level.

SSTRs in Queensland:

- The Overlanders Way (Townsville–Camooweal–Tennant Creek (NT))
- The Matilda Way (Bourke (NSW)–Barrington–Karumba)
- The Warrego Way (Brisbane–Charleville) (Warrego Extension has been extended to Birdsville)
- The Capricorn Way (Rockhampton–Barcaldine)
- The Great Inland Way (Sydney (NSW)–Hebel–Cairns)
- The Leichhardt Way (Melbourne (VIC)–Goondiwindi–Rockhampton)
- The Pacific Coast Way (Sydney (NSW)–Coolangatta–Cairns)
- Australia’s Country Way (Sydney (NSW)–Wallangarra–Rockhampton)
- Savannah Way (Broome (WA)–Hells Gate–Cairns), and
- Adventure Way (Adelaide (SA)–Innaminka–Brisbane).

Transport and Main Roads, in conjunction with the Department of Innovation and Tourism Industry Development, the Department of State Development, Manufacturing, Infrastructure and Planning and Tourism Events Queensland, revitalised tourism signage across the SSTR network in 2013–2018.

The application process for SSTRs does not follow the standard application process outlined in this document. For further information on how to apply for SSTRs, please contact tourist.signs@tmr.qld.gov.au.

8.1.1 State Strategic Touring Routes sign design

SSTRs use the white on brown tourist signage as per the requirements of the Queensland MUTCD Part 6 and AS 1742.6. Examples are depicted in Figure 8.1.1(a).

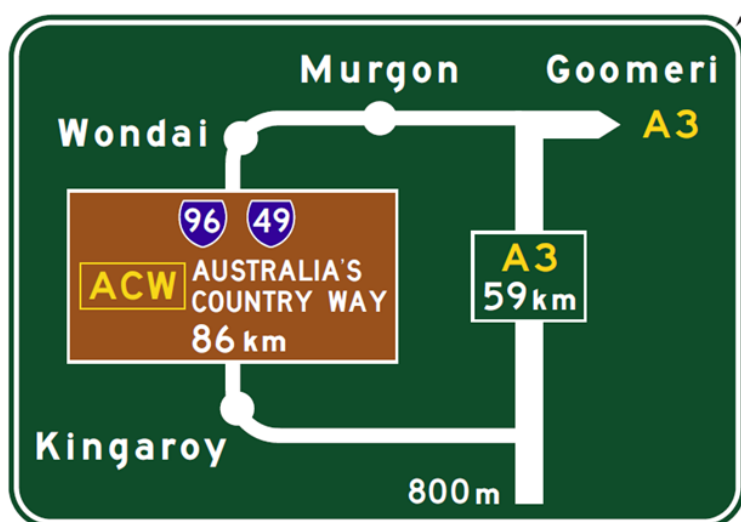
Figure 8.1.1(a) – Examples of State Strategic Touring Routes signage (TC2025: SSTR direction sign)



The signage is typically placed at significant points along the SSTR and may also include pictorial Welcome to Town, city or local government (see Section 7.5) signs (especially for towns that have an accredited VIC), or pictorial Welcome to Tourist region (see Section 7.2) signs. Signs directing motorists to specific natural attractions along the route may also be provided. Refer to Section 9 that contains example sign layouts on SSTRs.

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

The use of SSTR names or logos on the white on green direction signs is not permitted, except in the very rare case where physical sign space at a location is limited, in which case, the SSTR identification signs may be collocated with other signs (such as direction signs). Another exception is when the SSTR bypasses the major travel route and a diagrammatic direction sign is required to depict this (see Figure 8.1.1(b)).

Figure 8.1.1(b) – Bypass directional signage for State Strategic Touring Route (TC2029)

For all other cases, stand-alone signs shall be installed to identify the SSTRs (by name and/or logo) and will be provided where SSTRs intersect and at other selected key locations along the routes.

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

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

Table 8.1.1 reflects the choice (of the SSTR committee or representative) of either the individual SSTR logo or its route name initials as a logo, to be used on the SSTR identification roadside signs for each of the SSTRs.

Table 8.1.1 – Signs to identify State Strategic Touring Routes

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

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

8.2 International marketing routes

International marketing routes are developed to promote drive tourism within a given area or region. At present, the only existing international marketing route is The Great Tropical Drive. Another two international marketing routes are proposed and include the south-east corner of the state (the Sunshine Way) and one in the central coastal area surrounding Mackay (Reef to Outback).

No special roadside route signage is permitted; international marketing routes are to use established direction signage and specific marketing maps to guide tourists throughout an area or region and onto selected destinations. Some small parts or sections of these international marketing routes may qualify for tourist drive signage in accordance with the relevant section of this document.

8.3 Tourist drives

Tourist drives may be regional or local and provide travellers with an alternative route that also encompasses drive tourism features and attractions. The Queensland MUTCD Part 6 and AS 1742.6 describe the requirements for tourist drives.

Example signs are depicted in Figure 8.3.

Figure 8.3 – Examples of signage types for tourist drives



Typically, a tourist drive (regional or local) provides an alternative route for drivers that includes some tourism or scenic value before returning the driver either to the start point (of the tourist drive – for example, by way of a loop) or at a point further along the major route to continue the journey.

Tourist drives should provide a level of signage that will assist the driver to navigate the drive safely.

Tourist drives may (if desired and appropriate) have an overarching theme which is representative of the route and type of attractions located along the route. Themed tourist drives may honour a particular person(s), a specific product or cluster of attractions and use an appropriate logo to represent the route and attractions along the route.

Examples of themed tourist drives include Cobb and Co Tourist Drive or Falls Drive (at Killarney) which includes a cluster of spectacular waterfalls.

Wine tourist drives are not an additional type of tourist drive; rather, they are a type of themed drive and are subject to the same approval process, criteria and signing treatment as tourist drives. The

only variation to the standard tourist drive is the potential for inclusion of the wine symbol (TC1382) on signage for the tourist drive.

Issues to be considered when developing a tourist drive (regional or local) include:

- the need to review all existing signage in the local area and, where possible, to rationalise signing
- overlap with other touring routes or tourist drives which should be well-coordinated or avoided
- the ability to review and sustain production of supporting promotional materials
- coordination of the proposed signage scheme between the department and the local Council where the tourist drive affects roads under each authority's control, and
- the level of stakeholder commitment to ongoing development, promotion and maintenance of the experience.

8.3.1 Application criteria for tourist drives

Table 8.3.1 provides details of the core criteria to meet to qualify for tourist drive signage.

Table 8.3.1 – Core criteria for tourist drives

Tourist drives	
Core criteria	<ul style="list-style-type: none"> • 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 volumes of traffic attracted to the route. • Promotional material (for example, map, brochure or online material) covering the drive and attractions MUST be developed and made available through VICs and other outlets on an ongoing basis. • The tourist drive should be listed on the Queensland Holidays website. Information relating to tourist drives is updated through the Australian Tourism Data Warehouse (ATDW) by the relevant regional tourism organisation and through the Queensland Holidays website. • The route must have been promoted for a period of at least 12 months. • It is expected tourist drives will not occur on motorway-type roads. • The route must have linkages to state or local government strategic priorities (for example, tourism destination plans).

Additional supporting documentation required for new tourist drives:

- an outline of the promotional activities (copy of brochures or online content)
- target audience and projected visitor numbers
- marketing plan (including route name)
- proposed number and types of signage
- projected budget (including commitment for ongoing signage maintenance costs)

- letter of support from the relevant local Council (not required when Council is the Applicant), and
- statement on how the proposed drive supports the local area.

8.3.2 Regional tourist drives

Regional tourist drives provide an alternative route which link scenic views or connect a number of regional points of tourism interest or attractions. Usually, a regional tourist drive provides travellers with an alternative route between destination points that offer a genuine tourism experience.

Tourist drives will normally be identified either by a numbering system, or by using an approved symbol or logo.

Figure 8.3.2 shows examples of regional tourist drive signs.

Figure 8.3.2 – Example regional tourist drive signs (TC2068, TC1357 and TC1996)



8.3.3 Local tourist drives

Local tourist drives provide travellers with a localised alternative route that includes significant scenic views or points of local tourist interest. Normally, a local tourist drive provides travellers with relatively short detours that are of local tourism merit.

Examples include:

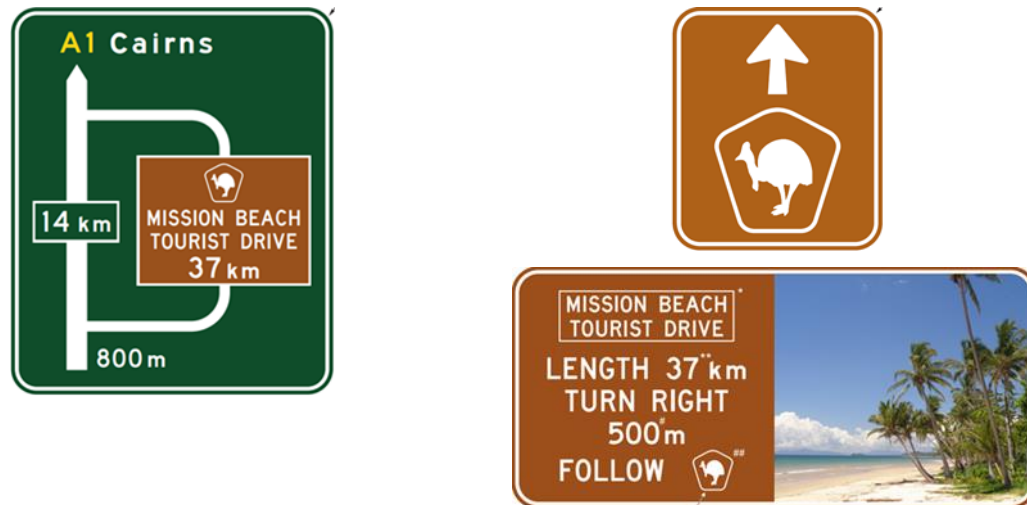
- Mission Beach Tourist Drive, and
- Canecutter Way Tourist Drive.

Tourist drives are selected and promoted by regional or local authorities for the particular scenic attractions and types of visitor experiences they offer.

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.

Figure 8.3.3 illustrates examples of local tourist drive signage.

Figure 8.3.3 – Examples of local tourist drive signage



8.3.4 Memorial tourist drives

The department does not support changing the name of state-controlled roads to honour or in-memory of a person(s). The exception is a gazetted road that has been listed in the Gazette as a public road (road appears on official road maps and street directories); for example, Steve Irwin Way.

Where a memorial-type road name proposal is sought, there may be an opportunity to discuss other options with the local Transport and Main Roads District office; for example: if the proposed road section meets the relevant criteria, a tourist drive may be a consideration.

8.3.5 Costs for tourist drives

The costs of signing tourist drives are paid by the Applicant.

The costs of signs vary, depending on the location, type and number of signs required to direct visitors safely around the road network and along the route, as well as the equipment required to comply with installation standards.

The factors that may influence the overall costs include:

- the posted speed limits of the roads
- if signage is intended on a motorway or motorway standard road
- patronage of the area and size of approved sign
- intersection / interchange configuration and size / location / number of existing signage
- if the new sign is a stand-alone sign or a replacement of an existing sign
- if the existing sign face can support a new plate, or a completely new sign design is required
- terrain and/or environmental conditions, offset from the road and type of footings and/or posts required

- geometry of the road: for example, mountainous road and winding alignments may require installation of advance signing, and/or
- the extent of traffic control required: lane closures (whether works may be completed during the day or night) may add additional costs in the delivery.

Transport and Main Roads' pre-approved sign suppliers (sign designer, manufacturer and installer) will provide a quote once a specific signage treatment (number of signs, design location and so on) has been approved.

The Applicant is responsible for all costs including sign design, manufacture, installation and maintenance. If a local government is the Applicant, there may be circumstances where the Transport and Main Roads District office provides approval for the local government to install the signs on state-controlled roads or where approved contracts exist.

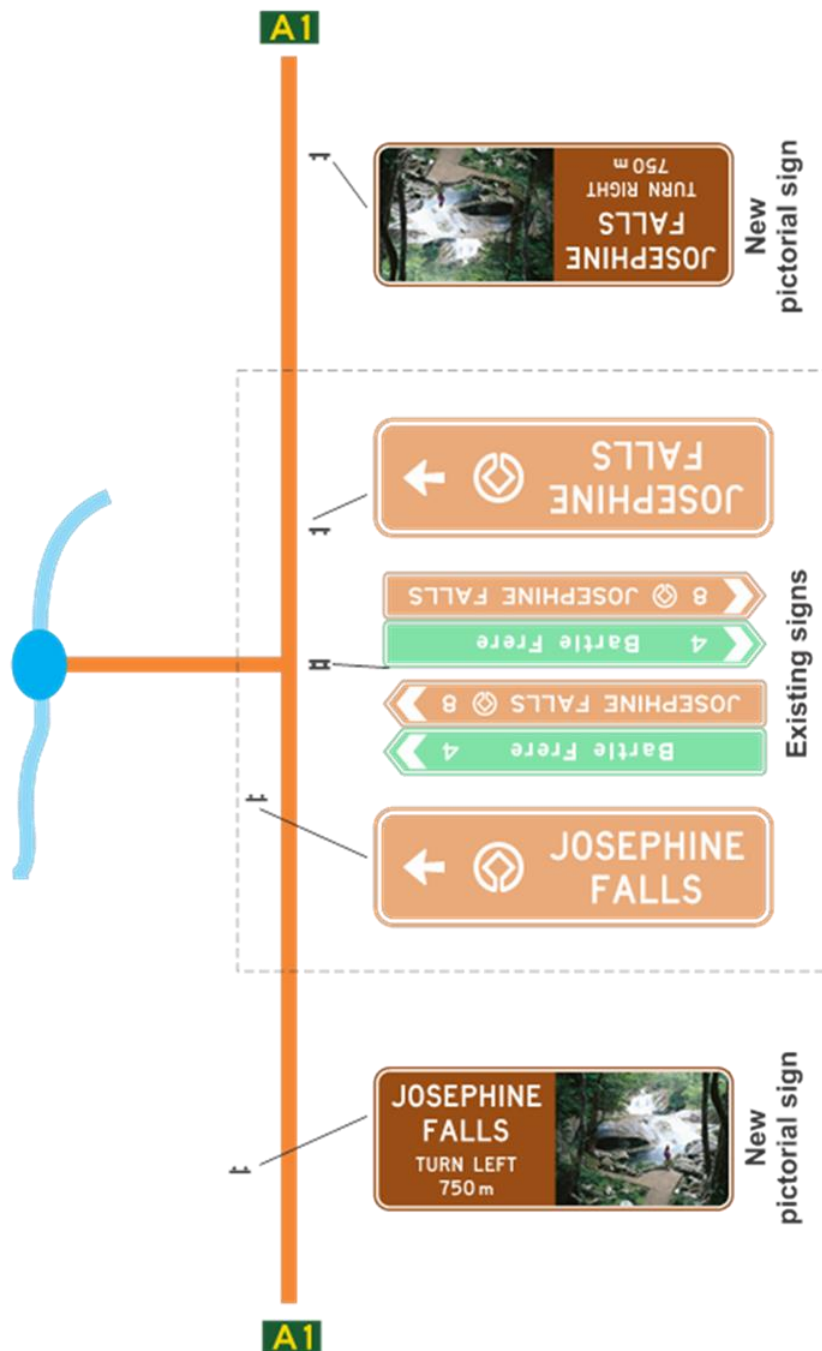
9 Example sign layouts

The Queensland MUTCD Part 6 and AS 1742.6 have a number of example sign layouts. These examples should be referred to in addition to those listed following. The examples following are for some of the more common sign arrangements.

9.1 Advance tourist pictorial signs to a natural attraction (when existing direction signs are already in place)

Figure 9.1 depicts a typical layout for a natural attraction which already has existing direction signs in place.

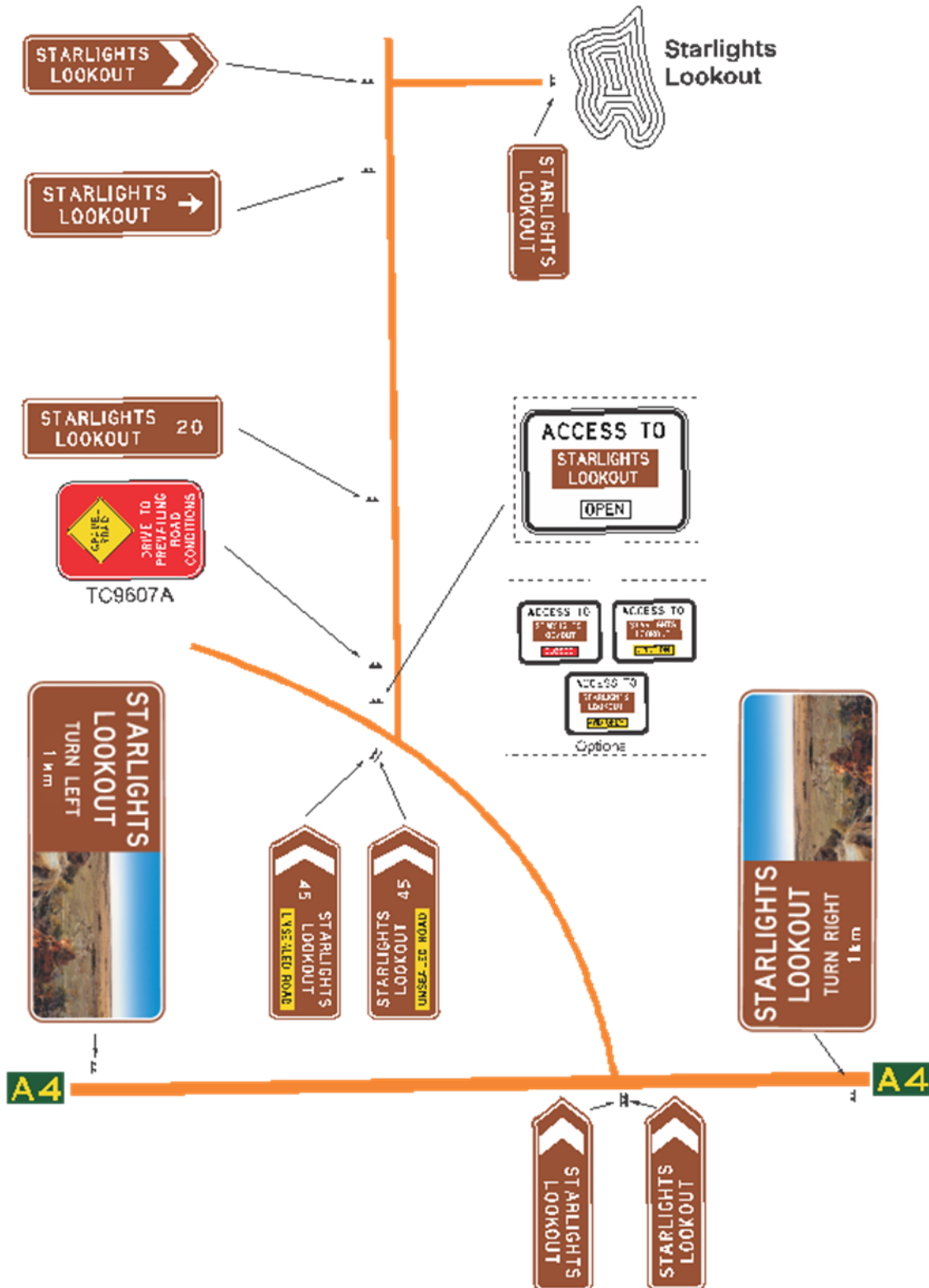
Figure 9.1 – Natural attraction with existing direction signs



9.2 Advance tourist pictorial sign to natural attraction without existing direction signs

Figure 9.2 depicts a typical layout for a natural attraction which has no existing direction signs in place.

Figure 9.2 – Advance tourist pictorial sign to natural attraction when direction signs are not already in place

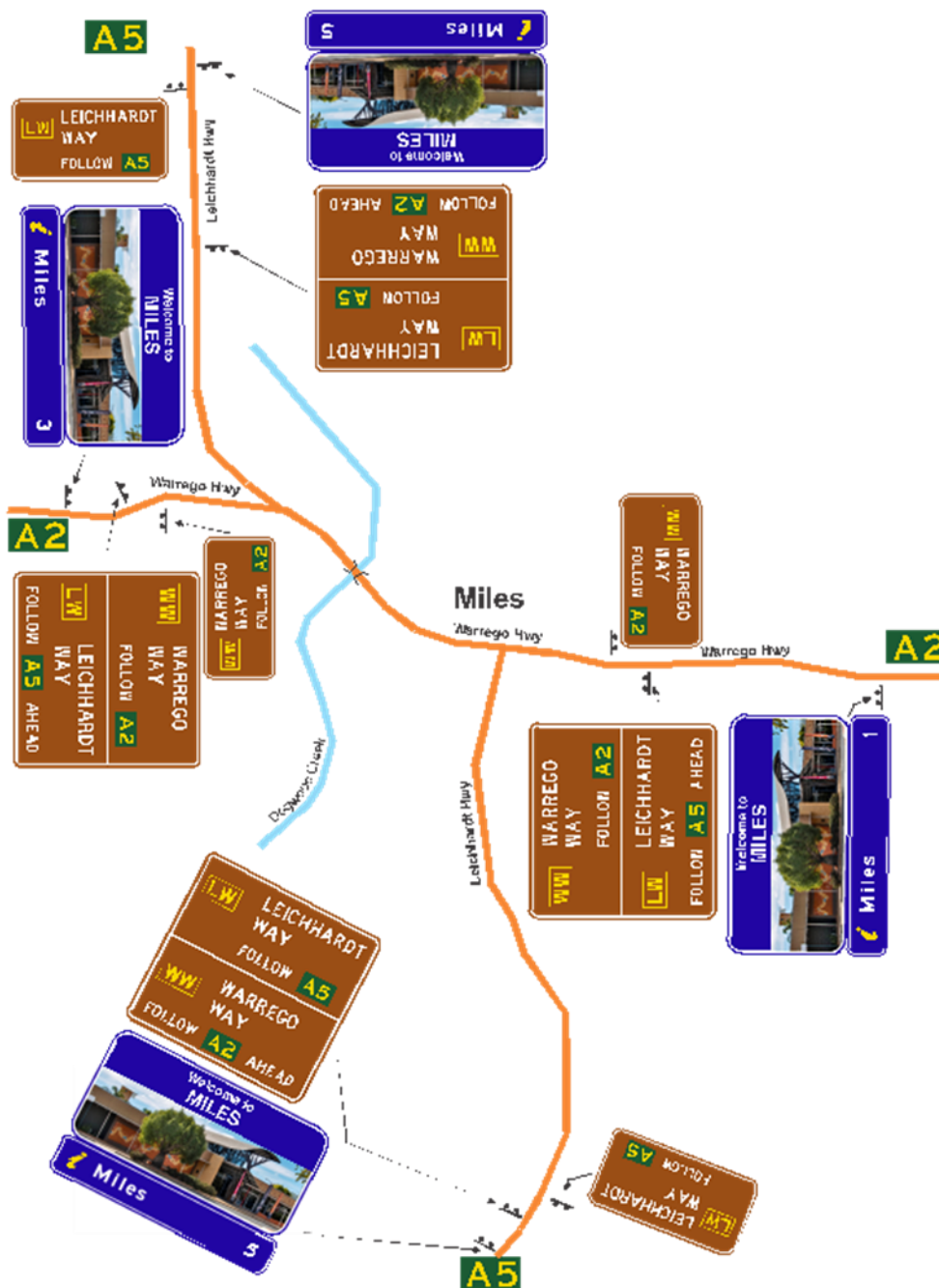


9.3 State Strategic Touring Routes identification signs at intersections of State Strategic Touring Routes

Typical layouts for the SSTR identification signs at an intersection between two SSTRs are illustrated in the following sections.

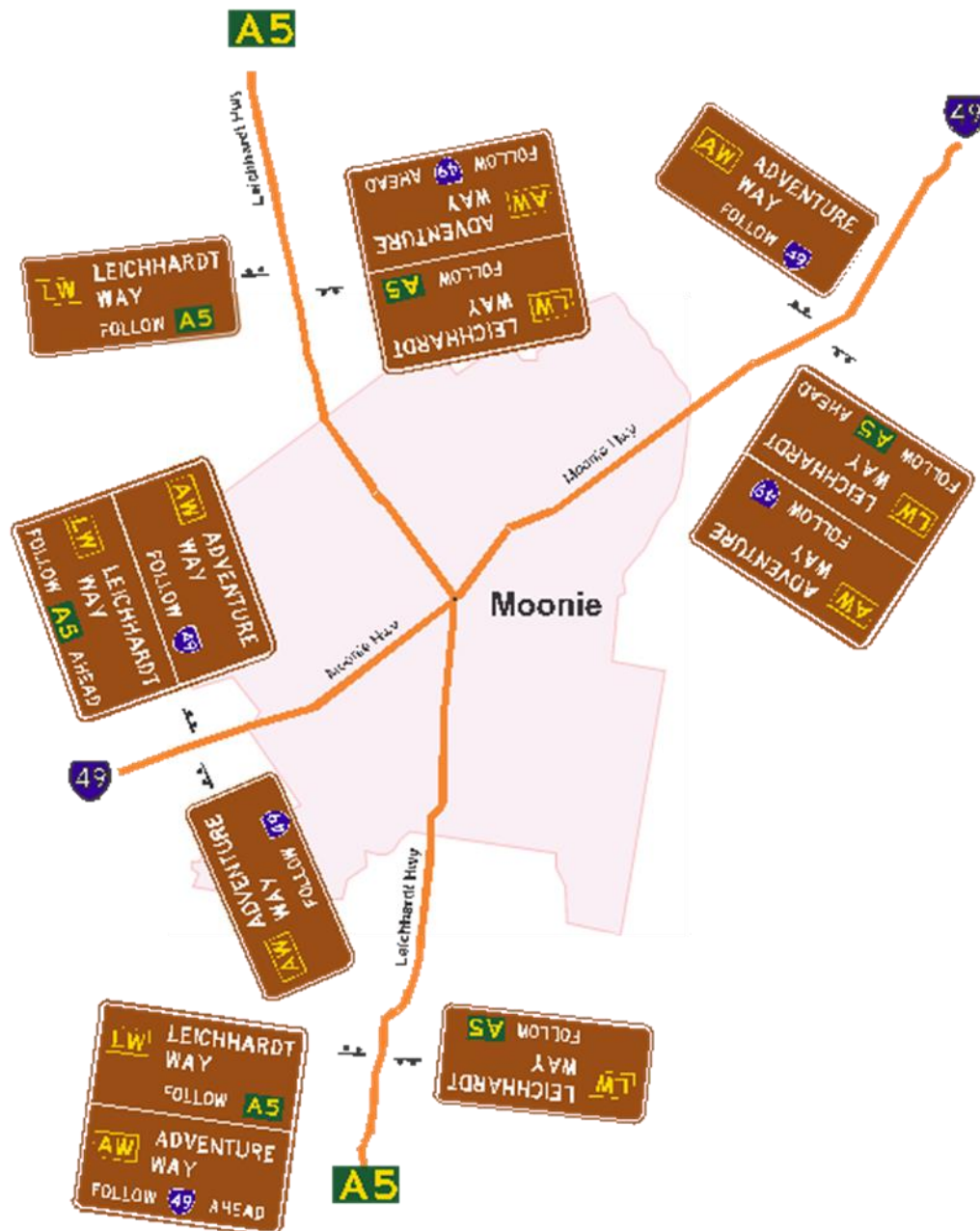
9.3.1 At a town with an accredited visitor information centre (VIC)

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



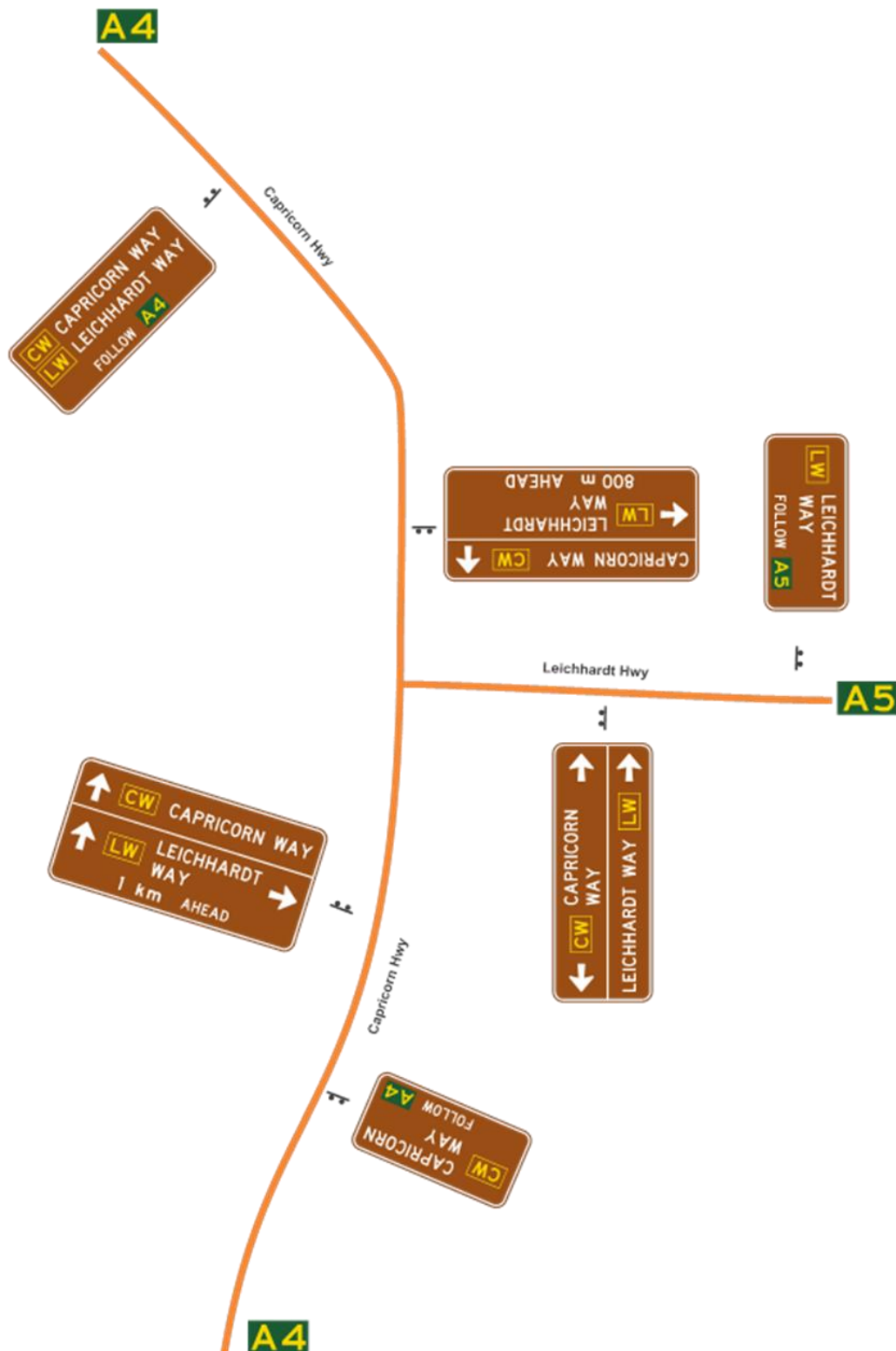
9.3.2 At a town

Figure 9.3.2 – State Strategic Touring Routes identification signs at intersections of State Strategic Touring Routes (town without accredited visitor information centre)



9.3.3 At a rural intersection

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



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

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

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



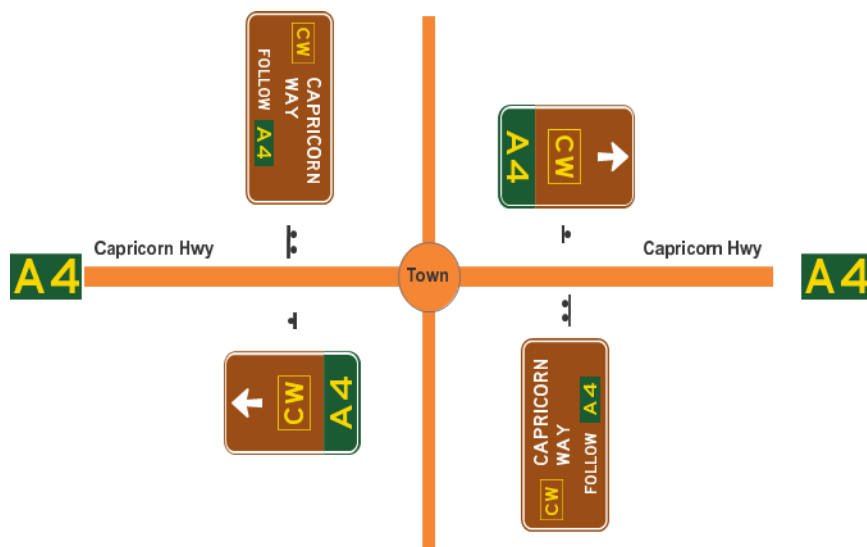
9.5 State Strategic Touring Routes identification reassurance signs

Typical layouts for the SSTR identification reassurance signs at some key locations are illustrated in the following sections.

9.5.1 At a town

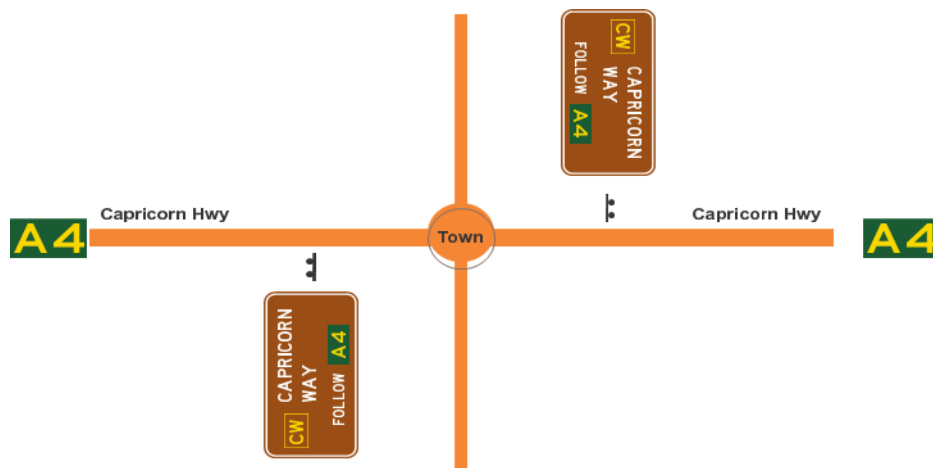
If required at a town where there is a change in direction or where the drive tourist is directed through a number of intersections (some of which require a change in direction), reassurance signs should be installed in advance of the town. Reassurance route markers may be installed once drivers exit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

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



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

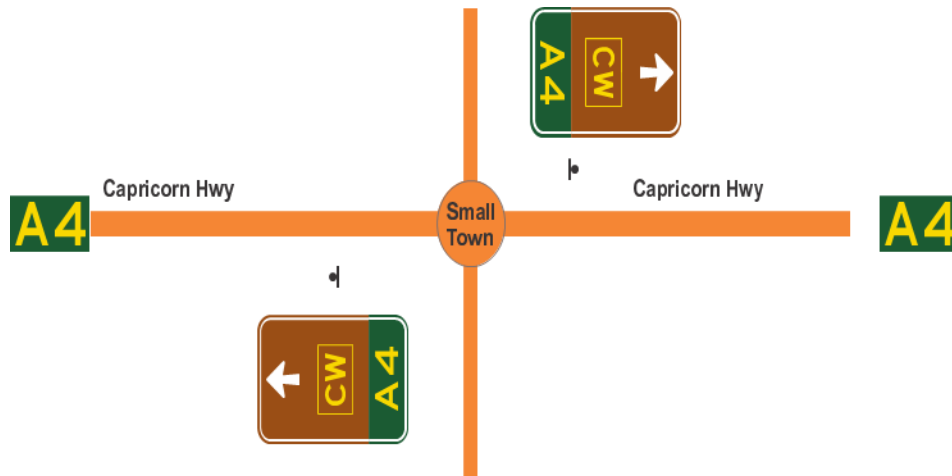
Figure 9.5.1(b) – State Strategic Touring Routes identification reassurance signs (town exit)



9.5.2 At a small town

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

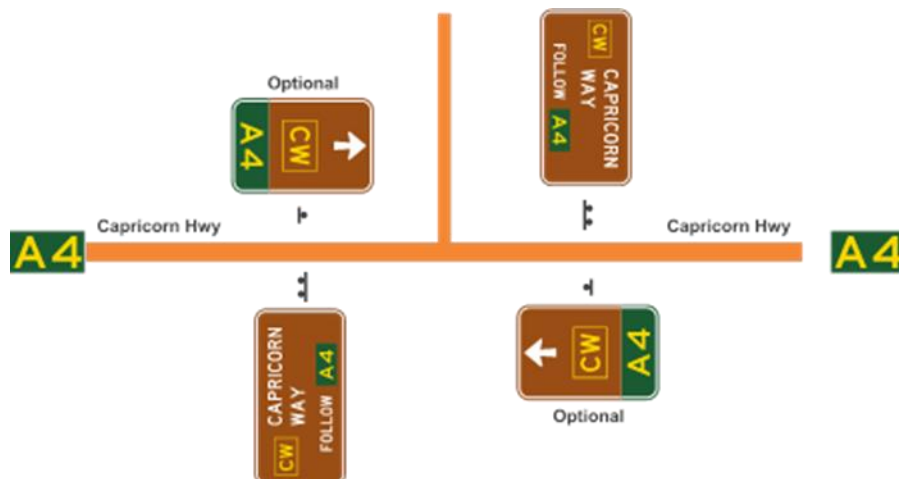
Figure 9.5.2 – State Strategic Touring Routes identification reassurance signs (small town)



9.5.3 In a rural area (at an intersection)

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

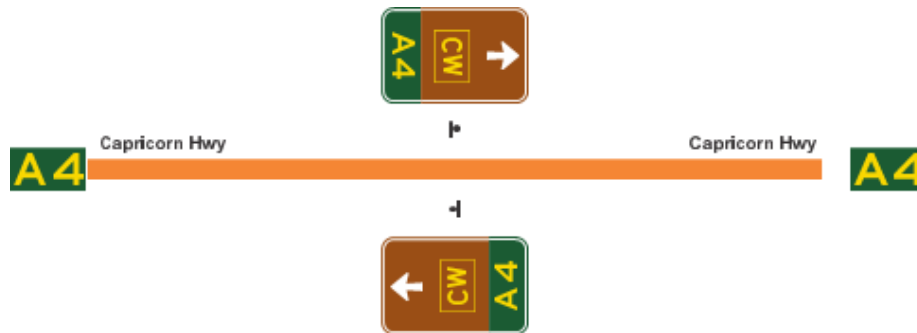
Figure 9.5.3 – State Strategic Touring Routes identification reassurance signs (rural intersection)



9.5.4 In a rural area (between towns)

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

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



Appendices

Appendix A – List of recognised Queensland tourist regions

The recognised tourist regions in Queensland are:

- Brisbane
- Bundaberg North Burnett
- Capricorn Region
- Fraser Coast
- Gladstone Region
- Gold Coast
- Mackay Region
- Outback Queensland
- Sunshine Coast
- Townsville North Queensland
- The Whitsundays
- Southern Queensland Country, and
- Tropical North Queensland.

A map of the Queensland tourist regions can be located on the [Tourism and Events Queensland website](#).

Appendix B – Image selection guidance

Selecting a final image for use on a roadside pictorial sign which best represents an area, natural attractions, region or town (which also meets the following image requirements) is often difficult. The selected images will need to be approved prior to use by both the relevant RTO, local government and Transport and Main Roads (contact Transport and Main Roads via tourist.signs@tmr.qld.gov.au).

Images

The types of images suitable for use on a roadside sign are often based on the type of roadside sign being considered. The types of standard design pictorial signs include:

- Welcome to Queensland

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

- Welcome to tourist region

These signs have space available for two images; however, if one single image is preferred for a tourist region, then that must be used across the entire available image space.

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

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

- Welcome to town

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

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

- Natural attraction

The image used for a natural attraction (or national park) is a single image which best depicts the natural attraction, taken from a location where the visitor can experience the same view (seasonal variations applicable). Aerial shots are not preferred.

- Tourist drive

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

- Local tourist area

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

Image approvals

The selected images will need to be approved by both the relevant RTO and local government(s) prior to being considered for use on a roadside sign.

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

Image selection considerations

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

Images for use on roadside signs will need to satisfy the following criteria:

1. The images selected will need to be of a high resolution to not become pixelated or blurry on the sign.

Due to being printed on a roadside sign, the images will need to be capable of being enlarged to the size required on the TC sign design.
2. Not all images will suit the space available on the roadside sign.

The height versus width aspect ratio of the space for the image on the sign will be a primary concern when selecting an image.

Image may need to be cropped to suit the available space on the sign.
3. The images will need to be interpreted at a glance while being viewed by drivers, sometimes travelling at high speed.
 - a) Images should be as simple as possible.
 - b) Avoid images which include a large amount of detail (especially fine detail as these cannot be interpreted at a glance at high speed).
 - c) Images should have contrasting colours and, if possible, avoid large areas of light or dark colouring.
 - d) Generally, avoid images which contain people, especially if they are the main detail in the image.
4. The selected image must be a complete single image.
 - a) The blending of images or the use of multiple images on the one sign is to be avoided.
5. The image should be able to be 'viewed' by the visitor at the natural attraction or town.

It should not be taken from a location which is not accessible for a visitor or taken from a location which requires an entrance fee to be paid (such as an image taken from within a commercial tourist facility).

Seasonal variations of an image are acceptable; the most appropriate image should be selected (for example, the image of a waterfall in the wet season versus a waterfall in the dry season will be completely different).

Aerial images may not be particularly effective on roadside signs.

6. The image should not contain commercial advertising or identifiers (for example, a river with a tour boat operator's boat clearly distinguishable or a town centre, for a Welcome to town sign, with businesses clearly identifiable, should be avoided).

Image size for sign types

Table B1 lists the image size for sign types.

Table B1 – Image size for sign types

Sign type	Image height (mm)	Image length (mm)
Welcome to town (A size)	730	2400
Welcome to town (B size)	1095	3600
Welcome to town (C size)	1460	4800
Natural attraction / national park (A size)	1400	1600
Natural attraction / national park (B size)	1600	2000
Natural attraction / national park (motorway)	2400	3000
Natural attraction – island (A size)	1600	1600
Natural attraction – island (B size)	2000	2000
Welcome to tourist region	1100	2000
Welcome to tourist region (motorway)	1650	3000
Local tourist area (A size)	1600	1600
Local tourist area (B size)	1800	2000
Local tourist area (motorway)	2400	3000
Tourist drive (with turn instruction)	1800	1950
Tourist drive	1500	1950

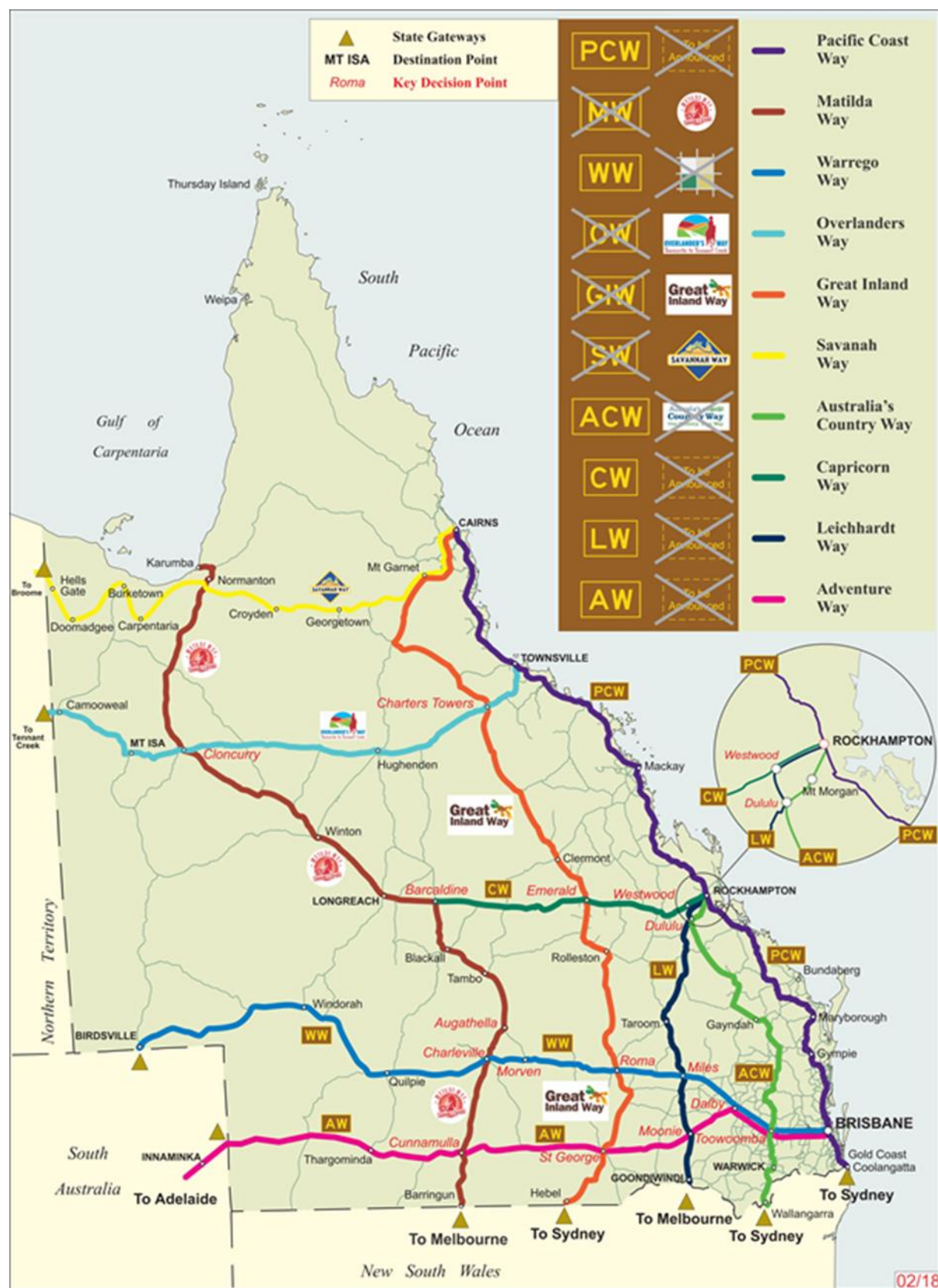
For assistance with the selection of appropriate images for use on roadside signs please contact Transport and Main Roads (via tourist.signs@tmr.qld.gov.au) prior to submitting an application.

Images for commercial tourist facilities

The department does not endorse the use of pictorial signs for commercial tourist facilities.

Appendix C – State Strategic Touring Routes map

Figure C1 – State Strategic Touring Routes map



Appendix D – Geographic and administrative regions

Figure D1 is a map of RTOs and SSTRs with local government authority and Transport and Main Roads Districts boundaries.

Figure D1 – Queensland Regional Tourism Organisations and State Strategic Tourism Routes with Local Government Authority and Transport and Main Roads Districts boundaries

