

Tourist Signing Guidelines



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Part A

Overview

1. Introduction

1.1 Aims and Objectives of the Guidelines

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

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

The guidelines aim to:

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

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

1.2 Application

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

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

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

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

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

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

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

2. Why Have Guidelines?

2.1 The Need for Tourist Signing Guidelines

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

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

The specific role of tourist and services signs is to:

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

2.2 Outcomes and Benefits

The expected outcomes and benefits of these guidelines include:

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

3. Signing Roles and Administration

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

3.1 Role of Road Authorities

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

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

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

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

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

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

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

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

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

3.2 Role of Tourism Victoria

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

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

3.3 Role of Tourism Manager/Officer

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

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

3.4 Role of Regional/Local Tourism Signing Committees

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

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

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

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

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

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Part B

Principles and Design Standards

4. Road Signs in Use

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

4.1 Direction Signs

White lettering on a green background

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

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

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

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



4.2 Tourist Attraction Signs

White lettering on a brown background

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

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

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

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

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

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



4.3 Types of Tourist Attraction Signs

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

4.3.1 Gateway/Introductory Signs

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

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



4.3.2 Advance Signs

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

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

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

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

Advance signs are **not permitted in built-up areas** except in cases where road safety is a concern or there are exceptional navigational difficulties, such as on a divided road where a U-turn is required and the attraction is obscured from the approaching motorist.

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

100 km/h 240 m - 320 m

80 km/h 180 m - 260 m

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

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



4.3.3 Intersection Signs

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

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

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

Chevron-ended signs are generally used at major intersections. The chevron should be replaced with an arrow if the turn is 45 degrees or less. At minor intersections and in built-up areas, **streetblade** signs mounted on a single pole are used.

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

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



4.3.4 Position Signs

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

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

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



4.3.5 Reassurance Signs

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

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

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

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

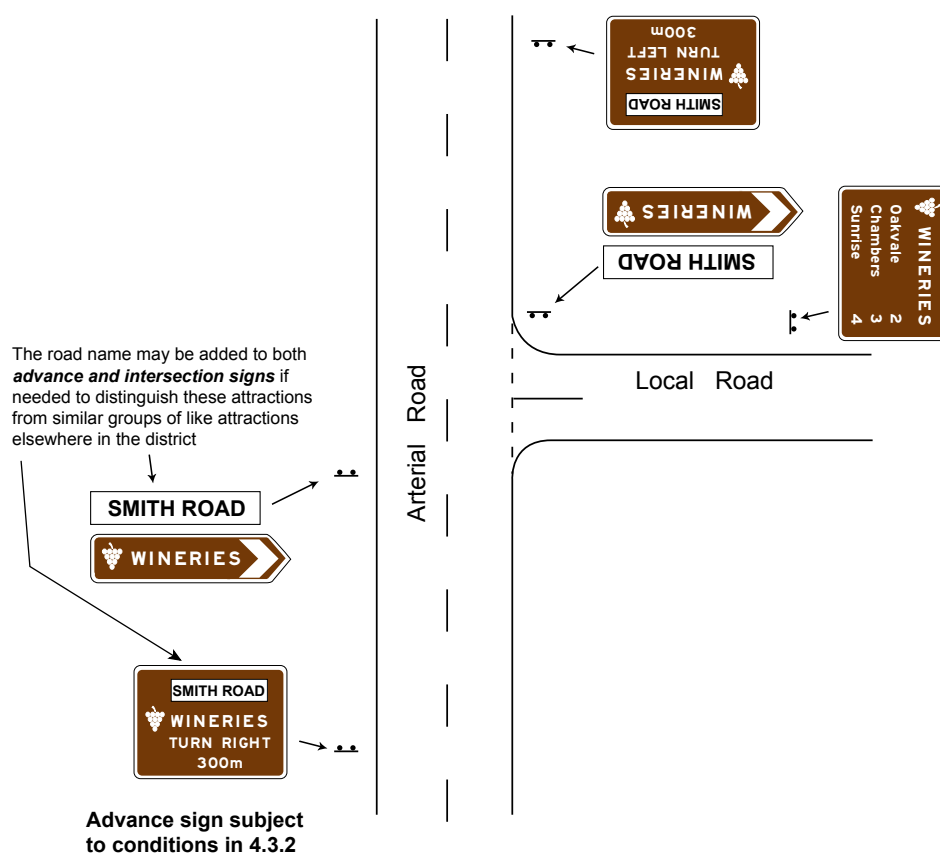
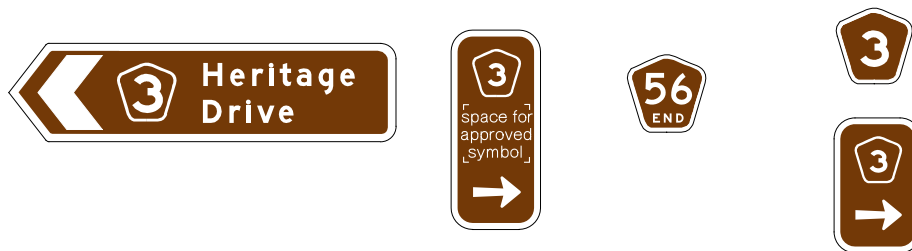


Figure 4.1 Multiple Establishments of Similar Attractions Along a Side Road

4.3.6 Route Markers

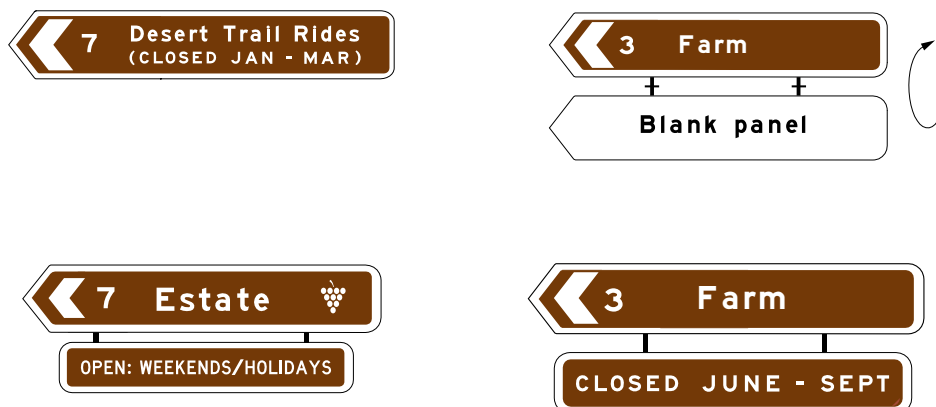
Purpose: Route markers and route shields may be used along tourist drives to indicate turning points and provide reassurance. Tourist drives link attractions and should be supported by marketing and promotional material.

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



4.3.7 Temporary Signs

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



4.4 Services Signs

White lettering on a blue background

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

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

Services signs include those for:

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



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

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

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

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

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

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

4.5 Types of Services Signs

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

4.5.1 Advance Signs

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

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

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

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

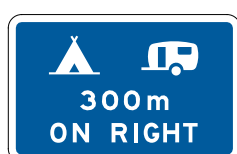
Advance signs are **not permitted in built-up areas** except in cases where road safety is a concern or there are exceptional navigational difficulties, such as on a divided road where a U-turn is required and the service is obscured from the approaching motorist, and in the case of caravan parks where the manoeuvring of caravans could cause a traffic hazard.

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

100 km/h	240 m - 320 m
80 km/h	180 m - 260 m

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

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



4.5.2 Intersection Signs

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

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

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

Chevron-ended signs are generally used at major intersections. The chevron should be replaced with an arrow if the turn is 45 degrees or less. At minor intersections and in built-up areas, **streetblade** signs mounted on a single pole are used.

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

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



4.5.3 Position Signs

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

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

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



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

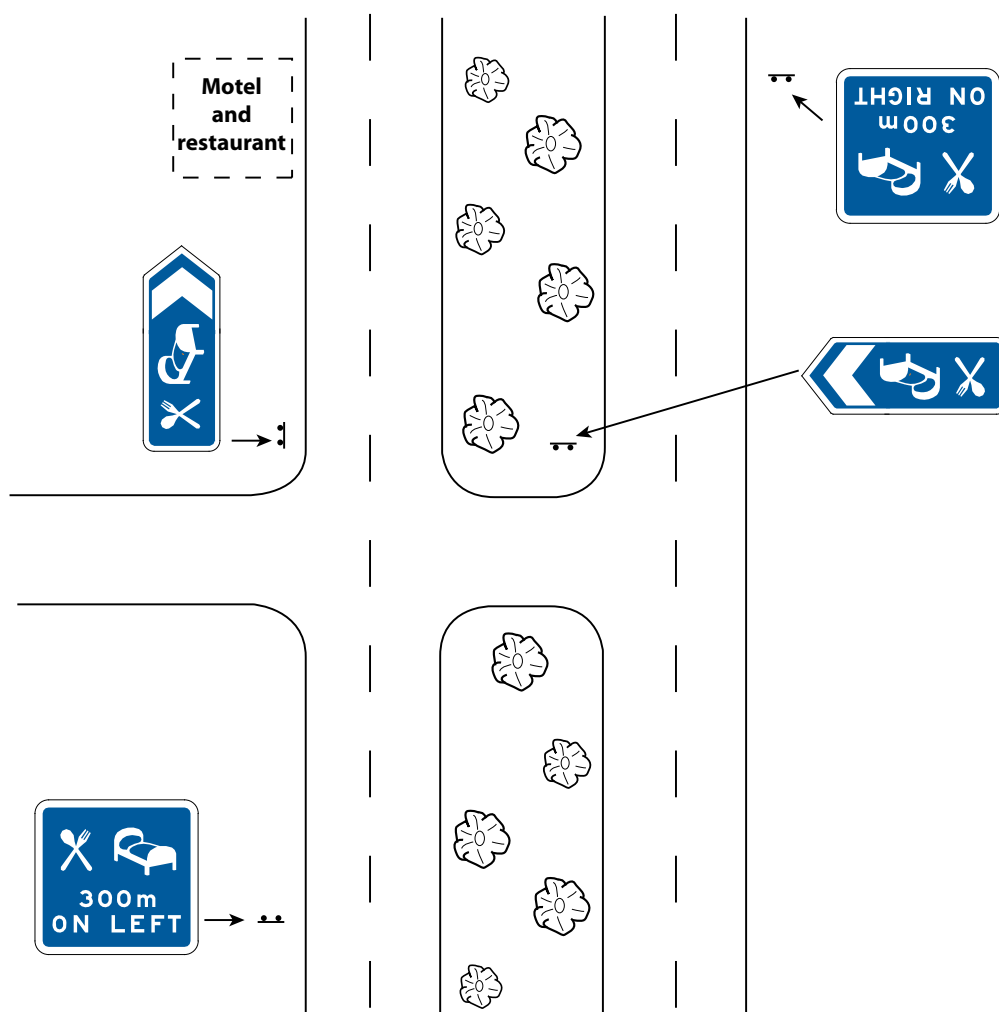


Figure 4.2 Signing of Services on a Divided Road

4.5.4 Built-up Areas

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

4.5.5 Property Signing

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

4.6 Community Facility Signs

White lettering on a blue background

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

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



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

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

5. Design, Construction and Installation of Signs

5.1 General

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

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

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

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

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

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

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

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

5.2 Sign Design

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

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

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

Table 5.1 Legend Size and Type for Tourist and Service Signs

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

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

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

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

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

5.3 Indication of Distance

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

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

5.4 Symbols and Logos

5.4.1 Symbols

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

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

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

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

5.4.2 Logos

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

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

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

5.5 Construction Materials

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

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

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

5.6 Location

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

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

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

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

6. Local Tourist Drives and Touring Routes

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

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

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

6.1 Local Tourist Drives

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

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

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

6.1.1 Signing for Local Tourist Drives

Sign types applying to tourist drives/trails may include:

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

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

6.1.2 Criteria for the Establishment of Local Tourist Drives

Essential:

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

Desirable:

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

6.1.3 Issues to be Considered When Developing Local Tourist Drives:

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

6.1.4 How to Apply to Establish a Local Tourist Drive

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

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

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

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

6.1.5 Allocation of a Local Tourist Drive Route Number

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

6.2 Touring Routes of National/State Significance

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

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

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

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

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

6.2.1 Eligibility Criteria for Touring Routes of National Significance

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

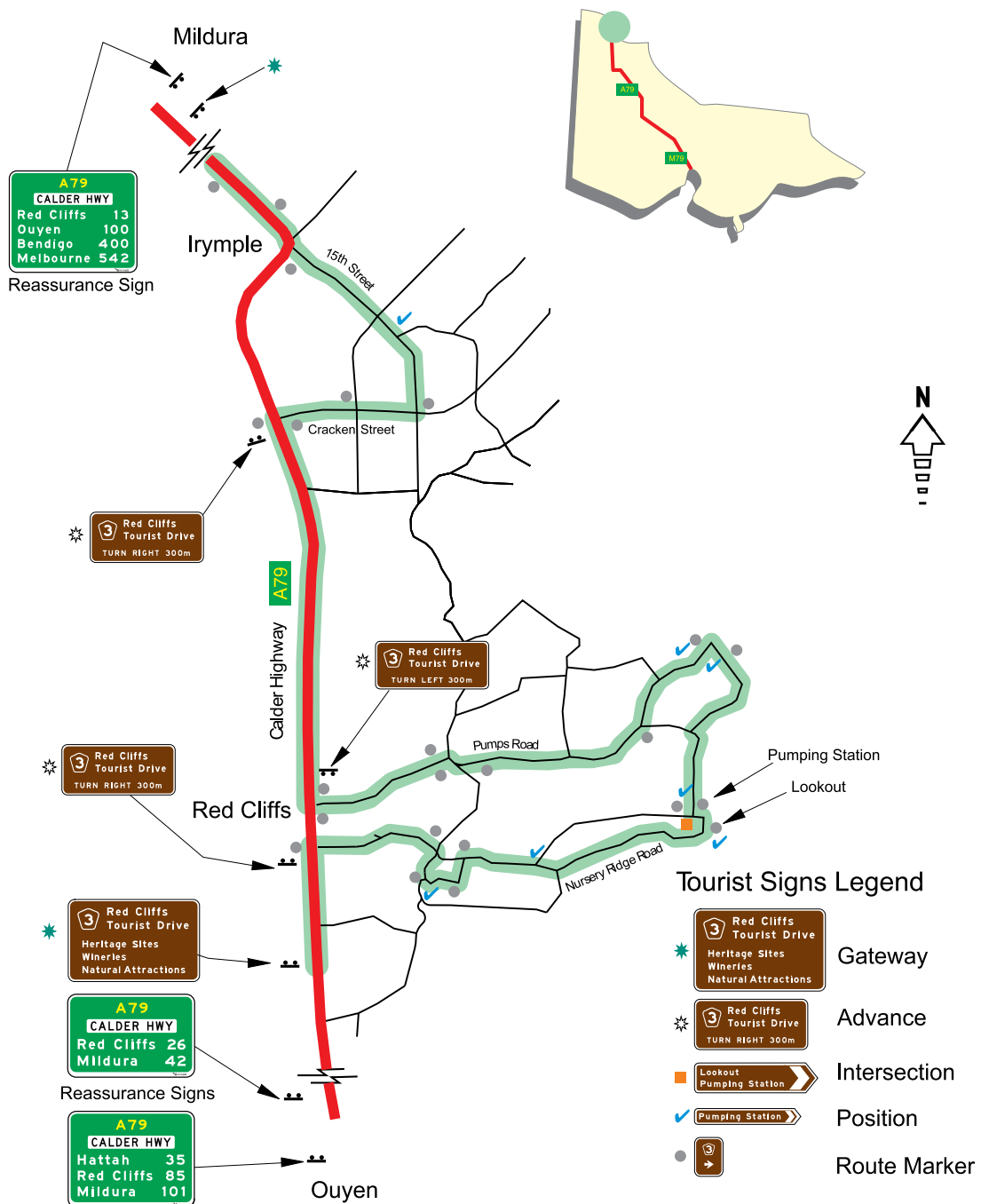
- it must be recognised and supported by the State Government tourism authorities and road authorities of the States or Territories through which it passes;
- it must use roads of a sufficient standard of construction and traffic safety on a year round basis to justify its promotion to the international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

6.3 Illustration of an Integrated Tourist Signing Scheme

Red Cliffs Tourist Drive

How to get there

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



7. Key Destinations and Services

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

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

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

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

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

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

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

Pictorial signs are used as follows:

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

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

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



State Gateway sign



Major State Tourist Gateway sign



State Border sign

7.2 Signs for Major Tourist Attractions of State Significance

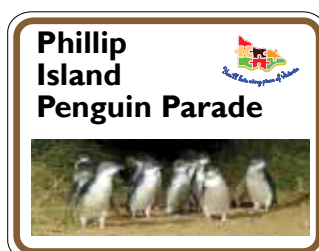
A small number of tourist attractions within Victoria may be considered for special road signing when it is the view of Tourism Victoria, in consultation with VicRoads, that the attraction:

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

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

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

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



7.3 Visitor Information centres

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

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



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



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

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

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



7.4 Information Bays and Interpretive Signs



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

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

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

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

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

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

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

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

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

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



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

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

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

7.5 Visitor Radio

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

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

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

Signing for visitor radio will not be considered for services:

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



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

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

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

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

8. Extent of Signing and Rationalisation

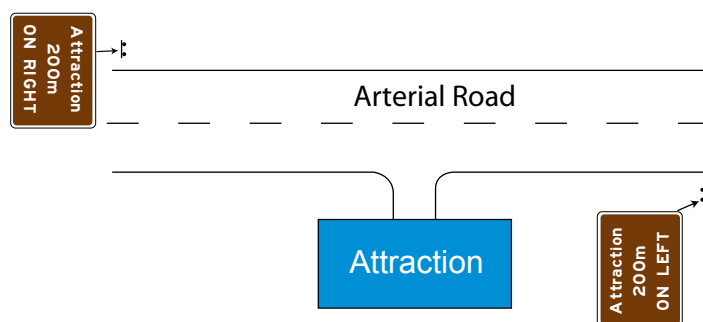
8.1 Extent of Signing

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

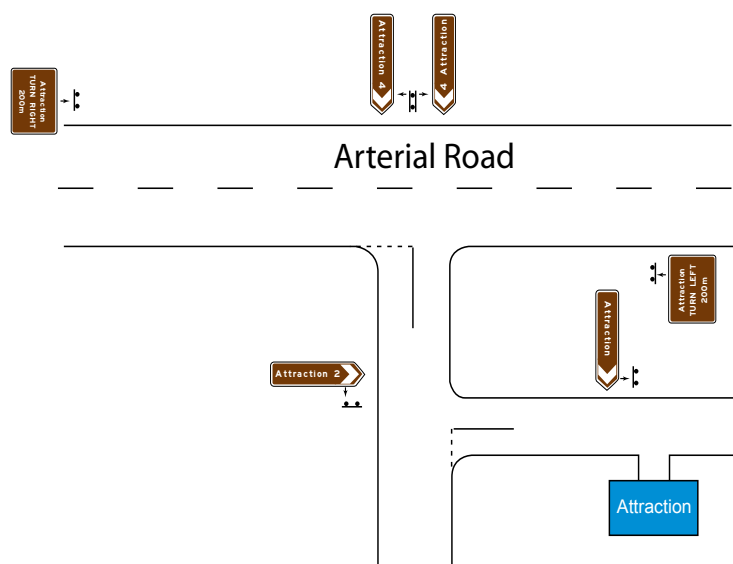
8.1.1 Extent of Signing on Arterial Roads

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

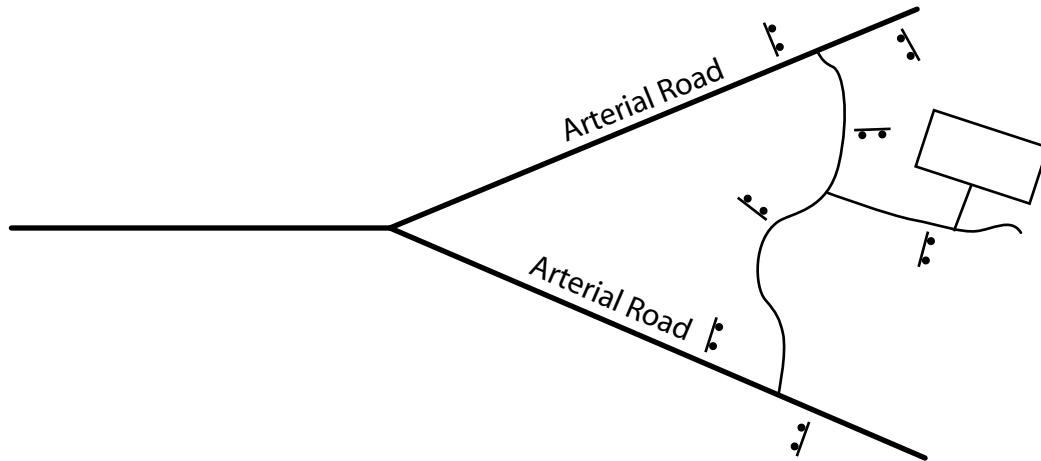
If the entrance to the attraction is on a declared arterial road, signs are permitted for both left and right turns into the entrance, but **only** if the signs within the property would not make the entrance obvious to drivers.



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



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



8.1.2 Freeway Signing

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

8.2 Major Tourist Attractions

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

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

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

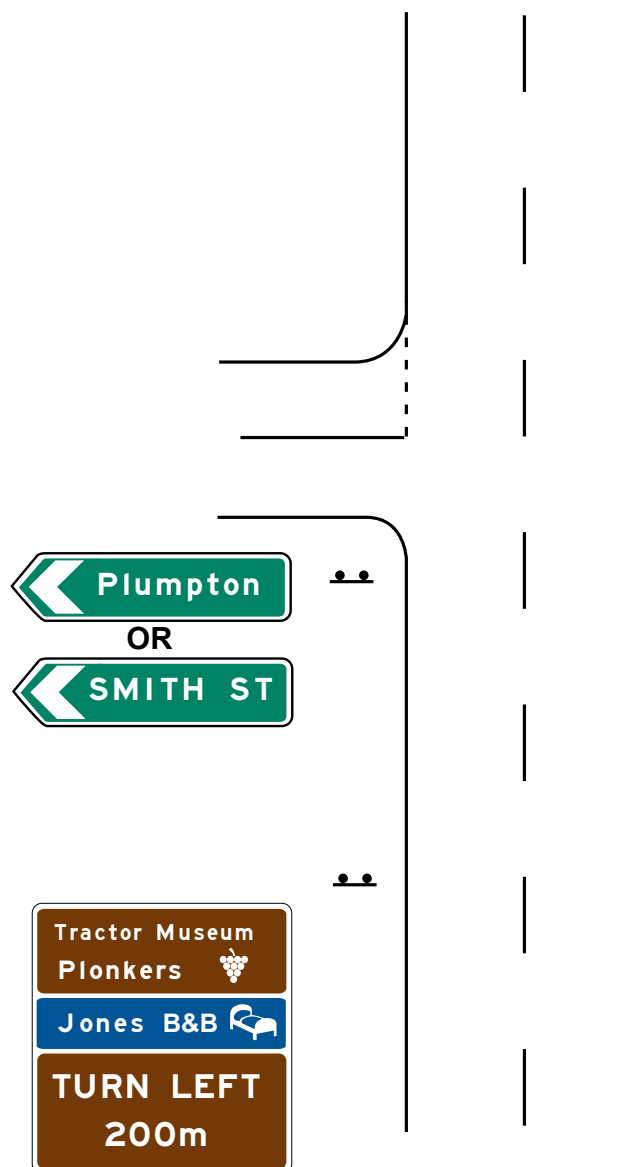
- signing usually starts at a turn-off from the nearest M or A road;
- signing usually starts no further than 30 km from the attraction;
- signing in built-up areas is subject to the availability of a suitable location for the signs; and
- all turns and decision points should be signed along the route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

8.3 Limit to Tourist and Services Signs at Intersections

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

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

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



8.4 Rationalising Signs at Specific Locations

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

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

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

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

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

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

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

8.5 Additions to Tourist Signs

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

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

8.6 Business or Community Facility Signs

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

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

8.7 Unauthorised Signs

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

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

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

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

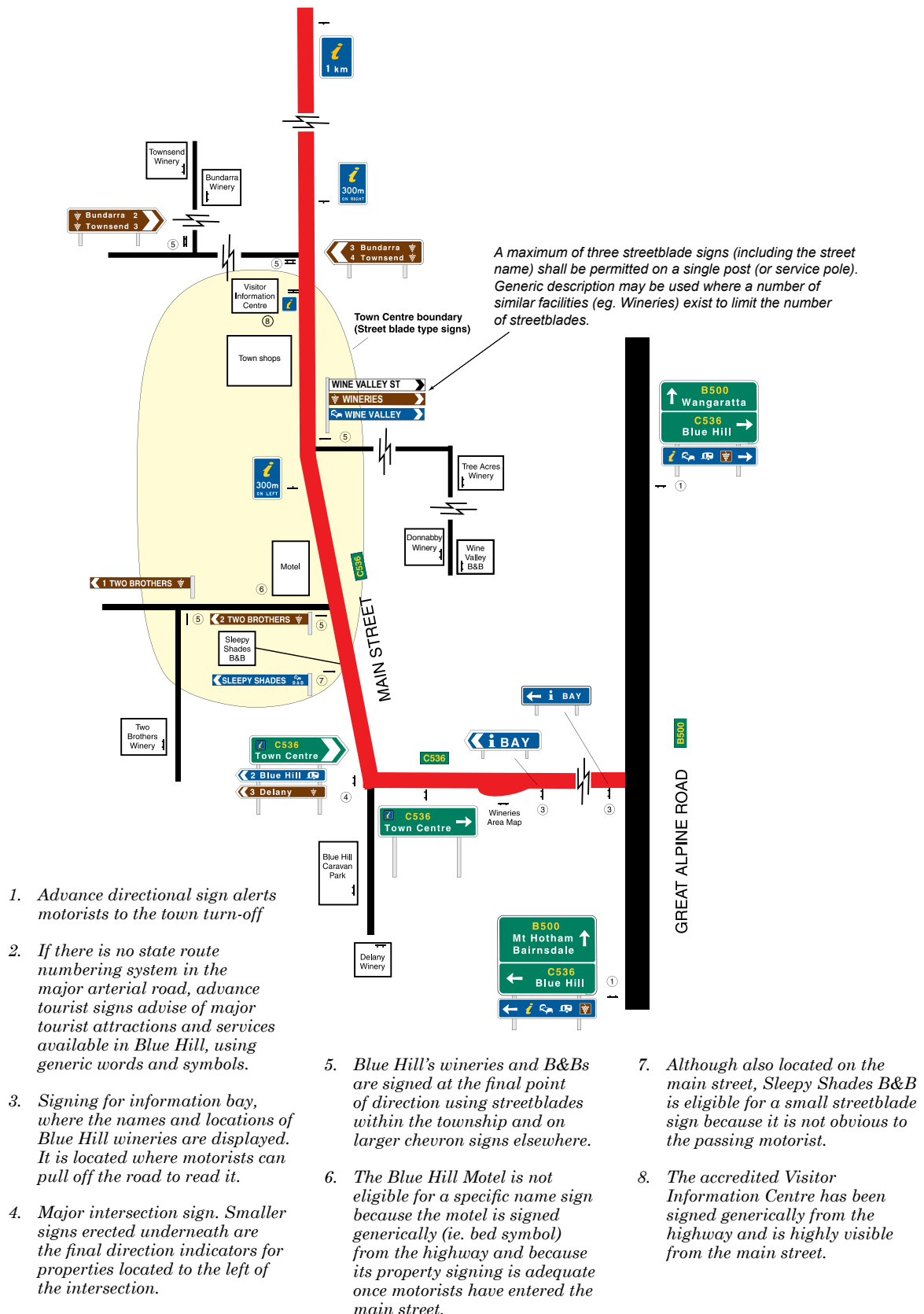
Proposed advertisements or hoardings outside the road reservation are generally considered by the Planning Authority under the Victorian Planning Provisions taking into account Road Safety Guidelines. If signs are considered to be a road safety hazard, VicRoads will require them to be removed or modified.

8.8 Examples

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

Sample of Signing Scheme

Wine and Art Township of Blue Hill (fictitious)



Existing



Existing Condition

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

Simplified



Simplified Approach

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



Existing Condition

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



Simplified Approach

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



Existing Condition

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



Simplified Approach

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

Existing



Existing Condition

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

Simplified



Simplified Approach

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



Existing Condition

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



Simplified Approach

- Combine attractions and services in one panel using only symbols



Existing Condition

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



Simplified Approach

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

Existing



Existing Condition

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

Simplified



Simplified Approach

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



Existing Condition

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



Simplified Approach

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



Existing Condition

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



Simplified Approach

- Use symbols instead of words

Existing



Existing Condition

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

Simplified



Simplified Approach

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



Existing Condition

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



Simplified Approach

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



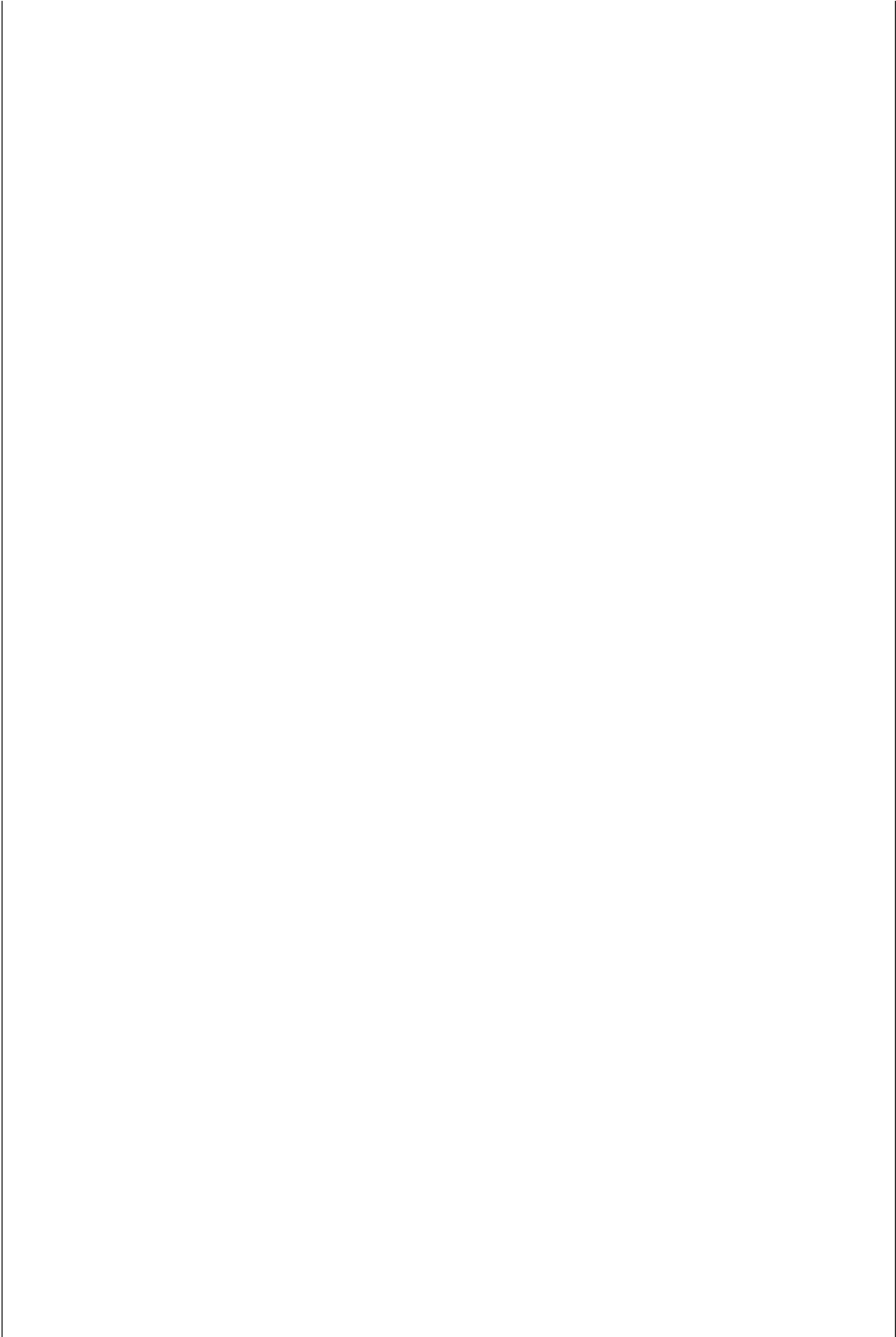
Existing Condition

- Town centre should be white on green background



Simplified Approach

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



Part C

Application Process and Administration



9. Eligibility for Tourist Signing

9.1 General

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

9.2 Criteria for Tourist Attraction Signing

9.2.1 Essential Criteria

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

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

9.2.2 Desirable Criteria

It is also desirable that the attraction:

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

Specific Criteria

9.2.3 Nurseries and Garden Centres

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

- meet all of the essential criteria.

9.2.4 Art Galleries and Craft Outlets

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

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

9.2.5 Antique Galleries/Stores

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

- meet all of the essential criteria.

9.2.6 Museums and Historic Properties

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

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

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

9.2.7 Primary and Secondary Industry Based Attractions

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

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

9.2.8 Wineries

To be eligible for tourist signing, wineries must:

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

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

9.2.9 Seasonal Attractions

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

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

9.3 Criteria for Tourist Accommodation Signing

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

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

9.3.1 Tourist Accommodation Signing in Urban Areas

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

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

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

9.3.2 Tourist Accommodation Signing in Rural Areas

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

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

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

9.3.3 Criteria for Tourist Accommodation Signing

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

Essential:

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

Desirable:

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

9.3.4 Specific Criteria

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

Caravan Parks

Caravan parks must:

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

Camping Areas

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

Bed and Breakfast Establishments

Bed and breakfast establishments:

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

Farmstays/Host Farms

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

Resorts

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

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

Holiday Houses

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

Self-Contained Accommodation

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

9.4 Criteria for Restaurants

To be eligible for signing, restaurants must:

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

10. How to Apply for a Sign Permit

10.1 General

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

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

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

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

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

10.2 Preparation of Application

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

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

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

10.3 Lodgement of Application

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

10.4 Consideration of Application

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

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

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

10.5 Approval or Refusal of an Application

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

10.6 Sign Installation

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

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

10.7 Ongoing Responsibilities

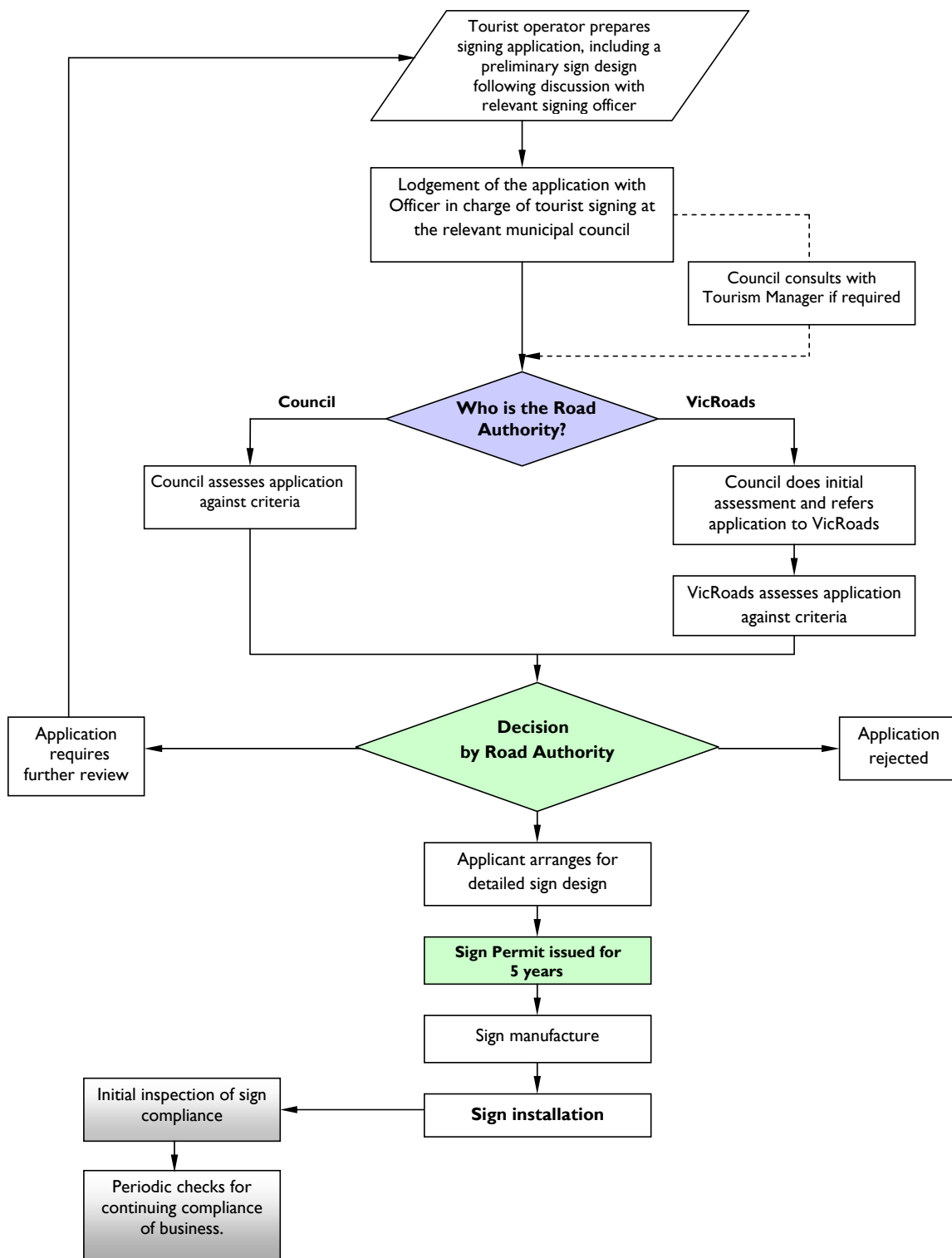
The applicant must comply with the conditions of the permit in relation to maintenance of the sign, and any special conditions contained in the permit.

10.8 Non-compliance

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

10.9 Flow chart for application process

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



11 Administrative Arrangements

11.1 Costs

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

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

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

11.2 Ownership of Signs

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

A sign permit will detail a number of conditions, including:

- standards and specifications relating to sign construction, installation and maintenance;
- responsibilities in relation to cost, maintenance and removal;
- conditions under which the road authority may remove any sign; and
- conditions relating to the continuing operation of the tourist or services establishment.

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

11.3 Permit Period

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

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

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

11.4 Alterations to Signs

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

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

11.5 Maintenance/Installation of Signs

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

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

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

Appendices

Appendix A – Glossary of Terms

Arterial Road

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

‘M’ Roads

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

‘A’ Roads

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

‘B’ Roads

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

‘C’ Roads

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

Australian Standards (AS)

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

Better Business Tourism Accreditation Program

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

Built-up Area

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

Community Facilities

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

Coordinating Road Authority

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

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

Core Business Activity (Tourism)

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

Declared Road

An arterial road or freeway.

Freeway

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

Information Bay

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

Interpretative Centre/Shelter

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

Marketing/Promotional Material

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

Municipal Road

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

Natural Feature

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

Planning Scheme

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

Roadside Establishment

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

Roadside and Public Facilities

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

Remote Area

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

Services Sign

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

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

Signing Officer

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

Substantive Tourism Experience

In some cases it may be difficult to decide whether a particular establishment is primarily a tourist attraction or a retail outlet (for example, craft workshops and potteries). Consideration is given to the following:

- the experience must be for the purpose of education, or demonstration of the manufacture of goods, or demonstration of crafts, as distinct from retail sales or other major use of the premises (e.g. if the public can watch a demonstration or display without necessarily making any purchases of the products or goods on offer);
- the experience must be available on a regular basis so as to enable advertising of the experience on brochures without risk of disappointment to visitors; and
- the experience must be available during school holidays, public holidays and weekends.

Statewide Route Numbering Scheme (SRNS)

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

Tourism Manager/Officer

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

Tourism Victoria

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

Tourist Attraction Sign

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

Tourist Attraction

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

Tourist Drive

A tourist drive may be:

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

VicRoads Traffic Engineering Manual Vol. 2

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

Visitor Information Centre

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

Appendix B – References and Specifications

References:

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

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

Australian Standard – AS 1743 Road Signs Specifications

Australian Standard – AS 1744 Standard Alphabets for Road Signs

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

VicRoads' Standard Specifications for Roadworks

Worksite Safety Traffic Management Code of Practice (WSTM)

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





















General Specifications:

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

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

Appendix C – Approved Symbols for Services Signs

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

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

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Appendix D – Tourist Attraction Symbols



Heritage

Denotes the location of attractions, display/interpretive centres, sites, monuments and other objects of historical interest.

This symbol is not used to denote towns of historic interest as the words 'historic town' or 'historic village' are considered more appropriate on road signs.



Museum

Denotes a building used as a museum regularly open to the public, which displays items of a general or thematic nature and features a high level of interpretation.

It does not include small historical centres or interpretive displays attached to visitor information outlets, in which case the heritage symbol may be more appropriate.

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



Whales

Denotes an area designated for the seasonal viewing of whale migratory activity, although it may also feature other marine life.

The area must incorporate adequate car parking, and safe viewing areas that meet State and Local Government requirements.

The area should feature high level interpretive information, which will be of interest to the public during periods when whales are not visible.



Winery

Denotes a winery that holds a Vignerons Licence or a licence which permits direct sales to the general public and which features a purpose-built facility (cellar door) for the tasting and interpretation of wine.

Note: this symbol denotes all variations of wine production and sales, including fruit wines.



Lookout point

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



Walking trail

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



Aboriginal heritage

Denotes an attraction, cultural centre or a site of Aboriginal significance, which has been approved for general visitation by relevant traditional owners and/or other authorised authority.

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

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



Specialist food

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

Not to be used to denote a restaurant.



Art gallery

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



Performing arts

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



Cross country skiing

Denotes places where cross country skiing is available to tourists.



Down hill skiing

Denotes places where downhill skiing is available to tourists.

Appendix E Sample Sign Permit

Sign Permit example

Permit No.

Date

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

Applicant:

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

Location of Sign(s):

General Conditions

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

Special Conditions

Consent for Works on a Road

Applicant Agreement

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

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

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

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

Applicant to sign:

Date:

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

Signing Officer:

Organisation:

Postal address:

Postcode:

Telephone number:

Fax number:

