



Fiji Roads Authority

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PART 1 – SECTION 6 TOURIST AND SERVICE SIGNS

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FRA's Traffic Signs and Markings Part 1 - Section 6 Tourist and Service Signs

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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 Fiji. 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 Fiji's tourism strategies;
- 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 Fiji.

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 nation-wide campaign.

1.2 Application

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

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.

These guidelines are based on the Australian Standard (AS 1742.6). AS 1742.6 provides more details concerning design aspects of tourist and services signing. This document complements AS 1742.6 and provides for wider range of situations which occur in practice.

All signs shall be designed to comply with AS 1742.6, AS 1743 and AS 1742.2.

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 and interpretation centres.

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 Fiji; 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 Fiji involves many stakeholders:

- FRA;
- LTA;
- Councils;
- government agencies;
- tourism organisations and
- tourism operators.

3.1 Role of FRA

FRA 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.

Written consent from FRA is required for the placing of a sign on a road. In considering whether to give consent, FRA 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.

4. Road Signs in Use

There are four major types of road signs used by visitors to find tourist attractions and facilities in Fiji. 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. Refer to FSAM Part 1, Section 4 and AS 1742.15.

Green signs provide directions to towns and cities, facilitating traffic movement in the safest and most direct way.

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 National significance and is almost entirely of a tourist character, such as a national park or large tourist precinct or establishment, 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.



Figure 1 - Typical Direction Sign with Nationally Significant Tourist Feature

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.



Figure 2 - Typical G11-4 Signs

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.



Figure 3 - Typical G11-9 Sign

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 a main 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 secondary or country road in a rural area, advance signs may be placed:

- 180 to 320 m in advance of the turnoff from the nearest main road to the secondary/country 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 secondary/country road network where traffic speeds are generally 80 km/h.

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:

- 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.

Sign	Name	Sign No.		
	Tourist Feature—Advance, On Left, at Roadside (300 illustrated)	G11-1		Tourist Feature—Turn Left Into Side Road (300 illustrated)
	Tourist Feature—Advance, On Right, at Roadside (300 illustrated)	G11-2		Tourist Feature—Turn Right Into Side Road (300 illustrated)

Figure 4 - Typical G11 - 1, G11 - 2, G11 – 7 and G11-8 Signs Used as Advance Signs

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 secondary or country road, intersection signs may be placed:

- at the turnoff from the nearest main road to the secondary/country 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 secondary/country 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 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.



Figure 5 - Typical G11-3 and G11-4 Signs used as Intersection Signs

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.



Figure 6 - Typical G11-3, G11-4 and G11-10 Signs used as Position Signs

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.



Figure 7 - Typical G11-11 Sign

Figure 8 shows the signing of multiple establishments of similar attractions along a side road (using advance signs, position signs and reassurance sign where appropriate)

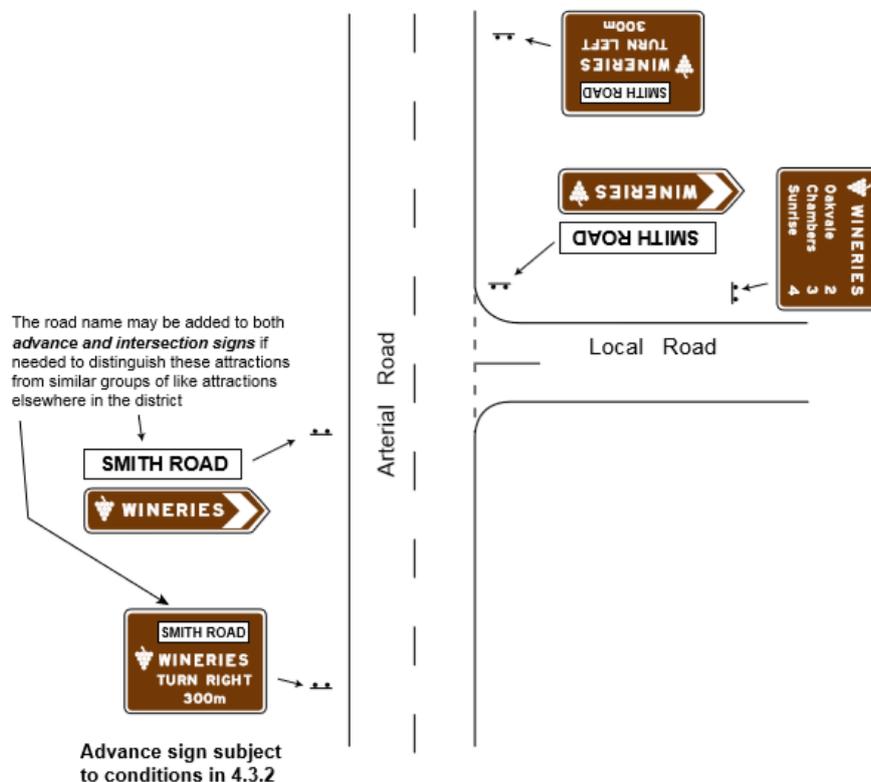


Figure 8 - Multiple Establishments of Similar Attractions Along a Side Road

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.



Figure 9 - Typical G11-Sign to identify a route

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.



Figure 10 - Typical G7-4 and G7-5 Signs

Eligibility criteria for tourist related services are also outlined in section 9.

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).

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 secondary or country 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 secondary or country 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 secondary or country 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 maneuvering 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:

- 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.



Figure 11 - Typical G7-1, G7-2 and G7-3 Signs

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 secondary or country road, intersection signs may be placed:

- In rural areas at the turnoff from the nearest main road to the secondary or country road network leading to the service, provided the distance to the service is less than 10 km; (special provision for more distant signing may apply in remote areas);
- In urban areas at the turnoff from the nearest arterial road to the collector or local road network leading to the service, provided the distance to the service is less than 2 km; and
- at any turns on the secondary or country road network.

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

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

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



Figure 12 - Typical G7-4 Signs

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.



Figure 13 - Typical G7-4 and G7-5 Signs

A typical treatment illustrating the special use of position signs on divided roads is shown in Figure 14.

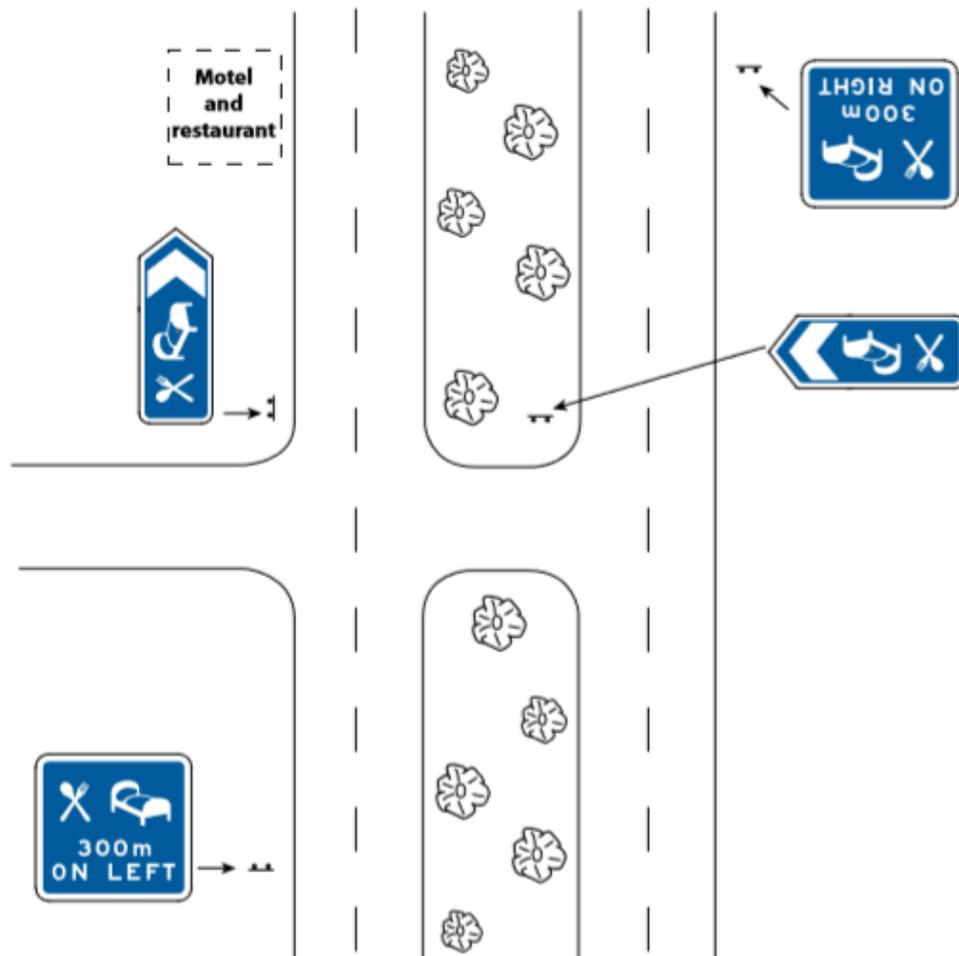


Figure 14 - Signing of Services on a Divided Road

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.

4.6 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;
- hospitals;
- 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.

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 Fiji 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 1743, AS 1742.6 and AS 1742.2 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 1 below); and
- the words, symbols and arrows to be included.

Table 1 Legend Size and Type for Tourist and Service Signs

Sign Type	Location	Principal Legend Height (mm)	Max Number of lines of text
		Feature or Attraction Name	
Advance Signs	60 to 80km/h	120 to 140	3
Intersection Signs	60 to 80km/h	120 to 140	3
	Fingerboard	100 to 120	1
Position Signs	60 to 80km/h	120 to 140	3
	Fingerboard	100 to 120	1
Streetblade signs	40 to 60 km/h	70 to 120	1
Reassurance Signs	60 to 80 km/h	140 to 180	1 heading plus 4 destinations

Notes:

- Normally Size A Signs shall be used on M, S and R Roads
- Principal letter height refers to the height of upper-case letters
- Streetblade signs only use upper case letters
- Number height may vary to suit circumstances

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 FRA are permitted on tourist and services signs. Appendix A 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.

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.

Sign manufacture and installation must be carried out in accordance with AS 1742.2, AS 1742.6 and FRA’ specifications.

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 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, 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.

Specific touring routes or trails should not be signed 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 FRA to establish a broader-based tourist drive.

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;
- 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

- 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-coordinated;
- the ability to sustain production of support promotional materials; and
- the synergy of the proposed drive/scheme with the regional tourism product strengths.

7. Key Services

7.1 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.

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 main and arterial roads 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.

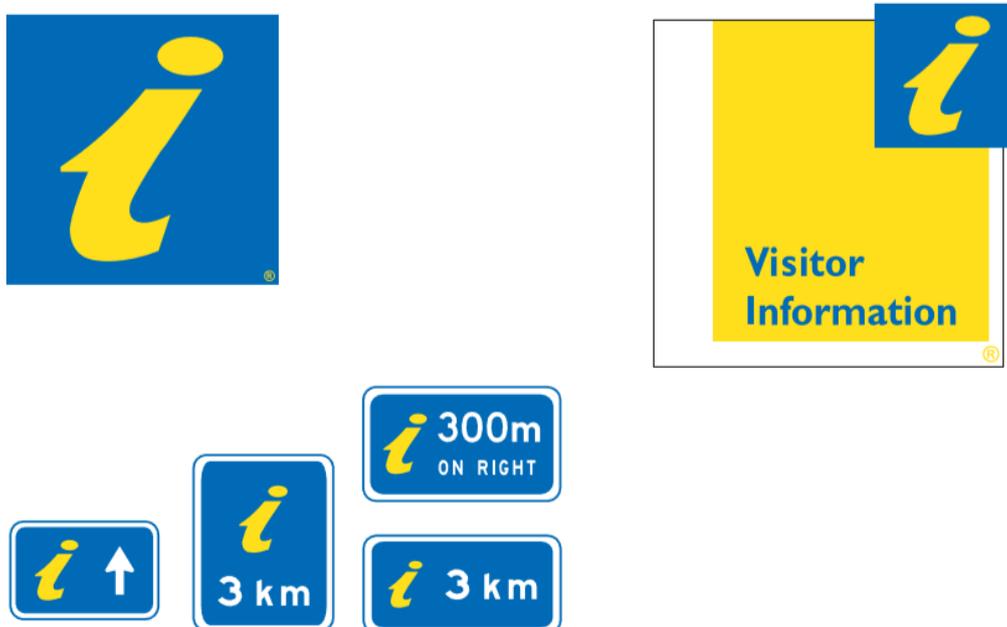


Figure 15 - Typical Visitor Information Signs

7.2 Information Bays and Interpretive Signs

Purpose: Information bays are off-road areas established by or with the consent of FRA where visitor information displays are provided and maintained by the local council, tourist association or community group.

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.

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 colocation 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 FRA 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.

8. Extent of Signing and Rationalisation

8.1 Sample Signing layouts

Typical signing layouts for a range of tourist and service facilities are provided in Appendix C.

8.2 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.

8.2.1 Extent of Signing

Tourist attractions will only be signed from the nearest declared main or arterial road, except for major attractions of National significance where the extent of signing will be determined by FRA.

If the entrance to the attraction is on a main or 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.

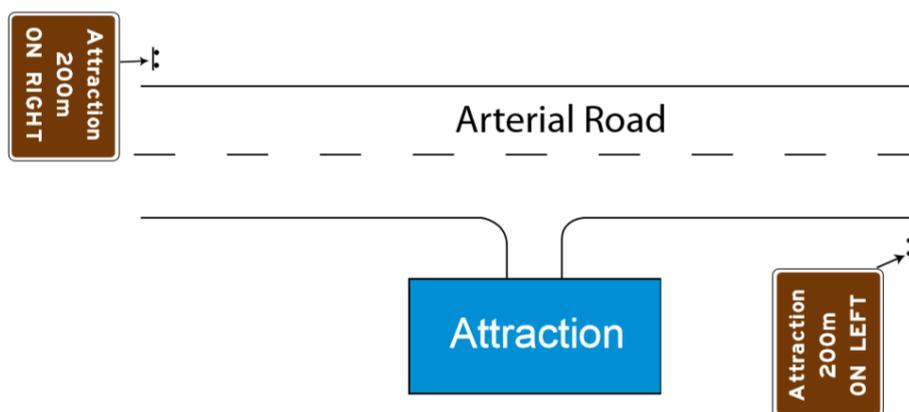


Figure 16

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. In rural areas signing from the nearest main road is only permitted if the attraction/establishment is less than 10 km from the turnoff. In urban areas signing from the nearest arterial road is only permitted if the attraction/establishment is less than 2 km from the turnoff.

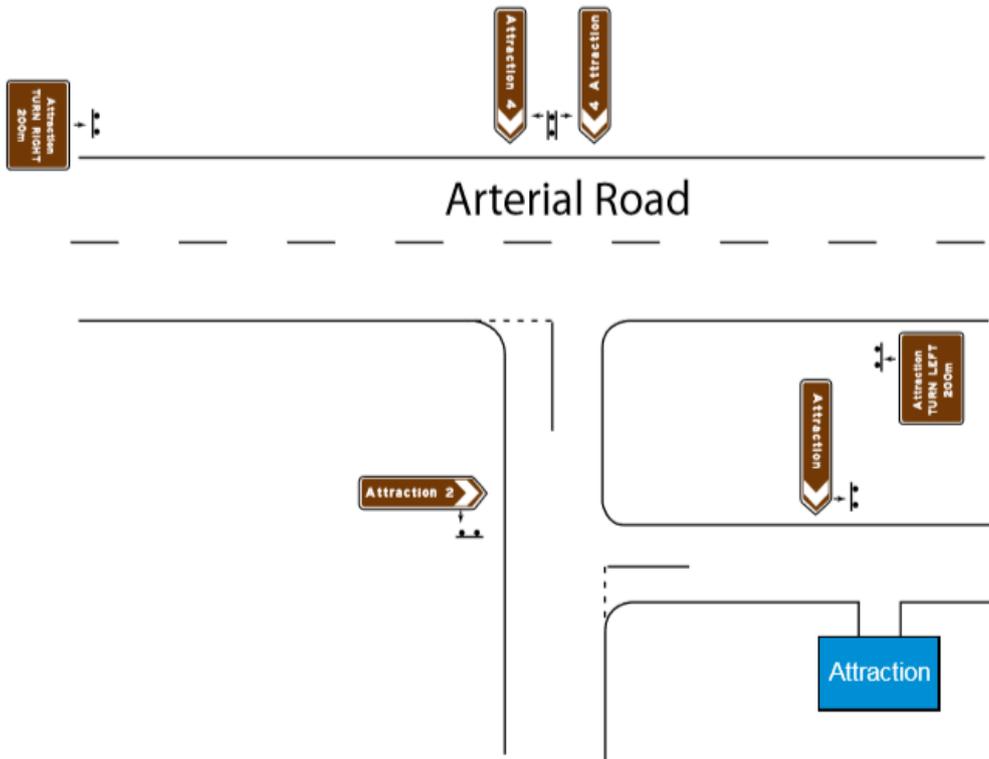


Figure 17

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

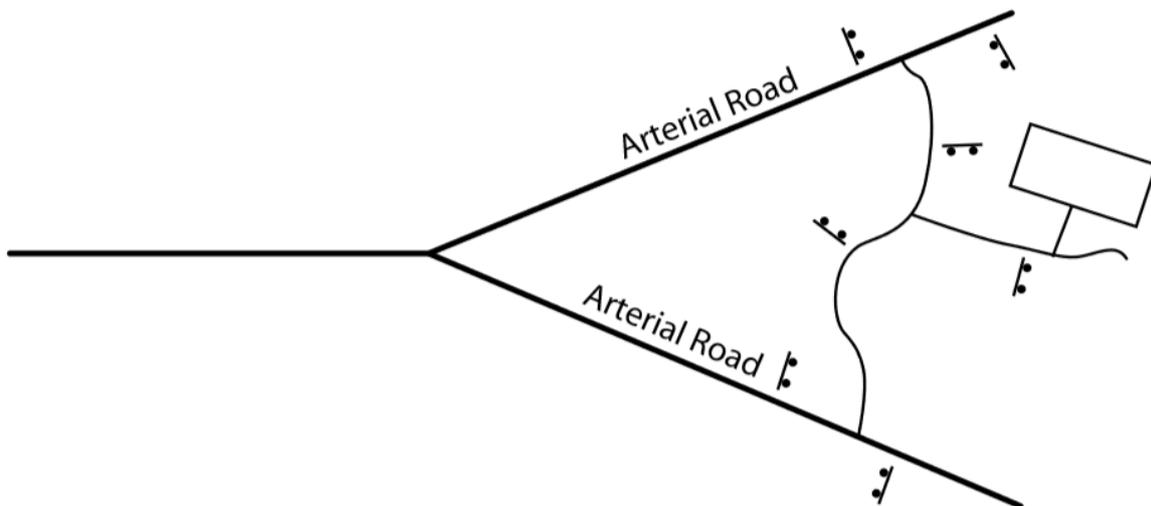


Figure 18

8.3 Major Tourist Attractions

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

The extent of signing to major tourist attractions is to be determined by FRA.

However, the following guidelines and principles will generally apply for attractions of National significance:

- signing usually starts at a turn-off from the nearest Main or Arterial 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.

8.4 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.

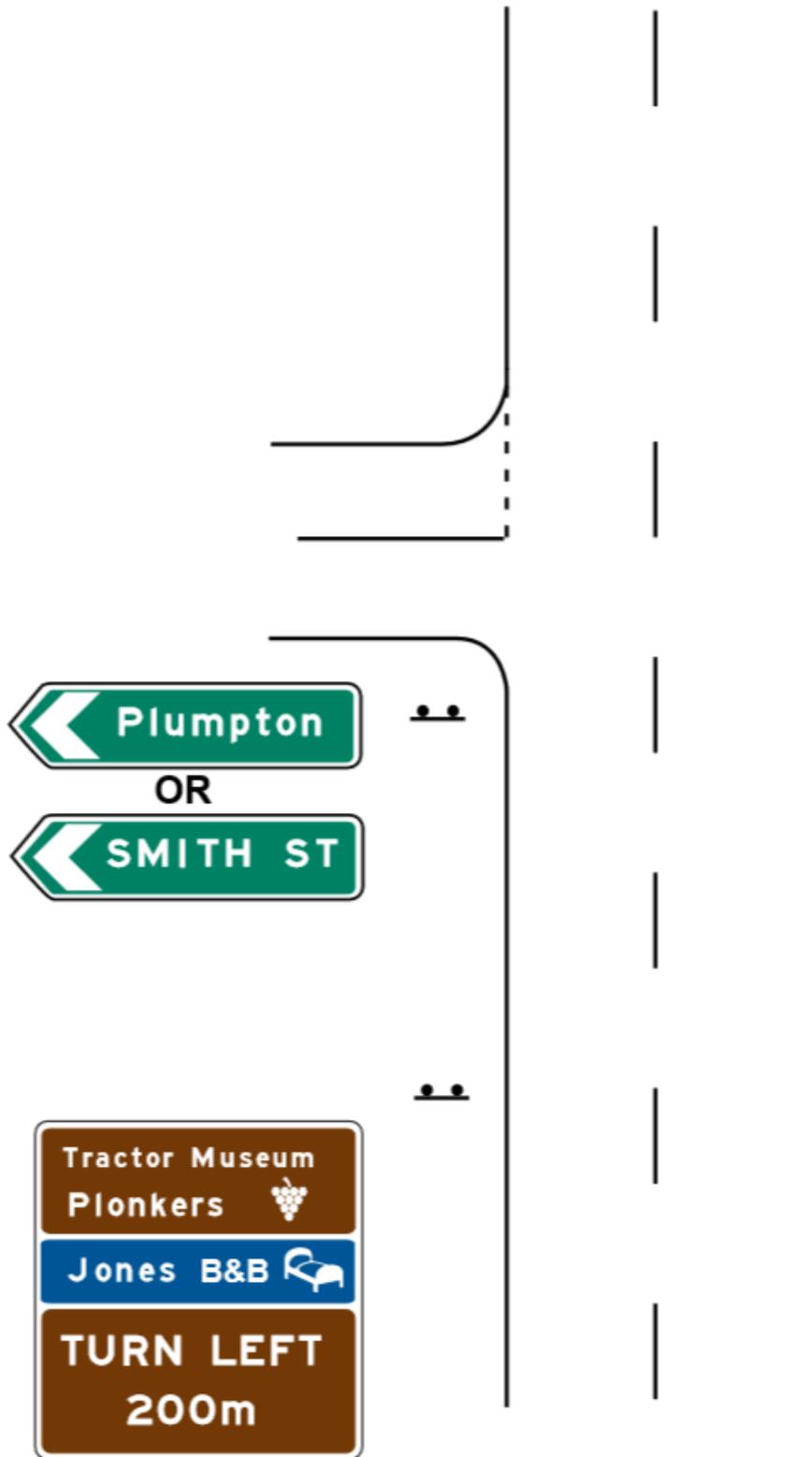


Figure 19

8.5 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.

Aggregation of smaller signs into one sign should be considered. This may often involve the replacement of references to individual attractions with a generic descriptor.

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

8.6 Additions to Tourist Signs

While the aggregation of tourist attractions on one sign is encouraged, good design principles detailed in Section 5 regarding the number of lines and size of text should be followed.

8.7 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.

9. Eligibility for Tourist Signing

9.1 General

The following criteria enable FRA to determine whether a tourist attraction or establishment is eligible for tourist signing.

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;
- (b) provide a substantive tourism experience in addition to, or as part of, any commercial/retail activity;
- (c) have all relevant 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) promote the location and clear directions to the attraction to visitors from outside the local area;
- (h) be appropriately signed within the property line so that it is easily identifiable by passing motorists;
- (i) have appropriately trained visitor contact staff; and
- (j) maintain a record of visitor numbers and comments.

9.2.2 Desirable Criteria

It is also desirable that the attraction:

- provides parking for coaches and other large vehicles; and
- provides parking for disabled visitors.

9.3 Criteria for Tourist Accommodation Signing

Wherever possible, signing to accommodation establishments will make use of the Australian Standard symbols (see Appendix B), either on their own or combined with word legends (for example, Motel, B&B).

Facilities located on main and 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 Essential Criteria

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

- (a) hold all relevant 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) promote the location and clear directions to the facility to visitors from outside the local area;
- (f) be appropriately signed within the property line so that the facility is easily identifiable by-passing motorists; and
- (g) have appropriately trained visitor contact staff.

9.4 Criteria for Restaurants

To be eligible for signing, restaurants must:

- be located outside the built up area;
- hold all relevant licences and any other appropriate consents;
- be open to the general public (i.e. not exclusively for coach tours or other organised groups);
- 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.

APPENDIX A – Approved Symbols for Service Signs

Extract from AS 1742.6

No	Symbol	No	Symbol	No	Symbol
S1	 First aid, casualty service, hospital	S9	 Caravan park or site	S19 has been deleted	
S2	 Public phone	S10 has been deleted		S20	 Drinking water
S3	 Motor fuel	S11	 Airport	S21	 Boat ramp
S4	 Information	S12	 Rest area	S22	 Symbol of access
S5	 Restaurant, licensed restaurant	S13	 Truck parking area	S23	 Unsuitable for trucks
S6	 Accommodation, hotel, motel, guest house	S14	 Parking area	S24	 Police station
S7	 Refreshments	S15 has been deleted		S25	 Help phone
S8	 Camping area	S16	 Toilets	SV120	 Public golf course
		S16A	 Accessible toilets		
		S17 has been deleted		SV124	 Caravan/motorhome effluent dump point
		S18	 Fireplace		

Figure 20

APPENDIX B – 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.

**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.

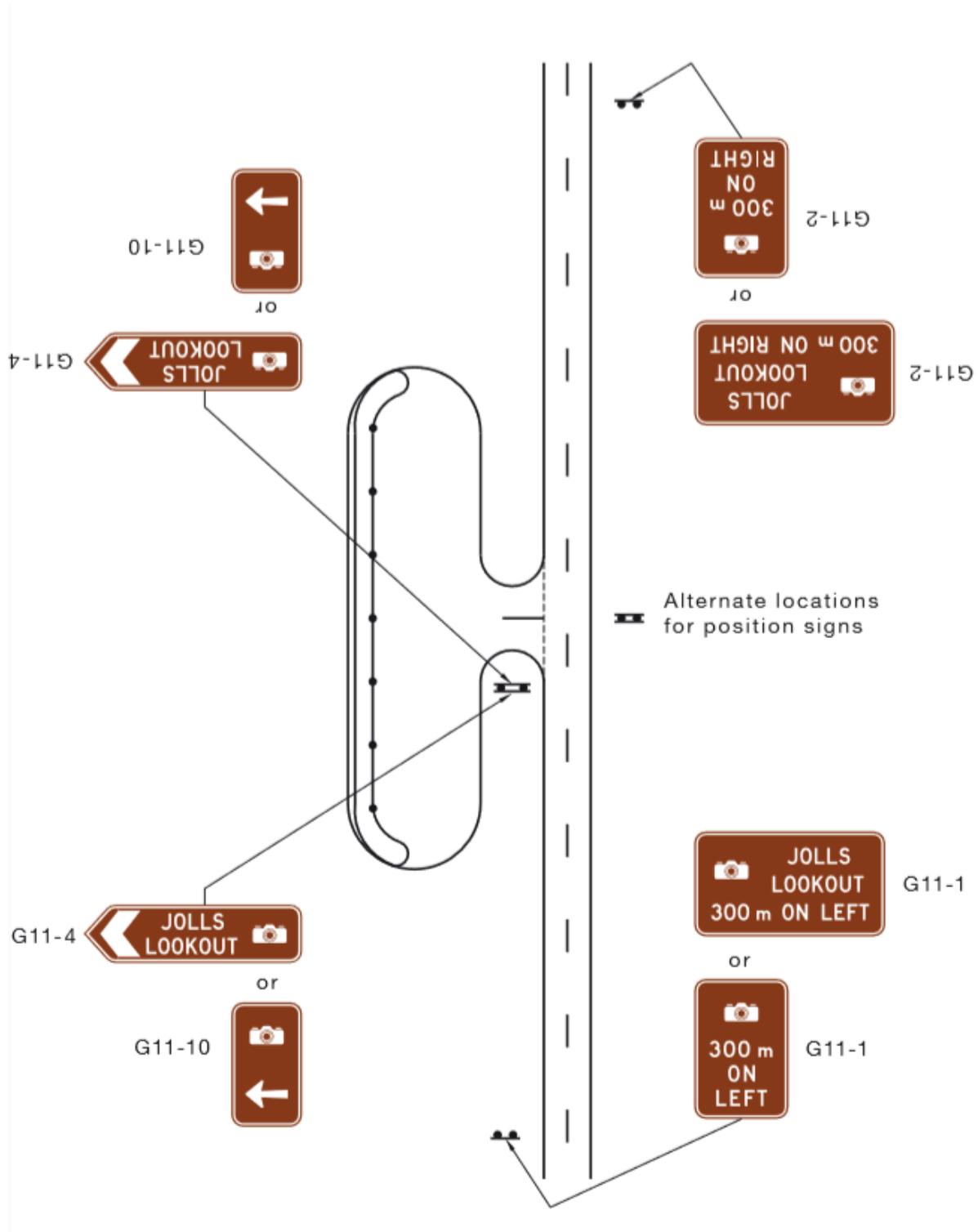
**Performing arts**

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.

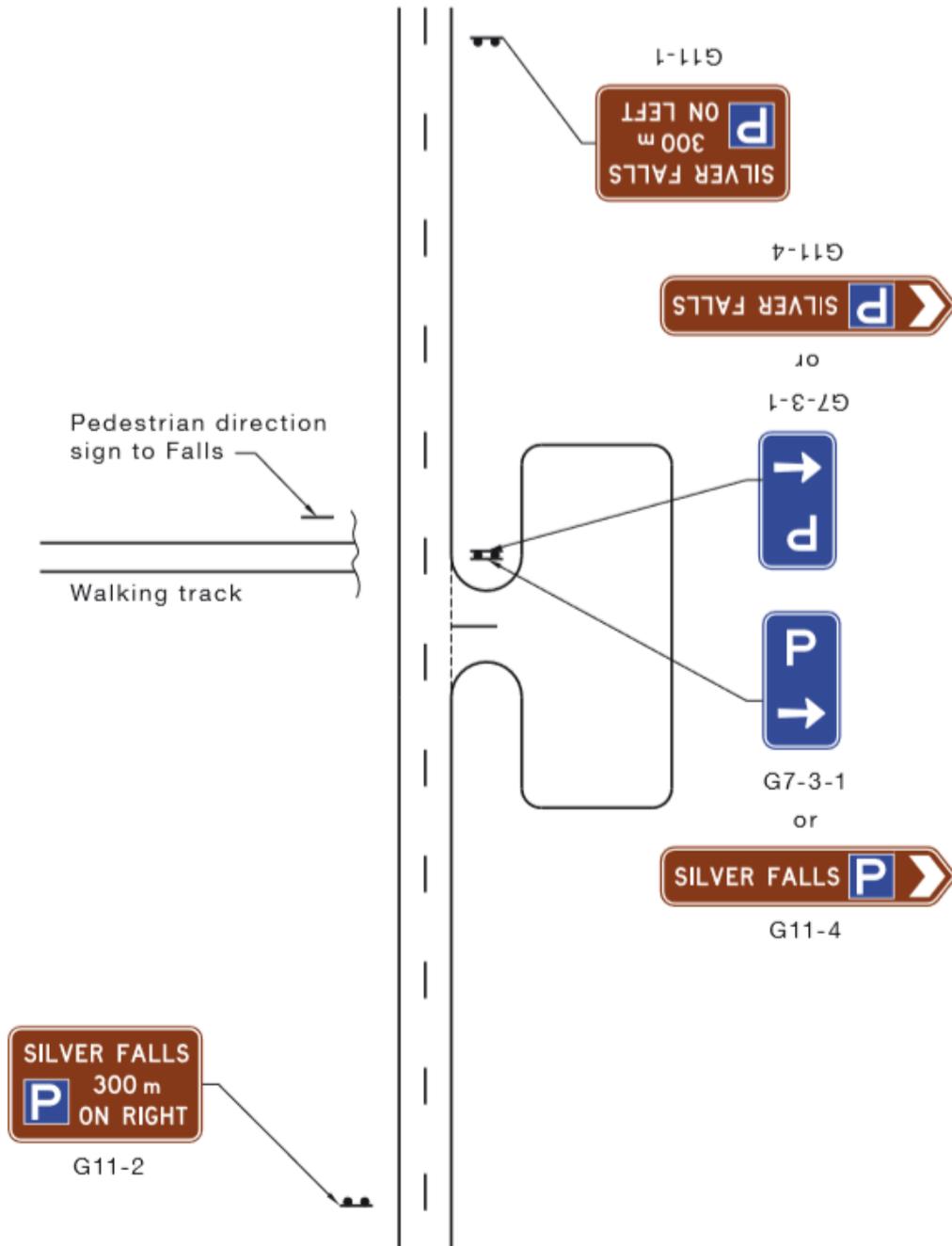
Figure 21

APPENDIX C – Example Signing Layouts from AS1742.6

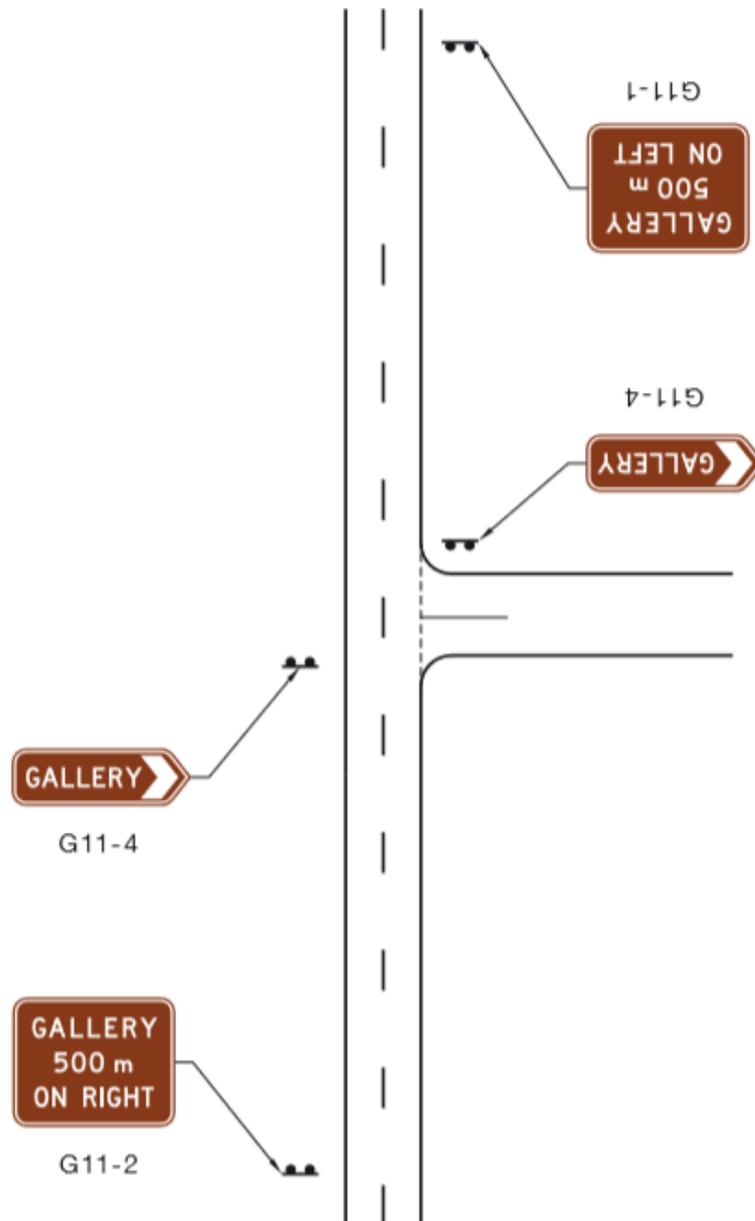
C1 Scenic Lookout (Figure 3.1, AS 1742.6)



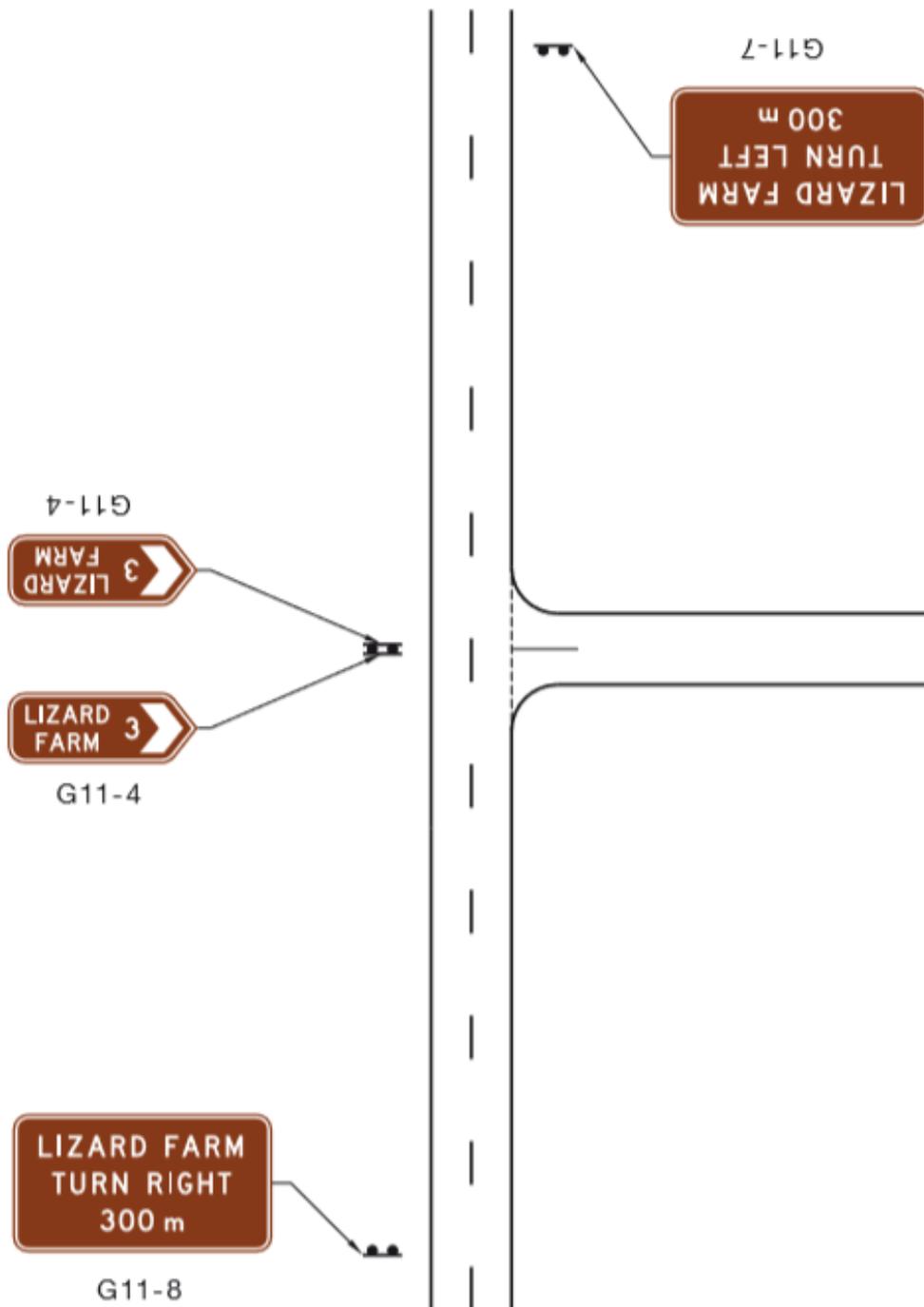
C2 Geographical Feature with Parking on Opposite Side of Road (Figure 3.2, AS 1742.6)



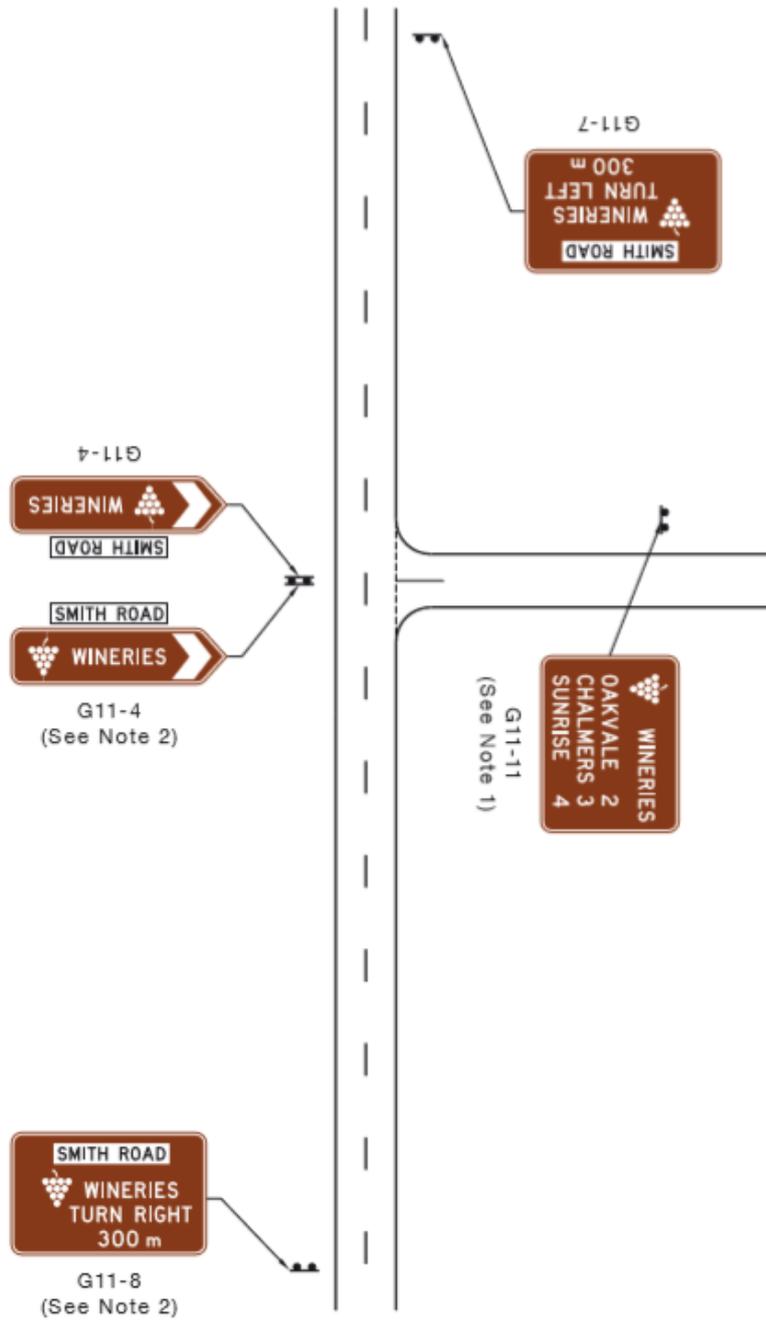
C3 Tourist Attraction Adjacent to the Road (Figure 3.4, AS 1742.6)



C4 Single Tourist Attraction on a Side Road (Figure 3.5, AS 1742.6)



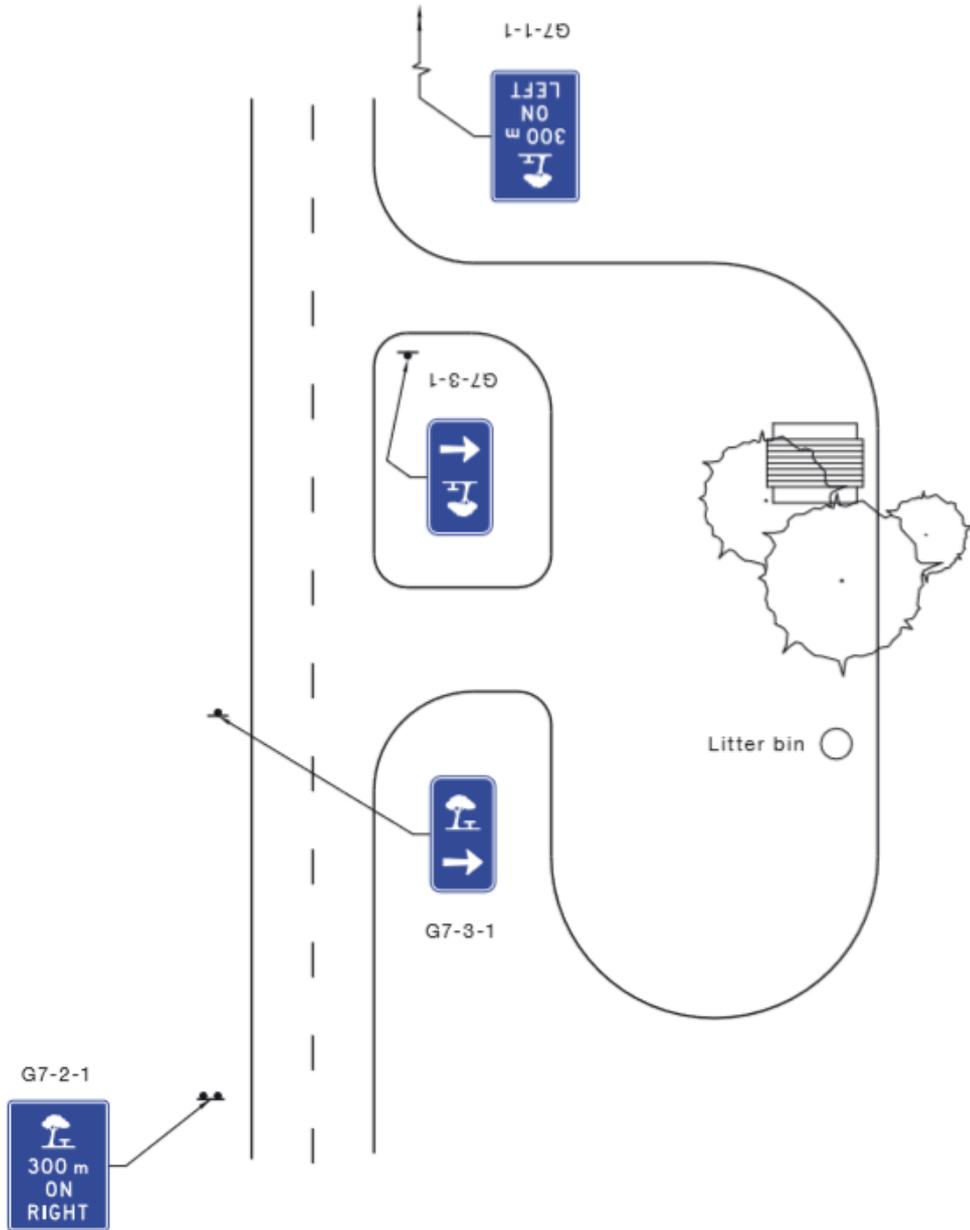
C5 Multiple Attractions of Similar Interest on a Side Road (Figure 3.6, AS 1742.6)



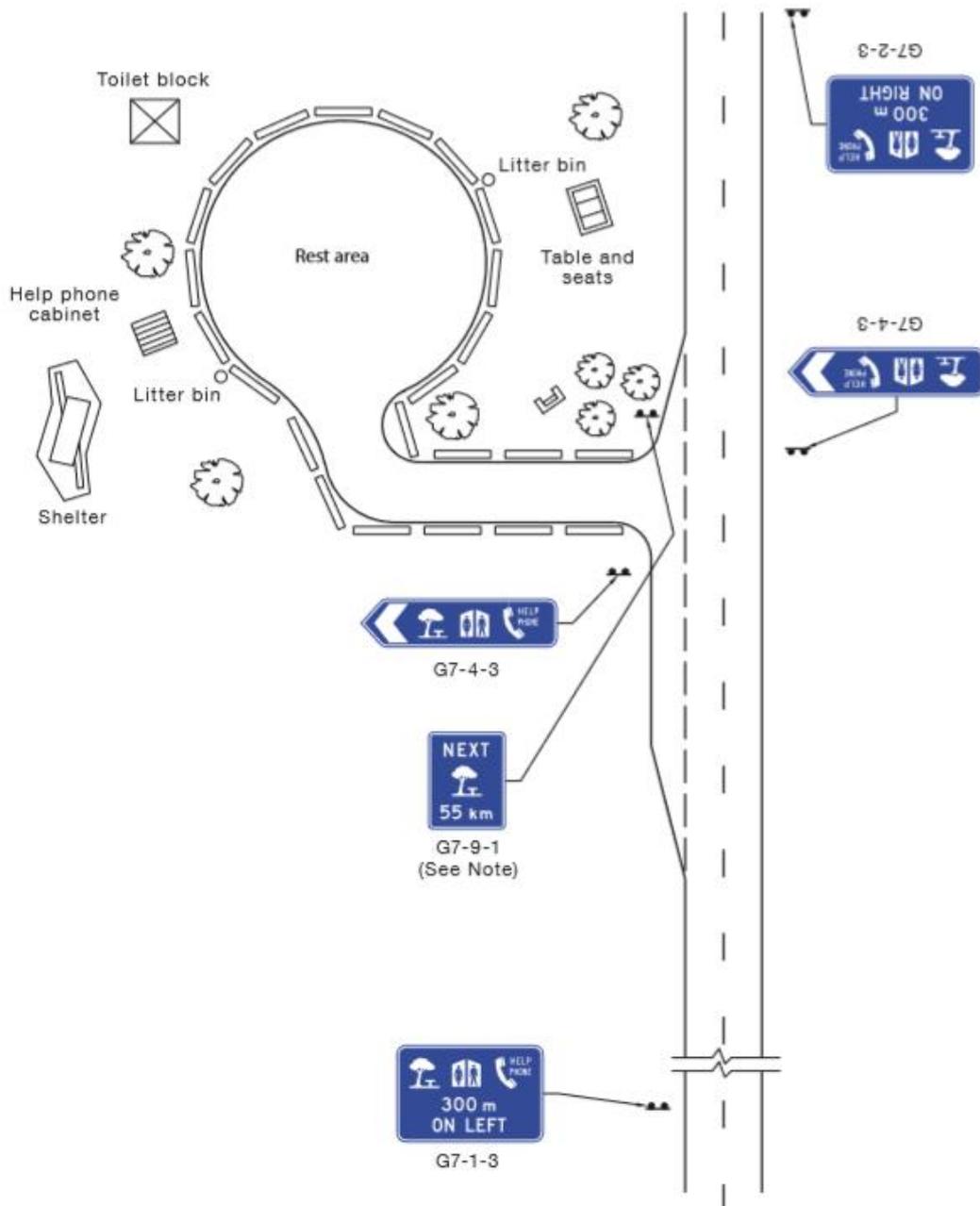
NOTES:

- 1 More than four names on the reassurance sign may require provision of an information bay.
- 2 The road name may be added to both advance and position signs if needed to distinguish these attractions from similar groups of like attractions elsewhere in the district.

C6 Minimum Facility Rest Area (Figure 5.1, AS 1742.6)



C7 Rest Area with Additional Facilities (Figure 5.2, AS 1742.6)



NOTE: Next service sign included if recommendations of Clause 5.2.4 are applicable.

C8 Commercial Services along a Side Road (Figure 5.2, AS 1742.6)

