Guidelines and Criteria

Welcome Signs

February 2016

Contents

1 Introduction

The primary purpose of this guideline is to provide assistance to applicants and the Department of Transport and Main Roads (TMR), in the application and assessment process and administrative arrangements, for the installation of various types of Welcome signage on state-controlled roads in Queensland.

Welcome signs are a significant milestone marker (sign) for tourists throughout their journey. The use of these guidelines will improve road safety and lead to a major improvement in the quality and consistency of Welcome signage throughout the state.

In the interest of signage consistency across Queensland, TMR encourages local governments to apply similar provisions when considering 'welcome' signs on roads under their control.

2 Welcome signs

Welcome signs are designed to introduce the road traveller to a specific area and provide an easily identifiable milestone marker in their journey. The use of standard designs will assist tourists to easily recognise these types of signs throughout their journey.

The types of Welcome signs available include:

- The State of Queensland
- Tourism Region
- Local Government area
- Town or City
- Wine Region
- Country (Recognising the Traditional Owners)
- Other

The following sections will define each of the WELCOME sign types identified above and their specific applications, design features and other requirements.

2.1 Welcome to the State of Queensland Signs

State Welcome signs are designed to introduce the road traveller to the State of Queensland. These signs are located at entry points to Queensland to welcome visitors.

There are three designs which can be used for Welcome to Queensland signs:

- Welcome to Queensland sign with images - TC1286 (refer section 2.1.1), primarily for major entry points to Queensland.
- Welcome to Queensland sign without images - TC1687 (refer section 2.1.2), for all other locations.
- Standard State Border Sign – G6-3 (refer section 2.1.3), alternative design for all other locations.

2.1.1 Welcome to the State of Queensland sign with images (TC1286)

The Welcome to Queensland sign with images are designed to be located at the major entry points into Queensland.

These signs must be installed at all entry points into Queensland on the State Strategic Touring Route network. The signs are to be placed near to the border, but within Queensland, at suitable on-road locations or adjacent off-road areas (for example, rest areas or information bays).

If desired they may also be located on exit roads from major airports or at other selected key entry points into Queensland.

The sign design has the "Welcome to Queensland" text as the predominant message, with a selection of four key pictorial images which have been selected and approved in consultation with Department of Tourism, Major Events, Small Business and the Commonwealth Games and Tourism and Events Queensland.

Figure 1 – Welcome to the State of Queensland sign with images (TC1286)

Costs – these signs, when located on state controlled roads are generally erected and maintained by TMR.

However, should these sign(s) require replacement due to design changes (prior to the need for replacement due to age or damage), the applicant will be responsible for the signage replacement costs. All Welcome to Queensland sign design changes must be endorsed by TMR (via tourist.signs@tmr.qld.gov.au) and the Queensland Touring Routes Interdepartmental Committee (QTIC) prior to submitting an application.

2.1.2   Welcome to the State of Queensland sign without images (TC1687)

The Welcome to Queensland sign without images are designed to be at other locations (which are not on the State Strategic Touring Route network).

If desired, these signs are to be placed near to the border, but within Queensland, at suitable on-road locations at entry points into Queensland. They may also be located on exit roads from airports or at other selected entry points into Queensland.

The sign design has the "Welcome to Queensland" text as the predominant message and the accredited Visitor Information Centre symbol.

Figure 2 – Welcome to the State of Queensland sign without images (TC1687)

Costs – these signs, when located on state controlled roads are generally erected and maintained by TMR. Local Councils may erect and maintain these signs at state border crossings on local roads, at their own cost.

2.1.3 Standard state border sign (G6-3)

The Australian Standard state border sign (G6-3 in the Queensland *Manual of Uniform Traffic Control Devices* (MUTCD) – refer Part 15 Clause 5.1.8) may be erected as an alternative to the Welcome to Queensland sign without images (refer section 2.1.2).

If desired, these signs are to be erected on the left side of the road to face traffic passing on entry into Queensland from another State.

Figure 3 – Standard State border sign (G6-3)

Costs – these signs, when located on state controlled roads are generally erected and maintain by TMR. Local Councils may erect and maintain these signs at state border crossings on local roads, at their own cost.

2.2 Welcome to Tourist Region signs (TC2044)

These signs introduce visitors to one of the 13 recognised Queensland tourist regions (refer Appendix C for list of recognised Qld Tourist Regions).

Their design features a welcome statement and the inclusion of one or two images which reflect the tourism experiences available in the region. They also include the accredited Visitor Information Centre symbol.

Welcome to Tourist Regions signs are erected at or near the boundaries of an approved tourist region. These signs may not necessarily be located at the exact location of the tourist region boundary, but in a suitable location inside the region.

These signs include up to a maximum of two images (a single image may be used). The selection of images to use on these signs must be done in consultation with the Regional Tourism Organisation (RTO), the local council and TMR (via tourist.signs@tmr.qld.gov.au) prior to submitting an application. For guidance on the selection of images for use on road side signs, refer Appendix D.

Figure 4 – Welcome to Tourist Region sign (TC2044)

Costs – all aspects for the design, manufacture, delivery, maintenance and replacement of welcome to tourist region signs shall remain the responsibility of the applicant.

There may be circumstances where TMR has a specific program which could include funding for these signs. In this case the department in consultation with the tourism organisation may cover the cost of these at selected locations across Queensland.

2.3   Welcome to Local Government area signs

Welcome to local government area signs introduce the visitor to an individual Local Government area. Many Local Governments wish to promote their local areas through the use of welcome signs are their respective entry points, particularly on state controlled roads.

The following types of local government signs are available:

- Standard Local Government boundary signs (G6-5)

- Welcome to Local Government area signs (TC1689)

2.3.1   Standard Local Government boundary sign (G6-5)

The Australian Standard Local Government boundary sign (G6-5 in the Queensland *Manual of Uniform Traffic Control Devices* (MUTCD) – refer Part 15 Clause 5.1.9) is to be erected parallel to the centre-line of the road at the boundary between two Local Government areas.

The names of the Local Government areas should be placed one on each half of the appropriate side of the board.

Figure 5 – Standard Local Government boundary sign (G6-5)

Costs – these signs, when located on state controlled roads are generally erected and maintained by TMR. Local Councils may erect and maintain these signs on local roads, at their own cost.

2.3.2   Welcome to Local Government area sign (TC1689)

These Welcome to Local Government area signs are to be installed on the left side of the road and face traffic at the boundary (or very close to the boundary) between two Local Government areas. Where possible these signs are to be installed at the location of the boundary point and for both Local Governments involved (for both directions of travel on the road).

The sign design includes the Local Government area name and logo, "Welcome to" message and may include an approved tourist slogan if desired.

The signs can be manufactured using one of design templates in the TC1689 range (refer Figure 6).

Figure 6 – Welcome to Local Government area sign (TC1689)

Costs – all aspects for the design, manufacture, delivery, maintenance and replacement of welcome to Local Government area signs shall remain the responsibility of the applicant.

2.4   Welcome to Town or City Signs

Many Local Governments wish to promote a town / city or suburb within a city, within their Local Government area through the use of welcome signs, particularly on state controlled roads.

These signs welcome visitors to individual towns, cities or suburbs within a city and are located at their respective entry points. Determining the entry point to a town or city is more difficult than for a suburb which is to be placed at (or near to) the actual suburb boundary. Welcome to town signs are to be located where (or a short distance prior to – within 2 km) the road environment changes from a rural type to urban or semi-urban on approach to towns. Drivers should not be travelling too far (or long) after being welcomed to a town before they feel they have entered or arrived at the town.

The following types of town / city and suburb name signs are available:

- Standard town name sign (G6-1)

- Welcome to town name with image (TC1345)

- Welcome to town name without image (TC1692)

2.4.1   Standard town name sign (G6-1)

The Australian Standard town name sign (G6-1 in the Queensland *Manual of Uniform Traffic Control Devices* (MUTCD) – refer Part 15 Clause 5.1.6) are to be erected facing traffic on the left side of the road at the entrance to the town or at the boundary between city suburbs.

Figure 7 – Standard town name sign (G6-1)

Costs – these signs, when located on state controlled roads are generally erected and maintained by TMR. Local Councils may erect and maintain these signs on local roads, at their own cost.

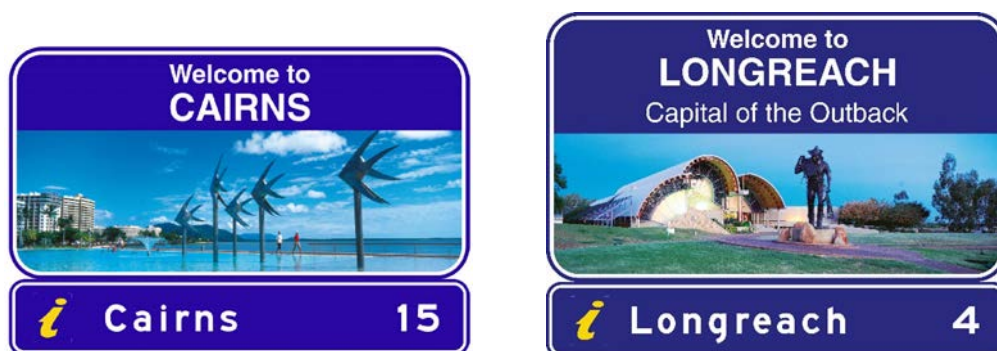### 2.4.2 Welcome to Town name sign with images (TC1345)

The Welcome to town sign with images include the 'Welcome to' message with the inclusion of an image which reflects the town or city. The design uses a consistent standard blue background and may include an approved tourist slogan if desired. A supplementary panel for accredited Visitor Information Centres (VIC) can also be attached at the bottom of the sign. A Council logo is not to be included within the sign design.

These signs must be used for all Welcome to town signs on state strategic touring routes and include the supplementary VIC panel. They may also be used on any other road in Queensland if desired.

If a slogan is being used on the sign it must be approved and supported by both the relevant Regional Tourism Organisation (RTO) and Local Government.

The selection of images for these welcome signs must be done in consultation with the RTO, Local Council and TMR (via tourist.signs@tmr.qld.gov.au) prior to submitting an application. For guidance on the selection of images for use on roadside signs, refer Appendix D.

Figure 8 – Welcome to town name sign with image (TC1345)

Costs – all aspects for the design, manufacture, delivery, maintenance and replacement of welcome to town or city signs with images shall remain the responsibility of the applicant.

There may be circumstances where TMR has a specific program which could include funding for these signs. In this case the department in consultation with the relevant tourism organisation may cover the cost of these signs at selected locations across Queensland.

2.4.3 Welcome to Town name sign without image (TC1692)

The welcome to town name sign without image include the 'welcome to' message and may include an approved tourist slogan if desired. A Council logo is not to be included within the sign design.

The signs may be manufactured using any of the sign design templates in the TC1692 range (refer Figure 9).

Figure 9 – Welcome to Town name sign without image (TC1692)

Costs – all aspects for the design, manufacture, delivery, maintenance and replacement of welcome to town name sign without image shall remain the responsibility of the applicant.

2.4.4   Recreational Vehicle (RV) Friendly town signs

The Department of Transport and Main Roads does not support the installation of these sign types on state-controlled roads.

TMR does however support the signing of facilities and services required by RV travellers such as dump points and so on, with the appropriate approved standard service sign and symbols. Please refer to the *Guideline for Service Signs on State-controlled roads* for more details.

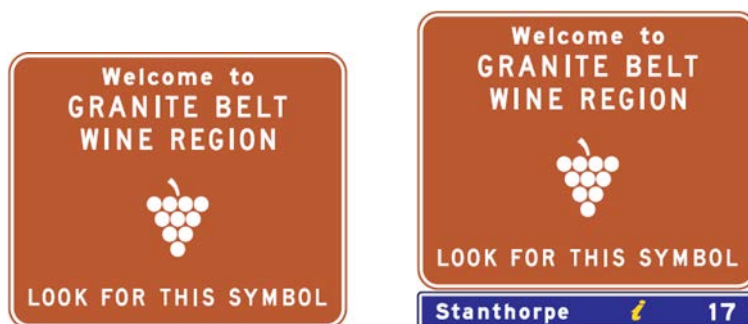### *2.5   Welcome to Wine Region signs*

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

The main regional areas across Queensland offering wine tourism experiences are the Granite Belt, Gold Coast Hinterland, Sunshine Coast, Scenic Rim, Darling Downs, Somerset Valley and the South and North Burnett regions.

The official boundaries of these regions are not always suitable locations for welcome signs. Where possible, all wine region welcome signs should be located within a short distance of the first winery, information bay or Visitor Information Centre. An information bay or Visitor Information Centre should be located at the beginning of the wine region (near the welcome sign), where relevant information about the wine region can be obtained.

The accredited Visitor Information Centre supplementary panel may be provided under the welcome to wine region sign.

Figure 10 – Welcome to wine region (TC1382)

Costs – all aspects for the design, manufacture, delivery, maintenance and replacement of welcome to wine region signs shall remain the responsibility of the applicant.

2.6   Welcome to Country (Traditional Owners) signs (TC1894)

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

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

- Traditional owner groups

- Registered Aboriginal Parties

- Department of Aboriginal and Torres Strait Islander Partnerships

- Any parties acting on behalf of one of the above.

Signs must follow the standard 'Welcome to Country' sign design format as outlined below. This ensures that Welcome to Country signage is consistent across Queensland.

Figure 11 – Welcome to Country (TC1894)

Costs – all aspects for the design, manufacture, delivery, maintenance and replacement of welcome to country signs shall remain the responsibility of the applicant.

There may be circumstances where TMR (or another Government Department) has a specific program which could include funding for these welcome to country signs. In this case the department in consultation with local government and the Traditional Owners may cover the cost of these signs at certain selected locations across Queensland.

2.7 Other Welcome sign designs (Local Government or Town/City)

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

Applications may be submitted, however, the responsibility is on the applicant to present a strong case to warrant a specific new design outside of the suite of TMR standard welcome sign designs. Applicants may like to contact the local TMR regional office (contact details listed on www.business.qld.gov.au/industry/tourism) for more information prior to preparing a written case.

Applicants should provide a comprehensive application demonstrating why their Welcome sign design should be considered. The proposed sign design must conform to the following broad design parameters:

- Must be a roadside sign (entry statements are covered in a different section) and resemble the key design features of a standard roadside sign

- Supports must be frangible, protected by safety barrier or be located outside the clear zone

- Must be visible during the day and night (for example by using retro-reflective sign face sheeting)

- The prominent text on the sign must be either Town/City name or Local Government area name (depending on sign type requested)

- The prominent message must 'Welcome' visitors to either the Town/City or Local Government area

- Fonts used are to be (or similar to) standard roadside signage fonts with good legibility and clear contrast between font colour and background colour. The preferred colour combination is black font on a white retro-reflective background

- Any range of colours (or combinations of colours) may be considered, however colours which may look like (or resemble) replica directional, regulatory or warning signs are not permitted.

- A coloured banner at the top or bottom of the sign (which could be in the local government area's corporate colours) may be considered

- A single image may also be considered for inclusion on the sign, however the image would need to be large enough to ensure legibility. If using an image, the selection of images for use on roadside signs section (Appendix D) will provide some guidance. The image selection should be done in consultation with RTO, local council and TMR (via tourist.signs@tmr.qld.gov.au) prior to submitting an application.

- If an image is used, text must not be placed over any area of the image as this severely impacts legibility.

Examples of some other sign designs can be found in Appendix B.

Costs – all aspects for the design, manufacture, delivery, maintenance and replacement of non-standard welcome signs shall remain the responsibility of the applicant.

2.7.1 Electronic displays

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

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

3   Entry Statements

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

Generally entry statements have been installed for local government areas and towns / cities or suburbs in cities and are often installed in addition to welcome signs.

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

The design of Entry Statements located in the state controlled road reserve should conform to the following:

- Generally located outside the clear zone.

- Should be visible during the day and night (for example by using retro-reflective materials or through lighting).

- Have a prominent and clear message.

- Fonts used are to be (or similar to) standard roadside signage fonts with good legibility and clear contrast between font colour and background colour.

- Any range of colours (or combinations of colours) may be considered, however colours which may look like (or resemble) replica directional, regulatory or warning signs are not permitted.

- Should not provide directions or instructions to traffic.

- May incorporate the use of an image, in which case the image would need to be large enough to ensure legibility.

- May incorporate landscaping elements (plants, rocks and so on).

- The installation of entry statements are subject to space being available in the state controlled road reserve for their erection and maintenance.

- All entry statements are subject to individual approval by TMR via a Road Corridor Permit (RCP) application and may be subject to conditions issued under the RCP approval.

There may be some circumstances whereby an 'entry statement' is erected inside the clear zone. This will be assessed on a case by case basis. If approved to be erected inside the clear zone, the entry statement must conform to the following:

- The entry statement and any support structures must be frangible (certification must be provided by a suitably qualified structural engineer) or it is protected by a road safety barrier (designed in accordance with manufacturer's specifications).

Applicants for entry statements should provide a comprehensive proposal demonstrating their consideration of each of the design parameters.

Costs – all aspects for the design, manufacture, delivery, erection, maintenance and replacement of entry statements and structures, including liability shall remain the responsibility of the applicant.

4 How to apply for a Welcome sign / Entry Statement

4.1 General

TMR will support the installation of welcome signs within the boundaries of state-controlled roads where it is satisfied that:

- It meets the requirements of this guideline and any other relevant standards, policy/guideline (for example, MUTCD)

- Road safety is not adversely affected

- The number of signs and messages is controlled to acceptable limits

- The proposed application for signs or structures meets all relevant engineering standards

Applications to install welcome signs or entry statements within the state-controlled road reserve must be lodged using the following online application tool:

- Welcome sign application form www.business.qld.gov.au/industry/tourism

The application, assessment, approval and installation process for Welcome signs within the state-controlled road reserve is outlined below.

4.2   Application process

The application, assessment, approval and installation process for welcome signs consist of the following stages:

- Stage 1: Application
- Stage 2: Assessment
- Stage 3: Sign design and installation

Stage 1 – Application:

The applicant is required to:

- Read the information guide available on www.business.qld.gov.au/industry/tourism and assess whether they meet the relevant conditions and are eligible to apply for a welcome sign or entry statement.
- Where the applicant decides to proceed, the applicant needs to complete the on-line application form and attach all relevant supporting documentation.
- Upon completion of the on-line applicant details are automatically emailed to TMR.

Stage 2 – Assessment:

TMR assesses the applications potential impact on traffic safety and efficiency, the proposed location and the sign design to ensure it meets departmental design standards.

The traffic safety and efficiency assessment includes:

- Crash history at proposed sign or entry statement location
- Planned construction projects that may change the road environment
- The provision of existing signs and extent of information already at the proposed site
- Ability for motorists to be able to absorb additional signed information at the proposed location.

If a requested sign or entry statement location is unsuitable, the department may encourage the applicant to consider installation at a more suitable location.

Where an application is not supported, formal written advice will be provided outlining why the application was unsuccessful.

Successful applications will progress to Stage 3.

Stage 3 – Sign design, manufacture and installation:

The design, manufacture and installation process for 'Welcome Signs' and 'Entry Statements' are slightly different, the two separate processes are outlined below.

Welcome Signs

To manage the installation of approved signs, TMR has established a list of pre-approved service providers for the design, manufacture and installation of signs. Applicants must use the service providers from the pre-approved panel.

- The applicant will receive an 'approval in principal' notice along with a list of pre-approved sign designers, manufactures and installers and a Road Corridor Permit (RCP) application form to confirm the location and timeframe for installing the sign.

- The applicant submits a sign design scheme prepared by the service provider, along with the completed RCP application form to TMR for formal approval. The signing scheme must include sign face and sign structure designs, final locations and clearance heights.

- To ensure a consistent application across the state, TrasiCad will be used to design all sign faces and TraSiS to calculate sign structures or supports, based on sign parameters, terrain profiles and environmental conditions.

- It is essential that signs be supplied only from pre-approved manufacturing companies, as retro-reflective sheeting used in sign manufacturing requires specialised equipment and handling.

- Once manufactured, the sign installer engaged by the applicant will be required to apply for a Traffic Control Permit to carry out works on certain state-controlled roads during the sign installation process.

- Where the Local Government is the applicant, the installation of approved signs may be organised through the council's sign depot and workforce with approval from TMR, or use the department's preferred supplier.

- Upon completion of installation, and as a condition of the RCP, the applicant will ensure the installer is present when inspected by a TMR appointed delegate. The sign installer will be required to arrange rectification of any identified non-conformances.

Entry Statements

Applicants are able to seek a service provider of their choice for the design, manufacture and installation of Entry Statements.

- The applicant will receive an 'approval in principal' notice along with a Road Corridor Permit (RCP) application form to confirm the location and timeframe for installing the entry statement.

- The applicant submits the final entry statement design, along with the completed RCP application form to TMR for formal approval. The final design must include all structure designs and dimensions. If the entry statement to be installed in the clear zone, certification by a suitably qualified structural engineer is to also be included.

- Once manufactured, or ready for installation, the sign installer engaged by the applicant will be required to apply for a Traffic Control Permit to carry out works on certain state-controlled roads during the sign installation process.

- Upon completion of the installation, and as a condition of the RCP, the applicant will ensure the installer is present when inspected by a TMR appointed delegate. The installer will be required to arrange rectification of any identified issues.

4.3 Timeframes

TMR will provide written response regarding the outcome of an application within (90) days of receipt of the application. This timeframe is subject to the applicant supplying all the necessary information.

4.4   Approval or refusal of application

Written consent or approval of an application for a welcome sign or entry statement will take the form of a road corridor permit (RCP).

A RCP 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 TMR may remove any sign or structure

TMR may also impose special conditions on a permit if required.

TMR will advise the applicant in writing of a result where an application has been rejected.

4.5   Dispute resolution

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

If an applicant feels aggrieved with the outcome of an application, they may formally submit their concerns in writing requesting the matter be reviewed by the local TMR region.

Requests to review unsuccessful applications will be escalated separately to TMR senior management.

As required under current Queensland Legislation, TMR is the final arbiter in decisions to approve road traffic signs within the state-controlled road reserve.

TMR may elect to further discuss tourist related welcome signage and/or review the matter in consultation with the Department of Tourism, Major Events, Small Business and the Commonwealth Games.

4.6   Managing existing Welcome signs

It is recognised, that there are a number of existing Welcome signs currently located on state controlled roads and some of which would not conform to current guidelines.

It is not TMR's intent to immediately require the bulk replacement of non-conforming welcome signs.

All non-conforming Welcome signs will need to be upgraded to meet the requirements of this guideline either on the expiry of the signs Road Corridor Permit (RCP), when the sign or entry statement needs to be replaced due to age or damage or when the sign or entry statement is subject to significant repairs or design modifications.

All Welcome signs and entry statements located within the state controlled road reserve should have a current RCP in place. Signs owned and maintained by TMR are not subject to RCP requirements.

4.7   Proliferation of signs

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

As new welcome signs or entry statements are approved under this guideline, any existing welcome signs or entry statements should be removed.

While not preferred, TMR will generally not object to both a welcome sign and an entry statement existing on the same approach to a town or area.

5 Contact details

For information about the guidelines, application and assessment process visit the website at www.business.qld.gov.au/industry/tourism. This site also includes your local. TMR district office contact phone number or alternatively you can email any enquiry direct to tourist.signs@tmr.qld.gov.au

Appendix A – Glossary of terms

Australian Standards (AS) – are prepared by committees made up of experts from industry, government user groups and other sectors. The AS reflects latest technical and industry experience and ensures consistency through Australia, embracing national and international standards.

Clear zone – the total roadside border area starting at the edge of the travelled way, available for safe use by errant vehicles and the display of official traffic signs. This area may consist of a shoulder, a recoverable slope, a non-recoverable slope and/or a clear run-out area. The minimum Clear Zone width depends on the speed environment and roadside geometry.

Frangible – means capable of absorbing vehicular impact through breaking, or designed to detach from a solid base at ground level upon the impact of motor vehicle, thereby reducing the risk of injury.

Illuminated – refers to a sign or entry statement which is specifically designed with internal and/or external means of illumination (lighting) to ensure visibility at night.

MUTCD – the MUTCD (Queensland) and its supplements, within the meaning of the Transport Operations (Road Use Management) Act 1995, contains the design of, and the methods, standards and procedures in relation to every sign, signal, marking, light or device, installed on a road.

Road Corridor Permit – the Department of Transport and Main Roads plans, provides and manages Queensland' state-controlled road network. This includes managing the non-road transport activities, works and structures that occur within the road corridors. Applicants wishing to undertake an activating, works or erect a structure within the road corridor must have an approved road corridor permit.

Sign Service Provider – a business selected by the Department of Transport and Main Roads who is responsible for delivering high quality of sign design, manufacture and installation in line with Australian Standards, MUTCD and TMR manuals and guidelines.

State-controlled road – are generally the major traffic carrying roads that provide strategic links between towns, cities or other major destinations. TMR are the managing authority for all state-controlled roads throughout Queensland.

State Strategic Touring Route – These primary touring routes traversing the state of Queensland are identified and recognised by both the state tourism authority and the state road authority. Currently there are ten state strategic touring routes in Queensland:

- The Overlanders Way (Townsville to Camooweal to Tennant Creek (NT))
- The Matilda Way (Bourke (NSW) to Barringun to Karumba)
- The Warrego Way (Brisbane to Charleville) – (Warrego extension has been extended to Birdsville)
- The Capricorn Way (Rockhampton to Barcaldine)
- The Great Inland Way (Sydney (NSW) to Hebel to Cairns)
- The Leichhardt Way (Melbourne (VIC) to Goondiwindi to Rockhampton)
- The Pacific Coast Way (Sydney (NSW) to Coolangatta to Cairns)
- Australia's Country Way (Sydney (NSW) to Wallangarra to Rockhampton)
- Savannah Way (Broome (WA) to Hells Gate to Cairns)

- Adventure Way (Adelaide (SA) to Innamincka to Brisbane.

TC Signs – are a collection of non-standard traffic control (TC) signs that have been 'officially approved' (as required by the Transport Operations (Road Use Management) Act 1995). These signs have been designed for specialised use and designed to comply with the guidelines set out in the Traffic and Road Use Management (TRUM) manual and the Manual of Uniform Traffic Control Devices (MUTCD). Included in this register are the MUTCD Q-series signs. These signs can be found in part 1 of the MUTCD and designed for specific use in Queensland.

TRUM Manual – the Traffic and Road Use Management (TRUM) manual is issued under the authority of Section 166 of the Transport Operations (Road Use Management) Act 1995. The contents of the manual are issued as "approved notices" under Section 166 (2) of the said Act. The TRUM manual contains supplements to the respective Austroads guides (Guide to Traffic Management, and Guide to Road Safety) which have been developed to provide guidance on matters that are specific to Queensland and which vary from national practice or are not adequately covered in the Austroads guides.

Visitor Information Centre (accredited) – a centre that provides tourist information to visitors and carry's a formal level of accreditation.

Appendix B – Sign examples

Sign Design	Example image
Welcome to Local Government boundary sign (TC1689) Refer section 2.3.2	
Standard town name sign (G6-1) Refer section 2.4.1	
Welcome to wine region Refer section 2.5	
Other design – welcome to local government area Refer section 2.7	

Sign Design	Example image
Entry Statement Refer section 3	

Appendix C – List of recognised Queensland tourist regions

- Brisbane

- Bundaberg North Burnett

- Capricorn Region

- Fraser Coast

- Gladstone Region

- Gold Coast

- Mackay Region

- Outback Queensland

- Sunshine Coast

- Townsville North Queensland

- The Whitsundays

- Southern Queensland Country

- Tropical North Queensland

A map of the Queensland tourist regions can be located on the *Tourism and Events Queensland* website (http://teq.queensland.com/en-AU/Destinations).

Appendix D – Image selection guidance

Selecting a final single image which best represents an area, region or town (which also meets the below image requirements) is often difficult. The selected images will need to be approved prior to use by both the relevant Regional Tourism Organisation (RTO) and local government and TMR (via tourist.signs@tmr.qld.gov.au).

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

1. The images will need to be high resolution.

   a. Due to being printed on a roadside sign the images will need to be capable of being enlarged to the size required on the TC sign design.

2. Image selection considerations include the following:

   a. Not all images will suit the space available on the roadside sign.

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

   b. The images will need to be interpreted at a glance while being viewed by drivers, sometimes travelling at high speed.

      i. Images should be as simple as possible.

      ii. Avoid images which include a large amount of detail (especially fine detail as these cannot be interpreted at a glance at high speed).

   c. Images should have contrasting colours and if possible avoid large areas of light or dark colouring.

   d. Generally avoid images which contain people, especially if they are the main detail in the image.

   e. The selected image must be a complete single image.

      i. The blending of images or the use of multiple images on the one sign is to be avoided.

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

Appendix E – State strategic touring routes map

Resources, references and specifications

The Department of Transport and Main Roads (TMR) wishes to acknowledge the following resources, references and specifications in contributing to this guide.

Resources

National Tourist Signing Eligibility Guidelines

Tourist Signposting – Transport, Roads and Marine Services, New South Wales

Tourist Signing Guidelines – VicRoads, Victoria

Road Sign Guidelines – Guide to Visitor & Services Road Signs in South Australia.

References

Australian Standard – *AS 1742.6 Manual for Uniform Traffic Control Devices – Part 6: Tourist and Service Signs*

Transport and Main Roads – *Service Centre Policy.*

Transport and Main Roads standard specifications

Traffic and Road Use (TRUM) Manual –Volume 1, Part 10, Section 4.2-2 – Service and Tourist Signing Guide

General specifications

Any welcome sign needs to conform strictly to the following standards:

- *Manual of Uniform Traffic Control Devices – Part 6 Tourist and Service Signs*

- *Manual of Uniform Traffic Control Devices – Part 15 Direction Signs, Information Signs and Route Numbering*

- Colour, type, size and legend – AS 1743 and AS 1744

- Symbols – AS 1742.6, AS 2342

- Placement, supports and fittings – Transport and Main Roads Guidelines and Specifications

- Erection of signs – Transport and Main Roads Specifications

- Manufacture of road signs – Transport and Main Roads Specifications