

# APPROVAL AND INSTALLATION OF TOURISM COMMUNITY AND CUSTOMER SERVICE SIGNAGE WITHIN ROAD RESERVE

**Program:** Transport and Drainage Infrastructure Planning  
**Date of Approval:** 5 September 2023  
**Review Date:** 5 September 2026

## Scope

This Policy applies to the establishment of all community and tourism signage within road reserves within Mackay Region to:

- Establish a co-operative signage process for local government, tourism and community service operators.
- Improve awareness and access to tourist activities and facilities for travellers.
- Ensure a high standard of co-ordinated and complementary directional signage.
- Ensure ease of visitor navigation by using the most effective combination of tourist and services signs, and direction signs.
- Ensure directional signs within road reserves are visually acceptable.
- Rationalise signs to minimise the proliferation of signs through co-operation and consultation with affected sign owners.

Ensure full cost recovery for applications for Tourist and Community signs.

## Objective

To meet the signage needs of tourism, community and service organisations while still upholding the basic principles of traffic management and road safety as well as protecting the visual amenity of our roadsides and the visual amenity of the Mackay Region Local Government Area.

## Policy Statement

Guidelines for consideration of manufacture and installation of signage within the road reserve are set out in an appended document “*Guidelines for Tourism, Community and Service Signage*”. These are consistent with AS1742.5 Manual of Uniform Traffic Control Devices and the Department of Main Roads standards as set out in the *Manual of Uniform Traffic Control Devices – Part 5 – ‘Street Name and Community Facility Name Signs’ & ‘Guideline - Tourist and Service Signs*.

Council considers that to the extent this policy engages and limits, or potentially limits, any human rights, that limitation is reasonable in that it is proportionate and justified.

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This process to remain in force until otherwise determined  
by Mackay Regional Council

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## 1.0 Principles

To define the process and standards required for the manufacture and installation of tourism, community and services signage within Mackay Regional Council Local Government Area in accordance with detailed requirements included in “*Guidelines for Tourism Service and Community Signage*”.

## 2.0 Complaints

Any complaints in relation to a decision or a service relating from this policy will be assessed and managed in accordance with MRC's Administrative Action Complaints Policy, a copy of which can be found on MRC's website.

When an individual feels that they are the subject of MRC's failure to act compatibly with human rights, they can make a complaint directly to MRC. These complaints will be assessed against the Human Rights Act 2019.

Complaints may be made as following:

In writing to  
Chief Executive Officer  
Mackay Regional Council  
PO Box 41  
MACKAY QLD 4740

Via Email - [complaints@mackay.qld.gov.au](mailto:complaints@mackay.qld.gov.au)

In person at the following MRC Client Services Centres:

- MRC Mackay Office – 73 Gordon Street, Mackay
- MRC Sarina Office – 65 Broad Street, Sarina
- MRC Mirani Council Office – 20 Victoria Street, Mirani

## 3.0 Definitions

To assist in interpretation the following definitions shall apply:

**Council** shall mean all elected representatives of Mackay Regional Council.

**MRC** shall mean Mackay Regional Council.

## 4.0 Review of Policy

This policy will be reviewed when any of the following occur:

- The related documents are amended or replaced.
- Other circumstances as determined from time to time by the CEO.

# **APPROVAL AND INSTALLATION OF TOURISM COMMUNITY AND CUSTOMER SERVICE SIGNAGE WITHIN ROAD RESERVE**

Notwithstanding the above, this policy is to be reviewed as required or no more than three (3) years.

## **5.0 Reference**

- AS1742.5 - Manual of Uniform Traffic Control Devices
- DTMR -Manual of Uniform Traffic Control Devices – Part 5 – ‘*Street Name and Community Facility Name Signs*’
- DTMR - “Guideline Traffic and Road Use Management – Volume 3 – Signing and Pavement Marking – Part 7: Tourist Service and Welcome Signs
- Transport Operations (Road Use Management) Act
- Transport Operations (Road Use Management –Road Rules) Regulations
- *Local Government Act 2009*
- Local Law No. 1 (Administration)
- Local Law No. 4 – Local Government Controlled Areas, Facilities and Roads
- Subordinate Local Law 1.1 – Alteration or Improvement to Local Government controlled Areas and Roads
- Subordinate Local Law 1.16 – Carrying Out Works on a Road or Interfering with a Road or its Operation
- Mackay Regional Council Guidelines for Tourism, Community and Service Signage

## **6.0 Attachments**

1. Guidelines for Tourism Service and Community Signage

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Version Control:

Version	Reason / Trigger	Change	Endorsed / Reviewed	Date
1	New Policy		CEO	29.08.17
2	Policy Review	Minor Amendments	CEO	28.07.20
3	Policy Review		CEO	05.09.23

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# Guidelines for Tourism, Service and Community Signage

Version 5 | September 2023

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## FOREWORD

Signposting within the road reserve is one of the most significant issues for community and service organisations and the tourism industry in the Mackay Regional Council (MRC) area.

It is intended that this document will lead to an improvement in the quality of tourist, community and services signage throughout the Local Government Area and provide an added contribution to the success and promotion of the tourism industry.

These guidelines are designed to meet the needs of tourism, community and service businesses while still upholding the basic principles of traffic management and road safety, as well as protecting the visual amenity of our roadsides and the scenic beauty of the Mackay Region.

Generally, there are two determining authorities relating to tourist, community and service signage approvals – the Department of Transport and Main Roads (DTMR) and MRC. Depending on the location of the required tourist, community or service signs, one or both organisations may need to be involved in the application process. This document explains how to make applications and who to contact for each situation.



# **1 Introduction**

## **1.1 Guidelines Objectives and Strategies**

These signage guidelines are designed to provide visitors with clear and comprehensive directions to the many tourist establishments, community organisations and services catering to travellers' needs. They clearly define the process by which operators can apply for directional signs on State, Regional and Local roads.

These guidelines will not only maintain the technical standards important to road safety and motorist comprehension, but establish a cooperative signage process for local government and tourism operators. The objectives include:

- Improved awareness and access to tourist activities and facilities for travellers;
- Increased business activity for tourist and service operators;
- A high standard of coordinated and complementary directional signage; and
- Widely available, highly relevant marketing material.

In addressing this objective, these guidelines aim to:

- Emphasise that tourist signage is directional, not promotional (i.e. not for advertising purposes);
- Recognise the MRC tourism strategies as principal points of reference in developing and enhancing signage schemes;
- Ensure ease of visitor navigation by using the most effective combination of tourist and services signs, directional signs, marketing / promotional material.
- Adopt technical standards which not only facilitate motorist's recognition and comprehension but meet road safety objectives and requirements;
- Provide consistent application and administration across the MRC area; and
- A seamless transition between signposting on the classified (DTMR) and unclassified (MRC) road networks.

# **2 Why Have Guidelines?**

## **2.1 The Need for Guidelines**

Tourists, community and services signs are primarily provided for the guidance of travellers and to facilitate safe, efficient and orderly travel.

Road signs are the final directional link in a communication process between the destination and the traveller – a process that should also include motivational and other support marketing material like brochures and advertising.

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 travellers that they are travelling in the right direction;
- Give immediate notice of an attraction or service and facilitate safe access; and
- Direct travellers to sources of tourist information, such as the visitor information centre, information bays, interpretation centres or visitor radio.

## 2.2 Outcomes and Benefits

The expected outcomes and benefits of these guidelines include:

- A signage system which adds value to tourism development and promotion strategies and, in particular, contributes to enhanced visitor experiences, longer stays and greater tourism income in Mackay Region.
- The adoption and implementation of high quality, uniform tourist, community and services signage practices throughout Mackay Region.
- A clear definition of the roles and responsibilities of all stakeholders, including administrative, financial, implementation and maintenance responsibilities.

## 3 **Signage Roles and Administration**

### 3.1 Overview

Tourist signposting cascades down from the State Government, which has responsibility for signing State Roads such as the Bruce Highway to Local Government, which has responsibility for signing local and regional roads. Depending on what type of sign is required and where, tourist attraction and services signing throughout Mackay Region may involve the DTMR's, various Departments within the MRC, Mackay Tourism and tourism operators. Each group has specific responsibilities in relation to signage.

### 3.2 Role of the Department of Transport and Main Roads as the Road Authority

In Queensland, the DTMR has established processes to evaluate applications for tourist attractions signposting on state roads (i.e. the Bruce Highway). This agency's role is to ensure that adequate, consistent signposting is provided to the motoring public within the framework of a total of state-wide tourist information system. It is also to:

- Establish fundamental criteria to assess the suitability/eligibility of attractions for signposting;
- Establish fundamental principles for sign design and siting practice; and
- Articulate the administrative procedures, which apply to the assessment of applications and the maintenance of standards.

Details of the approval process is included in the following document:

[https://www.tmr.qld.gov.au/\\_/media/busind/techstdpubs/traffic-management/guidelines/guideline-tourist-and-service-signs.pdf?sc\\_lang=en&hash=5CC57433A031D3EF873381F3325CFF2A](https://www.tmr.qld.gov.au/_/media/busind/techstdpubs/traffic-management/guidelines/guideline-tourist-and-service-signs.pdf?sc_lang=en&hash=5CC57433A031D3EF873381F3325CFF2A)

Part of this process has also resulted in the development of the documentation included as *Appendix A*.

### 3.3 Role of Mackay Regional Council as the Road Authority

MRC is the road authority for signage on roads NOT controlled by the DTMR. MRC must ensure that the standard of signage enables travellers, and in particular tourists, to find their way to tourist and service facilities on the principal road network without the need for an excessive number of signs.

MRC needs to ensure that all signage conforms to design, construction and safety standards and planning requirements. In addition to the standards, MRC can impose other conditions relating to sign design, manufacture and installation. In general, Reference will be made to the state-wide 'Service and Tourist Signing Guide'.

### 3.3.1 [MRC's Engineering & Commercial Infrastructure Department \(E & CI\)](#)

MRC's Engineering & Commercial Infrastructure Department maintains responsibility for signage within the road reserve. Types of signage include:

- Town and locality signage
- Advanced warning signs
- Speed limit signs
- Information bays
- Reassurance signs
- Roadwork signage
- Parking and other regulatory signs

Applications for signage to be located within the road reserve are to be made to the Engineering & Commercial Infrastructure Department. An application form can be found in *Appendix C*.

### 3.3.2 [MRC's Development Services Department](#)

MRC's Development Services Department maintains responsibility for signs off the road reserve, which is land, located on private property. Types of signage managed by this department as regulated by Subordinate Local Law No. 1.4 (Installation of Advertising Devices) 2011 include:

- Business identification signs (the sign is located on the property to which the sign relates)
- Real estate signs
- Tourist information signs
- Other advertising signs (the sign does not relate to the business that is operating from the site the sign is located on)

## 4 **Types of Road Signs**

### 4.1 [Overview](#)

Other than the major town and city directional signs, there are four major types of road signs used by visitors to find tourist attractions and facilities in the Mackay region. These are:

1.	<b>Tourist Attraction Signs</b> ( <i>Brown and White</i> )
2.	<b>Service Signs</b> ( <i>Blue and White</i> )
3.	<b>Community Facility Signs</b> ( <i>Blue and White</i> )
4.	<b>Advertising Signs</b> ( <i>on private property such as billboards, and on public seats and bus shelters</i> )

The first three sign types are denoted by a particular colour scheme (conforming to Australian Standards) which indicates their different function to the travelling public.

These terms are explained in more detail as follows:

## 4.2 Tourist Attraction Signs (white lettering on a brown background)

Brown tourist attraction signs indicate features and tourist attractions of significant recreation and cultural interest. Where appropriate, these signs also make use of tourist attraction symbols. Tourist attraction signs include:

- Commercial / non-commercial tourist operations
- National parks
- Natural features
- Conservation parks / botanic gardens
- Wineries catering for tourists
- Historic sites / buildings / towns
- Scenic lookouts; and
- Tourist drives and trails

### *Purpose*

Tourist attraction signs signal commercial and non-commercial tourist establishments and features of tourist interest which meet the criteria in Section 8 – Eligibility for Tourism Signage. In order to qualify for tourist signage, the core business must be tourism-based, with a strong commitment to service visitors. The criteria was established based on best practice models that determines whether a business qualifies for tourist attraction signage.

### *Cost*

With the exception of signs to natural and geographic features, which may be provided by MRC or the DTMR Tourist Attraction Signs are paid for by the applicant. For further information, see Section 7 – Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

### *Types of Tourist Attraction Signs*

Types of tourist attraction signs (white on brown) come in a number of forms referring to single or multiple tourist attractions. In general, these are detailed in *Appendix A* and *Appendix B*, however, the following summaries their purpose:

#### 4.2.1 Gateway / Introductory Signs (Tourist)

##### *Purpose*

Gateway signs, erected at or near the entry points of a city, town or geographic region, can also provide travellers with information about key local tourist themes, tourist attractions and tourist drives. A gateway sign can also include a row of white on blue symbols to denote the availability of services including visitor information. See Section 4.2 – Services Signs. Where a gateway sign is located close to an intersection, advance direction information (e.g. TURN RIGHT 400m) may be included on the sign. This may remove the need for a separate advance sign.

##### *Cost*

Paid for by the applicant. For further information see Section 7 – Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

#### 4.2.2 [Advance Signs \(Tourist\)](#)

##### *Purpose*

Advance signs provide travellers with advance notice of a tourist attraction or service to the following:

- Signs in advance of a rural intersection will only be considered where intersection signs are permitted; and
- Signs are not permitted in built-up areas except in cases where road safety is a concern or the attraction is of a significant nature.

##### *Cost*

Paid for by the applicant. For further information see Section 7 – Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

#### 4.2.3 [Intersection Signs \(Tourist\)](#)

##### *Purpose*

Intersection signs are placed at intersections to indicate the turn-off to one or more tourist attractions. Aggregation of attractions onto one intersection sign is encouraged. Signage at more minor intersections, especially in urban areas, usually takes the form of smaller fingerboards mounted on a single pole.

##### *Cost*

Paid for by the applicant. For further information see Section 7 – Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

#### 4.2.4 [Position Signs \(Tourist\)](#)

##### *Purpose*

If the entry to a tourist attraction cannot be made obvious from signage within the property line, position signs are placed to indicate the point of entry.

##### *Cost*

Paid for by the applicant. For further information see Section 7 – Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

#### 4.2.5 [Reassurance Signs \(Tourist\)](#)

##### *Position*

If areas and attractions of regional significance are signed from a considerable distance away, reassurance signs are placed after major intersections so travellers can be confident that they are still travelling in the right direction.

##### *Cost*

Paid for by the applicant. For further information, see Section 7 – Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

#### 4.2.6 [Route Markers \(Tourist\)](#)

##### *Purpose*

Route Markers and route shields may be used along tourist drives to fulfil the role of advanced intersection and reassurance signs and as a substitute for more complex and costly tourist signage. Tourist drives link attractions and should generally be supported by marketing and promotional material. The conditions relating to the development of tourist drives are covered in Section 12 – Driving Experiences.

##### *Cost*

Paid for by the applicant. For further information see Section 7 – Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

#### 4.2.7 [Temporary Signs \(Tourist\)](#)

##### *Purpose*

Temporary signs may be appropriate where a tourist attraction or service has limited or seasonal opening times. Conditions relating to temporary signage and signage to seasonal attractions are included in Section 8.5.7 – Seasonal Attractions.

Temporary signage is not usually encouraged but MRC is prepared to consider applications for this type of sign based on merit.

##### *Cost*

Paid for by the applicant. For further information see Section 7 – Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

#### 4.3 [Services Signs \(white lettering on a blue background\)](#)

Service signs, with white lettering on a blue background, direct travellers to facilities and services that may benefit them.

With the exception of some accommodation facilities, signage to other services uses Australian Standard symbols as detailed in Appendices A and B.

Service signs include those for:

- Accommodation facilities
- Caravan and camping parks / areas
- Visitor information centre
- Tourist information bays
- Service stations
- Public toilets
- Rest areas; and
- Parking areas

### *Purpose*

Service signs direct the travelling public to essential and desirable facilities and service businesses (as endorsed by MRC as the road authority, often in consultation with the Engineering & Commercial Infrastructure Department).

### *Cost*

Signage to roadside and public facilities such as parking areas, picnic facilities, public toilets, etc. is the responsibility of MRC as the relevant road authority.

The cost of signage to specific businesses and facilities is the responsibility of the applicant. For further information see Section 7 - Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

### *Types of Service Signs*

Signage to service establishments can take the form of advance, intersection and position signage – whichever is most appropriate.

#### 4.3.1 [Advance Sign \(Service\)](#)

##### *Purpose*

Advance signs are used before an intersection or position sign when the entrance or intersection cannot be readily seen by approaching travellers and thus constitute a traffic hazard.

##### *Cost*

Paid for by the applicant, except for signing to non-commercial facilities. For further information see Section 7 - Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

#### 4.3.2 [Intersection Signs \(Service\)](#)

Outside of built up areas, an intersection sign can be erected at the intersection of that road with the nearest regional or local road on each approach, provided the service is not more than five kilometres away.

Outside of build-up areas intersection signs can be erected to indicate a tourist accommodation facility or tourist attraction, however, only two such signs are permitted per intersection. These signs include the business name and kilometre distance to be established.

##### *Cost*

Paid for by the applicant, except for signing to non-commercial facilities as determined by MRC. For further information see Section 7 - Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

#### 4.3.3 [Position Signs \(Service\)](#)

##### *Purpose*

If the entry to a service cannot be made obvious from signage within the property line, position signs are placed to indicate the point of entry.

### *Cost*

Paid for by the applicant, except for signing to non-commercial facilities. For further information, see Section 7 - Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

## **4.4 Community Facilities Signs (white lettering on a blue background)**

### *Purpose*

Community facility signage is 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. These include:

- Arts centres
- Churches
- Recreation centres
- Golf courses
- Racecourses
- Swimming pools
- Airports / aerodromes
- Schools
- Pre-schools
- Child care centres

Note: Community Facility signs are generally a blade-type sign of extruded construction, featuring a maximum legend height of 100 mm – Except in cases where the facility is of significant nature or early warning for travellers is necessary.

### *Cost*

In some cases, signage for MRC owned community facilities using generic references is provided by the MRC (for example, the airport and swimming pool). However, signage to specific community facilities, especially commercial facilities, is generally provided on a user-pays basis by the applicant. For further information see Section 7 - Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

## **4.5 Advertising Signs**

### *Purpose*

Advertising signs on private land are generally sought to promote individual businesses. The proliferation of advertising signage detracts from the environment, adversely affecting the scenic values the region is known for.

Note: MRC's rules for signs on private land do provide for business identification signs (where the sign relates to the business undertaken on the property). Generally advertising (such as billboards) is discouraged and prohibited in many areas, although tourism signs indicating the location of tourist facilities or activities or places of scientific, historic or scenic interest may be considered in some zones subject to consistency with the relevant state and MRC policies. Development consent is required for this type of signage on private land.

Further information regarding signs on private land can be obtained from Subordinate Local Law No. 1.4 (Installation of Advertising Devices) 2011.



## Cost

Paid for by the applicant. For Further information see Section 7 - Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

## 5 **“As of Right” Signs and Prohibited Signs**

### 5.1 “As of Right” Signs

The following signs do not require approval from MRC:

- Any sign or notice erected by a public authority;
- Any sign notifying the public of possible hazards or of activities in a public area (e.g. Roadwork signs, underground electricity etc.); and
- Any sign on a registered motor vehicle used principally for conveyance or passengers.

### 5.2 Prohibited Signs

All signage placed within the road reserve without the proper consent is prohibited.

This includes:

- Items attached to trees, power poles, telecommunications poles, existing signage poles etc.;
- Any sign on a vehicle (whether registered or not) which is used principally as an advertisement rather than as a vehicle; and
- Any sign or bill poster placed within the road reserve (e.g. power or telecommunications poles, existing signage poles etc.) Note: This includes election signs.

## 6 **Design, Construction, Location and Number of Signs**

### 6.1 General

A high standard of sign design is essential to ensure that roadside signage not only communicates effectively with travellers, but also meets safety, aesthetic and environmental considerations.

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

- Signs are of a consistent colour and shape for ease of recognition;
- Legend size is the optimum for motorist comprehension at the prevailing traffic speed;
- The use and number of words and symbols is optimised for maximum information and comprehension; and
- Signs do not present a safety hazard.

### 6.2 Sign Design

Good sign design principles are based upon extensive research conducted by organisations such as ARRB Transport Research. 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 the prevailing speed of traffic in the location);
- The amount and type of information to be included; and
- Road conditions and location considerations.

In order to comprehend sign-face information at speed, a summary of information relating to a number of attractions or services may be required. For example, "Wineries" rather than a list of wineries or "motels" and "B & B's", rather than a list of accommodation establishments.

While special conditions may apply in some situations, the standards set by the DTMR will act as a guide.

**Note:** All tourist and service signs should feature borders, except for blade-type fingerboard signs of extruded construction.

To ensure that tourist signs are of maximum value to travellers, they should include, where appropriate, an indication of distance. This should be expressed in whole numbers (for example 3 km not 2.9 km and 8 km not 7.5 km except in circumstances of extreme directional difficulty).

#### 6.2.1 [Symbols](#)

Only symbols, which have been approved according to Australian Standards AS 2342, can be used on tourist and services signage unless otherwise approved by MRC.

Symbols which meet the requirements AS 1743 and AS 2342 will be readily understood by domestic tourists and are likely to be easily understood by visitors from all countries. The use of symbols can often reduce the number of words necessary on a sign.

#### 6.2.2 [Logos](#)

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

### 6.3 [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. Generally, Australian Standards for such signage shall be used as a point of reference for the minimum construction standard.

### 6.4 [Location](#)

The location of a tourist attraction or service business should be a primary consideration at the time of initial business planning. Roadside signage should not be expected to compensate for a poorly located business.

It is important that tourists and services signs are located within road reserves so that they 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 intersection;
- They do not obstruct traffic or pedestrians;
- They do not form a confusing background to normal regulatory traffic signs and signals; and
- They do not heavily impact on visual amenity, particularly in environmentally and visually sensitive locations.

In general, MRC will follow the guidelines of the DTMR's Service and Tourist Signing Guide in relation to the location of tourist and service signs.

## 6.5 Number of Signs

To prevent proliferation of signs and to ensure commercial equity, there is a limit to the number of tourist and service signs that will be permitted on road reserves. In the case of intersections whereby a tourism establishment or establishments are located there is a limit of two fingerboard signs that can be attached to the road name signs. Once the required number has surpassed this it will be necessary for the tourism business to apply for space within the nearest information bay or consider aggregation. For more information on aggregation see Section 11 – Rationalising and Aggregation.

## 7. **Cost, Ownership, Permit Period, Installation and Maintenance of Signs**

### 7.1 Overview

When MRC receives an application, the Engineering & Commercial Infrastructure Department shall determine the eligibility. An application fee is to be paid with each application. If eligible, that applicant will be advised by MRC of the total cost including sign design, construction, installation, permit fees and on-going maintenance.

### 7.2 Cost

The cost to design, install and maintain signage is generally borne by the application unless otherwise stated but forms part of the overall cost quoted by MRC. The applicant, who pays for the provision of such signs, will be issued with a sign permit that details 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 MRC 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 MRC to arrange for the removal of all road signage to the property in the event of a business closing or it is no longer considered to be an eligible tourism business. Costs for undertaking this work will be charged to the business owner.

### 7.3 Ownership

The signage shall always remain the property of MRC. Applicant's fees are for a permit to display such signage.

#### 7.4 Permit Period

The sign permit issued by MRC grants the applicant the right to use the portion of roadside reserve for a period of five years, after which time the appropriateness and efficacy of the sign may be reassessed. However, MRC maintains the right to replace, or remove any sign installed on roads under its control when any of the following occurs: The applicant no longer conforms with the conditions of the sign approval:

- The sign is in poor state of repair;
- There is a demonstrated need for aggregating signs in a particular location; or
- MRC needs to resume the land.

#### 7.5 Installation

MRC shall be responsible for the installation of all signage. The cost for such installation shall form part of the initial quote supplied to the applicant.

#### 7.6 Maintenance

The need for sign repairs or replacement, for any reason, shall be at the discretion of MRC. The cost for maintaining signs, including damage or vandalism, replacement, reinstatement and / or re-erection is the responsibility of the MRC. MRC shall charge an annual maintenance fee for all signage, which shall be reviewed on an annual basis as part of the development of MRC's fees and charges. The maintenance fee shall form part of the initial quote supplied to the applicant. A sign permit is granted for the original sign-face design. The sign-face cannot be altered in any way. Any alterations to a sign design is subject to a new application, which may or may not require a new sign permit.

### 8. **Eligibility for Tourism Signage**

In order to qualify for tourist attraction signage as set out in Section 4 – Types of Road Signs, a tourist attraction (other than a natural feature) must satisfy all of the following essential criteria:

#### 8.1 Essential Criteria

- a) Tourism must clearly be a Core Business Activity of the attraction (see definition in *Appendix A – Glossary*)  
In addition, the attraction must:
- b) Provide a substantive tourism experience in addition to or as part of any commercial / retail nature of the establishment;
- c) Have all relevant State and Local Government licences and approvals to operate as a tourist attraction, including health, planning and parking requirements, as well as facilities for disabled persons;
- d) Be open to the public at appropriate times such as weekends, school holidays etc. depending on the nature of the attraction or business;
- e) Have a documented promotional plan (see *Appendix G – Promotional Plan*) which should include promotional literature, on-site signage and other relevant initiatives;
- f) Be appropriately signed within the property line so that it easily identifiable by passing travellers; and
- g) Have appropriately trained visitor contact staff.

## 8.2 Desirable Criteria

It is also desirable if the attraction:

- a) Provides a parking area for coaches and other large vehicles;
- b) Maintains a record of visitor numbers and comments; and
- c) Is a member of the Mackay Isaac Tourism.

## 8.3 Automatic Eligibility

Applicants that can demonstrate that they have already met the eligibility requirements from the DTMR (if previously applied for signage on the highway), automatic eligibility will be assumed.

## 8.4 Specific Criteria

The following attractions must comply with the essential criteria, unless noted otherwise:

### 8.4.1 Golf Courses

Golf courses are not signed as tourist attraction, but generally eligible for signage as community facilities.

### 8.4.2 Art Galleries and Craft Outlets

Art and Craft outlets are signed as tourist attractions (white on brown) only when they can meet all the essential criteria and can fulfil any two of the following specific criteria:

- Feature a resident artist / craftsperson;
- Display a production process, together with associated explanatory information;
- Provide adequate exhibition space (less than 50 square metres is deemed a retail outlet);
- Is a studio gallery; and
- More than 30% of the art / craft works on permanent display are local and / or regional artists/craftspeople.

### 8.4.3 Antique Galleries / Stores

Antique Galleries / Stores are required to meet the essential criteria detailed in Section 8.2 – Essential Criteria.

### 8.4.4 Museums and Historic Properties

Historic sites and properties, principally those owned and / or operated by the National Trust of Australia, are eligible for tourist signage when they meet all the essential criteria, with the following addition:

- Museums and historic properties must provide supporting literature and interpretive material for the visitor.

### 8.4.5 Primary and Secondary Industry Based Attractions

Factories, manufacturing plants and agricultural operations must:

- Be 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 interpretive material of the relevant agricultural or industrial process; and
- Where appropriate, provide sampling of the product available as part of the visitor experience.

#### 8.4.6 [Wineries](#)

Wineries holding a Vignerons License or a license which permits sales direct to the general public, which feature a purpose-built facility (cellar door) for the tasting of wines, and which meet the essential criteria, will be considered for permanent signage.

Wineries may apply for temporary signage in accordance with Section 4.1.7 – Temporary Signs if only open seasonally.

#### 8.4.7 [Seasonal Attractions](#)

Attractions that close for a specific time of the year may be eligible for tourist signage under the following conditions:

- Incorporate a significant tourism element beyond a normal retail operation, such as pick your own, interpretive material, tours etc.;
- Must be open for a minimum six months of the year to gain permanent signage. However, such signage 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 signage. Examples of such signage are featured in Section 4.1.7 – Temporary Signs.
- Attractions open to the public for less than three months of the year are not eligible for tourist attraction signage.

All seasonal attractions should communicate their location and opening hours to Mackay Tourism, through brochures and local advertising.

#### 8.4.8 [National Parks, State Forests and Reserves](#)

All National Parks, State Forests and reserves are eligible for brown and white tourism signage. Service facilities within such areas may also be eligible for blue and white service signage.

### 8.5 [Tourist Accommodation Signage](#)

Signage policy may range from no signs at all for most accommodation types in built up areas, to very specific signposting to a particular establishment in a remote location. Wherever possible, signage to accommodation establishments will make use of the Australian Standards symbols (see Section 6.2.1 – Symbols) either on their own or combined with word legends (for example motel, caravan park).

Facilities located on designated roads, with adequate sight distances for traffic and with the ability to erect property signs, will not be eligible for service signage, except in cases of traffic safety in which case advance signs within the information bay may be warranted.

#### 8.5.1 [Tourist Accommodation Signage in Urban Areas](#)

Signage to accommodation establishments within major urban areas or within the urban limits of rural towns is generally in the form of a fingerboard sign from the nearest designated road. However:

- The facility must be located within two kilometres of the intersection; and
- Further reassurance signs will be considered only in cases of extreme directional difficulty.

#### 8.5.2 [Tourist Accommodation Signage in Rural Areas](#)

Signage to accommodation establishments in rural areas is generally by way of larger fingerboard signs, the size of which should be determined by the prevailing traffic speed. Generally, the size will be determined by MRC using the DTMR's Service Tourist Signage Guide as a guide.

#### 8.5.3 [Criteria for Tourist Accommodation Signage](#)

This section outlines general eligibility criteria for tourist accommodation signage. In order to qualify for tourist accommodation signage, the relevant accommodation facilities must be:

##### *Essential*

- Currently operating and must hold all relevant State and Local Government licences / approvals and other appropriate consents
- Open daily
- Available for casual accommodation (prior booking not required); and
- Open to the general public (not exclusively for coach tours or other organised groups.)

##### *Desirable*

- A member of Mackay Isaac Tourism.

### 8.6 [Specific Criteria](#)

In addition to the general criteria listed in Section 8.6.3 – Criteria for Tourist Accommodation Signage, the following accommodation facilities must satisfy the criteria set out below:

#### 8.6.1 [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.

The bed symbol can only be used on caravan park signage where bed linen and towels are provided.

#### 8.6.2 [Camping Areas](#)

Camping areas will be signed by the tent symbol only and must be serviced by fresh water for drinking purposes and toilets.

#### 8.6.3 [Bed and Breakfast Establishments](#)

Bed and Breakfast establishments:

- Must provide on-site management;
- Must avoid signage proliferation in areas featuring a high number of B&Bs, only generic signage, ('B&B' and/or bed symbol) will be permitted at major intersections, but may be supplemented by more specific signage closer to the property; and
- Establishments that close for more than three months of any one twelve-month period will not be eligible for signage unless eligible for temporary signage.

#### 8.6.4 [Farmstays / Host Farms](#)

Farmstays and host farms must provide a legitimate experience for visitors. Farm stays / host farms must also meet the criteria of being a working farm, and offer a range of farm-type activities

#### 8.6.5 [Resorts](#)

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

- A variety of accommodation options is provided;
- Dining or self-contained cooking facilities are provided;
- Essential guests' services are provided on site;
- Reception area is staffed for a minimum of 14 hours per day;
- A range of recreational facilities are provided; and
- A range of activities conducted by suitably experienced staff are provided in order to extend the holiday experience.

## 9. **Eligibility for Services Signage**

### 9.1 [Criteria for Service Signage](#)

In order to qualify for service signage as set out in Section 4.2 – Services Signs, a service provider must provide one or more of the following services:

- Hospital
- Fire Brigades
- Ambulance
- MRC
- Rubbish receptacle
- Boat ramp
- Visitor information (Accredited only)
- Food / dining
- Parking
- Toilet facilities
- Fuel
- Airport



- Disabled access
- Tea / coffee
- Truck parking areas
- Bicycle track
- Fresh drinking water
- Public telephone
- Fireplace / BBQ facilities
- Rest area
- Accommodation – including caravan parks and camping areas. (Criteria for this category is covered in Section 8.6 – Tourist Accommodation Signage.)

Symbols to indicate this type of service can be found in section 6.2.1 – Symbols.

## 9.2 Miscellaneous

Without going into specific detail, MRC will consider applications for other signage if there is a demonstrated broad community benefit. Such applications may include:

- Signs for emergency services such as emergency section at the hospital. (*White lettering on red background*)
- New residential sub-divisions and display homes (Note: this should be treated as a temporary sign and should be removed as soon as all available lots are sold. (*White lettering on blue background*))
- Temporary signage for local markets.

# 8 How to Apply for Signs

## 10.1 Overview

This document deals with applications for signs on State, Regional and Local roads. The table below illustrates the Road Authority for the type and location of sign. You may need to make application to more than one authority for signs depending on the type and location. In the first instance, however, you should contact MRC's Engineering & Commercial Infrastructure Department.

Location	Determining Authority	Do this
State roads and Highways maintained by the DTMR	Department of Transport and Main Roads	Contact DTMR and obtain the appropriate guidelines and application form.
All other roads – For tourist service signs proposed to be located within the road reserve	Mackay Regional Council Transport and Drainage Infrastructure Planning	Read this document and commence the application process. Arrange to meet with MRC's Transport & Drainage Infrastructure Planning program to progress the application.
Route markers along a defined tourist route	Tourism Roads	As above. The Transport & Drainage Infrastructure Planning program will consult with Mackay Isaac Tourism. Endorsement from the Mackay Isaac Tourism will be required.
For advertising signs proposed to be located on private property such as billboards or attraction entrance signs	Mackay Regional Council Development Engineering	Advertising signage on private property is not covered by these guidelines. There are different requirements for signs that relate to the land on which they are sited (development consent may be required for these signs) and

		those signs that advertise an attraction or business at another location (development consent must be obtained for these signs under Subordinate Local Law No. 1.4 (Installation of Advertising Devices) 2011).
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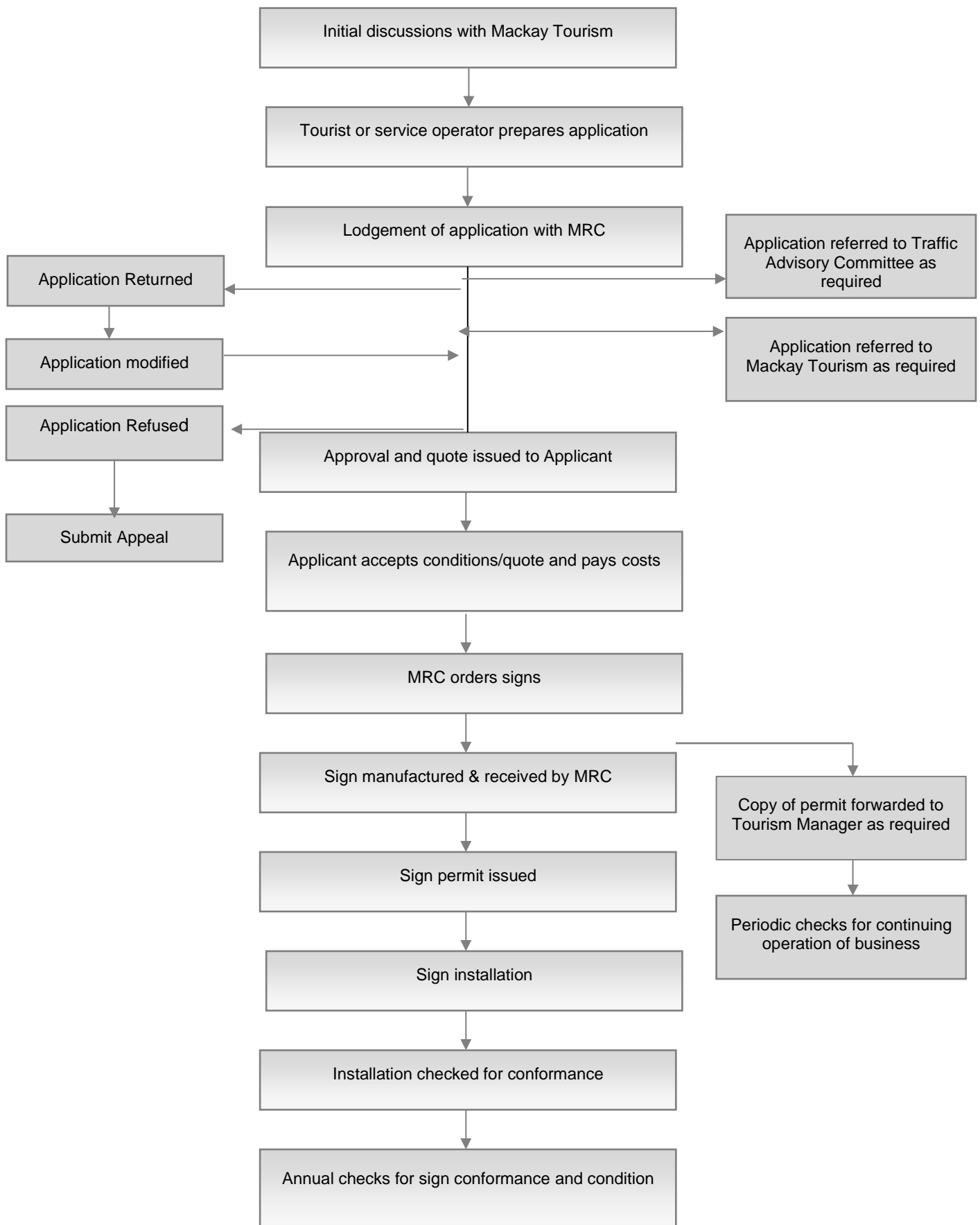
Where MRC is the Road Authority, the applicant will be notified in writing within a target timeframe of one month advising whether:

- The application has been approved
- The application has been rejected
- The application must be referred to other authorities for consideration
- A cooperative signage scheme should be considered; or
- Additional information is required.

The timeframe may vary as applications may require further investigation. In addition, signage issues can only be dealt with as resources allow.

The application and approval process for tourist attraction and services signs is as follows:

## Application and Approvals process for signs on Regional and Local Roads



## 10.2 Initial Contacts

Initial contacts should be held with MRC's Transport & Drainage Infrastructure Planning program in relation to applications for Tourist signs. The Officer will provide advice in relation to local tourism signage strategies and options for rationalising the sign proposal with existing signs and promoting the tourist aspects of the business or service.

Similarly, initial discussions should be held with MRC's Transport & Drainage Infrastructure Planning program on applications for Service and Community signs.

## 10.3 Preparation of Application

1. Applicants should meet with MRC's Traffic & Investigations Co-ordinator to discuss entitlement, design, wording and in some cases, the possibility of including 'like attractions' in a co-operative scheme.
2. A promotional plan for the business must accompany tourist sign applications to indicate that the request sign(s) will be supported by adequate marketing activity (see *Appendix G – Promotional Plan*).
3. An application fee will apply to all applications to cover processing costs. This fee will be set as part of MRC's Annual Fees and Charges review. The application form to be used can be found in *Appendix C – Application Form*.

## 10.4 Lodgement of Application

1. Application and payment of application fees shall be lodged at the Customer Service Centre of MRC.
2. If the proposed signage is on a State road, (i.e. the Bruce Highway) the applicant should contact the Department of Transport and Main Roads.

## 10.5 Consideration of Application

- The Transport & Drainage Infrastructure Planning program of MRC will assess all applications.
- Applications for Tourist signs will be referred to Mackay Isaac Tourism who will assess the application using the criteria set out in Section 8 – Eligibility for Tourism Signage.
- Applications may be referred the Traffic Advisory Committee to consider road safety and planning issues.
- The Transport & Drainage Infrastructure Planning program may seek input from any other referral body considered appropriate.
- When considered necessary (i.e. regional / policy issue) the application may be referred to the DTMR for its endorsement or otherwise.
- Some applications may take some time to process because of the need for more extensive evaluation and consultation.

## 10.6 Approval or Refusal of Application

- Approval will take the form of an approval letter which will detail a number of conditions, including the technical and physical standards design, the manufacture and installation of the sign(s), the applicant's responsibilities for maintenance and MRC rights to remove any sign if the conditions are not met. Approval may also be conditional on aspects of the applicant's promotional plan.
- A quotation for costs to be borne by the applicant shall also be provided with the approval letter together with a request for the application to confirm acceptance of the approval conditions and payment of costs.
- The application may be returned for more information.
- The application may be refused on grounds of Policy or other reasons considered relevant to MRC's and these guidelines. Applicants will be notified in writing of any refusal together with reasons for the refusal.

## 10.7 Appeals Process

Applicants may lodge an appeal in writing to a refusal issued for an application directly to the Chief Executive Officer at Mackay Regional Council, PO Box 41, Mackay, Queensland 4740. Your appeal will be considered and where necessary referred to MRC who will make the final determination.

## 10.8 Sign Permit

A sign permit will be issued following the applicant's acceptance of conditions, payment of costs and ordering of signs. The permit will set out the applicant's and MRC's ongoing responsibilities for signs. A sample permit is provided in *Appendix F*.

## 10.9 Sign Installation

MRC will arrange for the design, manufacture and installation of signs with full cost recovery from applicants. MRC shall notify the applicant of all costs involved prior to installations. Payment is to be made by the applicant before the signs are ordered.

## 10.10 Sign Maintenance

Periodic inspections may be undertaken to ensure the signage is appropriate and that the condition of the sign is appropriate.

# 11 **Rationalising and Aggregation**

## 11.1 Overview

Many tourist attraction and services signs previously erected do not satisfy these guidelines. In some cases, it may also be appropriate to group attractions together on one sign, consistent with good sign design principles detailed in Section 6.2 – Sign Design.

Through the cooperation and goodwill of the sign owners affected, it may be possible to rationalise existing signs as part of a new sign scheme development. Incentives may be offered to owners of existing signs to encourage them to comply with the guidelines. Incentives might include:

- Incorporating existing sign owners in new signs at a concessional cost; or
- Inviting existing sign owners to participate in aggregation of signage.

### 11.2 Rationalising Signs

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

Wherever possible, the rationalising of existing signs should be considered by the applicant and road authority when processing applications for new sign(s). Rationalising may include a mixture of the following:

- Removal of old or outdated signs;
- Aggregation of existing signs under a generic reference;
- Creation of a wayside information bay with appropriate 'i' signage;
- Creation of a major tourism signage scheme (see Section 12 – Driving Experiences) and;
- Use of promotional materials (maps, guides, audio tapes etc.) to reduce dependence on signage.

When rationalisation of individual signs is not possible, MRC and/or the applicant(s) should 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 signage to several individual wineries or galleries, a larger general sign to "wineries" or "galleries" may be appropriate.

Another possibility may be to incorporate a series of related attractions into a signed tourist drive (see Section 12 – Driving Experiences).

The need to rationalise signage will be made in consultation with existing stakeholders. However, MRC is the final arbiter in decisions to rationalise and aggregate tourism signage. Applications for new signage schemes will generally not be approved by MRC without the removal and / or rationalising of some existing signs.

### 11.3 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 – "As of Right" Signs and Prohibited Signs. Reference regarding sign design may be made to the DTMR MUTCD documentation and AS1742.6 for specific text size, sign size, spacing etc.

Where possible, space should be allowed for the addition of further establishments. When an applicant can be added to an existing sign in accordance with good sign design principles, the applicant will usually be required to meet all or most of the cost of the re-manufacture of the sign in order to incorporate the additions dependent to the specific circumstances.

Preferred suppliers of signs should also take into account sign size, fonts etc. if additional signage is to be installed to ensure consistency.

## **12 Driving Experiences**

### **12.1 Overview**

Queensland offers a wide range of driving experiences to the visitor market. Driving experiences might occur on any part of the road network, from state through to local roads. They may vary in driving time from several days down to a few hours. Experiences, activities and services promoted and delivered en-route and within destinations for the visitor include tourist attractions and other services e.g. accommodation, dining opportunities, visitor information and rest areas. The driving experience can vary in terms of a range of factors, including:

- Using the most direct route to a destination, e.g. national or state highway;
- Using a destination as a base to explore sub-regions / regions, i.e. “hub and spoke” trips;
- Taking alternative routes of interest from the main corridors, e.g. regional tourist drives;
- Visiting destinations / attractions accessed as part of an out and back route, e.g. coastal villages;
- Following a pre-determined route based on a particular theme / product / experience, e.g. wine trial, heritage trial or local tourist drive;
- No fixed travel plan, but utilising information provided en-route to determine destinations and other stops; or
- Any combination of the above.

Driving experiences are typically developed and promoted by state government, local government, regional and local tourism organisations or other tourism industry interests, or any combination of the above. The agencies involved will determine management responsibility for:

- Communication strategies e.g. available collateral, such as maps and interpretive guides, with appropriate distribution channels; and
- Monitoring the tourist attractions, visitor services, other services and benefits en-route to ensure the driving experience is providing what the target market(s) require.

### **12.2 How to Apply for a “Driving Experiences” Themed Route**

Applications for the assessment of additional tourist drives, or amendments to these already planned in Queensland have to be considered by the DTMR. Endorsement from the Mackay Isaac Tourism is essential.

## **13 Information / Interpretation Signs and Services**

Mackay Isaac Tourism makes use of promotional billboards located on the Bruce Highway. These pictorial signs are aimed at providing greater awareness of the Mackay Regional's brand through the use of images and a short message to travellers using the highway. Usually, these billboards are located off the road reserve and do not form part of this application process.

### 13.1 Visitor Information Centres

#### *Purpose*

Visitor information Centres (VICs) should provide the major source of information to a visitor in a city, town or region. Major VICs are generally operated and funded by the local MRC accredited visitors' information centre.

#### *Criteria*

Only those centres with the QLD Accredited Visitor Information Centre can be provided with signs showing the yellow on blue italicised “i” symbol.

#### *Location*

VICs are most effective when located on an arterial road and preferably along an established touring route. VICs located within townships should be easily accessible, visible and provide adequate on-site parking or parking near to the building. Signage to visitor information centres can take the form of advance, intersection and position signage, as appropriate. Detailed signage schemes should be developed with input from relevant road authorities, particularly in cases where advance notice of the VIC needs to be provided from the through traffic route.

#### *Cost*

Funding and on-going maintenance of signage to VICs is the responsibility of each signed centre.

### 13.2 Information Bays

#### *Purpose*

Information bays are off-road areas established by or with consent of the 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 Transport & Drainage Infrastructure Planning program at MRC. Signs are positioned in information bays whereby travellers can safely break their journey and be informed / reassured of accommodation and tourism attractions along the route.

Applications will be referred to the Mackay Isaac Tourism for consideration, and then on to MRC for final determination.

#### *Criteria*

When space does not permit the signage of several establishments, or where it would be visually intrusive, road authorities and applicants may consider the establishment of a roadside visitor information bay. Eligibility and equity regarding font type, colours, distances, symbols, phone numbers, start rating etc. must also be considered. Final design must be endorsed by MRC via a report from the Mackay Isaac Tourism.

#### *Location*

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

- The size and viability of the road side reserve, safe entry to and access from the road;



- Pedestrian safety;
- Co-location with other facilities such as toilets, picnic facilities etc.;
- Vulnerability to vandalism.

The location of information bays plays a major role in their level of use so they should be located at points that naturally encourage visitors to stop. Their co-location with other facilities, such as toilets, telephones, picnic areas, parks and play equipment, is all beneficial. It may be possible, with approval, to establish information bays in existing DTMR roadside stops. Locating information bays in more remote areas may render them vulnerable to vandalism.

Signing to information bays can take the form of advance and position signage, developed with input from the relevant road authorities. Signage will generally be restricted to the adjacent road. The yellow on blue 'I' symbol is to be used for indicating information bays. The word "BAY" should be added to signs to differentiate information bays from other information sources.

Information bays may take form of a "plank" sign, which can be easily removed and replaced, through to stand-alone, all weather structures, which provide a level of interpretation and motivation not available with normal road signage. In both cases, a suitably large and visible roadside area is required which will allow safe entry to and access from the main road, pedestrian safety and maintenance (adequate drainage, suitable road surface etc.). In many cases creation of visitor information bays will also require funding for the necessary road construction.

#### *Cost*

Funding and on-going maintenance of signage is the responsibility of the body which operates the information bay. Funding and on-going maintenance of the off-road area must be decided at the time of application between the road authority and the body which operates the bay.

### 13.3 Information / Interpretation Shelters and Signs

#### *Purpose*

Special interpretive signage is permitted on tourist routes / drives of significant cultural / geographic or heritage appeal. Such signage should succinctly explain and / or interpret pertinent information about the site or visa. The signage should have all-weather durability, with a minimum maintenance requirement. It can also be a stand-alone fixture or incorporated into a shelter.

#### *Criteria*

Installation of interpretive signage must be warranted by the significance of the attraction, natural feature or theme in question. Initially applications to establish tourist information bays should be made to the Transport & Drainage Infrastructure Planning program at MRC. Applications will be referred to the Mackay Tourism for consideration, and then on to MRC for final determination.

#### *Location*

Careful consideration should be given to the siting interpretive signage 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 etc.; and
- Vulnerability to vandalism.

Special interpretive signage can take the form of advance and position signage, development with input from the relevant road authorities. Signage will generally be restricted to the adjacent road. The yellow on blue “I” symbol is to be used for indicating information bays. The word “BAY” should be added to signs to differentiate information bays from other sources.

#### *Cost*

Funding and on-going maintenance of signage is the responsibility of the body which operates the interpretation shelter and must be determined at the time of application between the road authority and the body which operates the bay.

### 13.4 Visitor Radio

#### *Purpose*

Visitor Radio is an information service, transmitting on the narrow cast FM band, which is targeted towards visitors. Signage of a visitor radio service will indicate the transmission frequency of the service and may be supplemented by details of any special information provided such as DTMR road safety information. Applications for signage of visitor radio should be made to the Transport & Drainage Infrastructure Planning program at MRC (see *Appendix B – Principle Contacts for Signposting*).

#### *Criteria*

Visitor radio services must be licensed to operate by the Federal Government. The road authority will consider a number of issues when determining an application for signage a visitor service. Some of these issues include:

- The transmission must operate solely as a visitor / motorist information service and aim to stop visitors and increase length of stay;
- The service and program content has been endorsed by the Mackay Isaac Tourism VIC;
- Any other special information provided, for example, surf reports, road conditions, safety messages etc.;
- Any guidelines established by the DTMR in collaboration with road authorities for such services; and
- The length of the broadcast should be no less than 30 minutes in duration.

MRC will generally maintain consistent with the criteria developed by the DTMR when considering applications on roads where MRC is the Road Authority.

Signage 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 signage, the following conditions apply:

- Only one single standardised sign will be permitted on each major approach road to the town or area serviced; and
- Signs only to be placed in areas where a clear signal can be obtained (not subject to prolonged periods of distortion or fade).

### *Cost*

Paid for by the applicant. For further information, see Section 7 – Cost, Ownership, Permit Period, Installation and Maintenance of Signs.

## 13.5 Visitor Display / Guide Boards

### *Purpose*

Visitor display / guide boards present visitors with an opportunity to quickly and easily find products, services and activities in the area. Generally, they will be coordinated and funded by the private sector who will seek advertising sponsorship. Each advertiser (where appropriate) will have a map reference which can easily be found on a map which is incorporated into the sign.

### *Location*

Location will be negotiated between the applicant, Mackay Isaac Tourism and the Transport & Drainage Infrastructure Planning program .

### *Application*

Will be made to the Transport & Drainage Infrastructure Planning program .

### *Cost*

Paid for by the applicant.

## **APPENDIX A**

### **Guidelines**

- Tourist & Service Signs on State Controlled Roads
- Tourist, Service and Welcome Signs for State Controlled Roads

[Guideline-Tourist-and-service-signs \(1\).pdf](#)



## **APPENDIX B**

### **Manual of Uniform Traffic Control Devices**

#### **Part 5 – Street Name and Community Facility Name Signs**

[MUTCD-Pt-5-Street-names-and-community-facility-name-signs \(1\).pdf](#)



## **APPENDIX C**

### **Application Form**



## APPENDIX C – APPLICATION FORM (Where Mackay Regional Council are the Road Authority)

### Completing the Application Form

To be favourably considered for signposting (where Mackay Regional Council ((MRC)) is the Road Authority) – i.e. Non DTMR road network, applicants must demonstrate that they meet all relevant criteria. Please provide as much detail as possible, including documentary evidence and supporting material, to demonstrate that all eligibility criteria are met in all relevant parts of the application form. Generally, simple 'Yes / No' answers are insufficient. Don't feel limited by the space provided on the application form and attach pages if required.

If you have any questions about the application process, please contact the Engineering and Commercial Infrastructure Department at MRC.

<b>Name of attraction / region / area (This will form the basis of the wording on the sign(s) if approved)</b>			
<b>How long have you been operating?</b>			
<b>Street address or location of attraction / region / area. (Please attach a map showing where it is located)</b>			
Address			
Town / City:	State: QLD	Postcode:	
<b>Postal Address or location of attraction / region / area. (If different from above)</b>			
Address:			
Town/City:	State: QLD	Postcode:	
<b>Name and position of applicant</b>			
<b>Name and position of key contact. (If different from above)</b>			
<b>Phone</b>	<b>Fax:</b>	<b>Mobile</b>	
<b>Email address:</b>			
<b>Website address: (If applicable)</b>			
<b>How many signs do you require in total? (Please complete one sign template per sign required – see next page):</b>			
<b>Is your establishment a member of the Mackay Tourism Association?</b>			
<input type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Please sign and date here</b>			
<b>Signed by the applicant:</b>	<b>Date:</b>	<b>Signed by Tourism Manager:</b>	<b>Date:</b>
<input type="checkbox"/> Have you spoken with the Transport & Drainage Infrastructure Planning program ?			
<input type="checkbox"/> I have appended sign design(s) using templates in APPENDIX D – SIGN TEMPLATES.			
<input type="checkbox"/> I have appended a map(s) showing the exact location of each sign.			
<input type="checkbox"/> I have attached promotional material and other supporting documentation, OR			
<input type="checkbox"/> I wish to be considered for automatic eligibility as I can demonstrate that DTMR Standards have been met.			



## **APPENDIX D**

### **SIGN TEMPLATE**

## APPENDIX D – SIGN TEMPLATES

The following templates can be used as a guide to design the desired sign(s) for your business / attraction. Please ensure that you are eligible for the type of sign you are requesting. Please feel free to write and draw straight over this piece of paper. Note: The shape and size of the sign may vary depending on the number of characters, symbols etc. but the exact specifications can be fully determined at design time. The finished template(s) should accompany your application and must be consistent with the guidelines set out in this publication. Please feel free to photocopy more of these pages if required. Please note: Signs will be designed to fit the guidelines of this policy.

**What type of sign are you requesting?** (Please tick just **ONE**. If you require more than one sign, please use the following template page(s) – photocopy this page if necessary. Please complete one separate template page per sign required, i.e. If you require four (4) signs in total, you will need to complete four (4) of these pages.)

▪ **Gateway/Introductory Sign** (Tourist – Brown and White) See Section 4.1.1 – Gateway/Introductory Signs (Tourist) on Page 8.

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▪ **Advance Sign** (Tourist – Brown and White) See Section 4.1.2 – Advance signs (Tourist) on Page 9

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▪ **Intersection Sign** (Tourist – Brown and White) See Section 4.1.3 – Intersection Signs (Tourist) Page 10

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▪ **Position Sign** (Tourist – Brown and White) See Section 4.1.4 – Position Signs (Tourist) on Page 10

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▪ **Reassurance Sign** (Tourist – Brown and White) See Section 4.1.5 Reassurance Sign (Tourist) on Page 10

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▪ **Route Marker** (Tourist – Brown and White) See Section 4.1.6 Route Markers (Tourist) on Page 10

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▪ **Temporary Sign** (Tourist – Brown and White) See Section 4.1.7 – Temporary Signs (Tourist) on Page 11

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▪ **Advance Sign** (Service – Blue and White) See Section 4.2.1 – Advance Signs (Service) on Page 12

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▪ **Intersection Sign** (Service – Blue and White) See Section 4.2.2 – Intersection Signs (Service) on Page 12

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▪ **Position Sign** (Service – Blue and White) See Section 4.2.3 – Position Signs (Service) on Page 12

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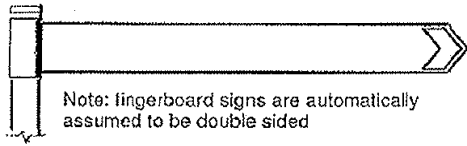
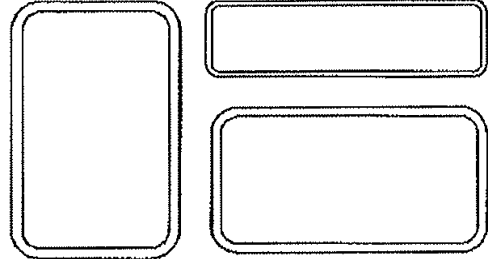
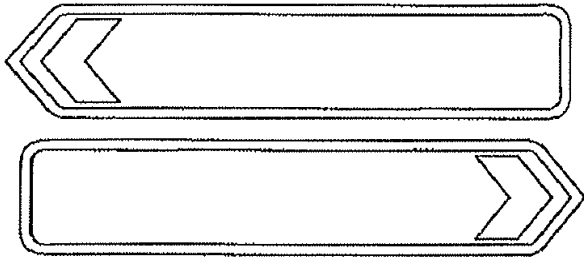
**Where is the precise location you would like this sign to be located?**

Description of location – street (or streets intersection – attach map if necessary):

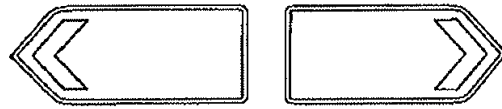
.....  
.....

Town, Village or Locality: ..... Speed limit at point of proposed sign: .....

Remember – You can write and draw your request wording straight onto **ONE** of the templates below but if you require more than one sign, please photocopy this page and complete one sign request per page. Please also feel free to draw freehand approved symbols. (As explained in Section 6.2.1 – Symbols on Page 20).



Note: fingerboard signs are automatically assumed to be double sided





## **APPENDIX E**

### **DEFINITIONS**

## **APPENDIX E – DEFINITIONS**

### **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 circumstances.

### **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 km/h), except where such limit may be imposed for road safety reasons other than adjoining development.

### **Community Facilities**

Facilities which are essentially community based and operated, even though they may be used by visitors and, in some cases, they may attract visitors in their own right. These might include a public golf course, swimming pool or airport.

### **Core Business (Tourism)**

Refers to a business operation where the principle motivation, or one of the major motivations, is the provision of an experience and / or service to meet the needs of tourists. 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 signage.

### **Information Bay**

A facility provided and maintained by the body who operates it for the free use of travellers and containing tourist information on display boards provided and maintained by the MRC, local Tourism Association or other body.

### **Interpretation Centre / Shelter**

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

### **Marketing / promotional material**

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

## **Natural Feature**

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

## **Road Authority**

The Government Authority with the responsibility of managing road networks.

## **Roadside Establishment**

A commercially operated establishment catering for travellers in terms of meals, refreshments, fuel 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.

## **Services Sign**

A sign 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.

## **Transport & Drainage Infrastructure Planning Program**

The Program of MRC which has the role of ensuring high standards of sign design, manufacture and installation throughout the region, including the management of applications from businesses.

## **Tourism**

Travel by Australian residents and overseas tourists of at least 40 kms from home involving at least one night stay for any reason.

## **Tourism Manager**

A professional officer typically employed by a MRC or Regional Tourism Organisation to coordinate tourism planning and marketing for a Council or region.

## **Tourist Attraction Sign**

A sign covered by tourist sign provisions of AS 1742-6. Tourist 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 be or not be made. Eligibility criteria also applies.

## **Tourist Drive or Driving Experience**

A tourist drive or driving experience may be:

- Geographically based
- Tourist attraction based, for example, “Family Fun Trail”;
- Thematically based, for example, “Wine Trail”; and
- A combination of geographic and thematic.

## **Visitor Information Centres**

A visitor information centre carrying a level of accreditation from Tourism and Events Queensland.

## **Visitor (overnight)**

An Australian resident or international visitor undertaking a trip within QLD, involving a stay away from home of more than one night, but less than 90 days, and requiring a journey of at least 40 kms away from home.





## **APPENDIX F**

### **SIGN PERMIT EXAMPLE**

**APPENDIX F – SIGN PERMIT EXAMPLE** (WHERE MACKAY REGIONAL COUNCIL IS THE ROAD AUTHORITY)

Permit No:\_\_\_\_\_ Date:\_\_\_\_\_

The person named below (the applicant) is hereby granted to display a sign or signs at the location(s) specified for a period of **5 years** from the above date, in accordance with the conditions detailed herein.

Applicant: .....  
.....

Brief Description of Sign(s): .....  
.....

*Please also append detailed sign design(s) for each sign:*

Location of Sign(s): .....  
.....  
.....  
.....

**General Conditions**

- All signs shall comply with Signposting Standards through the Department of Transport & Main Roads (DTMR) for construction and installation and shall satisfy technical requirements for legend style and size and other significant elements.
- Signs shall be installed at the above location(s) in accordance with Mackay Regional Council’s (MRC) requirements and normal safe working practises having regard at all times for the safety of road users and property.
- The applicant shall bear all associated costs in relation to the design, manufacture, installation and maintenance of the signs as detailed in this document, and MRC’s management plan.
- The applicant shall indemnify the Road Authority and old the Road Authority blameless for any loss or damage or injury that may result from the installation or presence of detachment of the signs or any of their mountings or fittings.
- The Road Authority reserves the right to cancel this approval and remove (without compensation) any sign which is not installed or maintained to the Road Authority’s satisfaction or is in any way considered by the Road Authority to be a safety hazard. In the event the related business closes or changes in character or operation significantly from the time of approval issues, approval cancellation and sign removal may result without compensation.
- The applicant shall, at no time, alter the approved sign face design, without referral to the authorised officer of the Road Authority.

- The applicant shall immediately notify the relevant Road Authority to arrange for the removal of the sign(s), at the sign owners expense, in the event of the business closing or no longer being involved in the tourism industry.
- Failure to install any sign to the Road Authority's satisfaction within 90 days of the date of this permit shall cause the approval to lapse.
- Owners of temporary signs must adhere strictly to the special conditions of approval. Failure to do so may result in withdrawal of permit and removal of sign(s).

### Special Conditions

.....

.....

.....

.....

### Applicant Agreement

Applicant to complete, sign and forward copy to the Transport & Drainage Infrastructure Planning Program, contact listed below.

I agree to the conditions listed above and all other conditions outlined in the Tourist, Community and Services Signage 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 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 or repair;
- The operator or attraction is no longer eligible for tourist attraction or service signage;
- 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:

Transport & Drainage Infrastructure Planning Program:

Organisation: .....

Postal Address: .....

..... P/code: .....

Telephone Number: ..... Fax Number: .....



## **APPENDIX G**

### **PROMOTIONAL PLAN**

## **APPENDIX G – PROMOTIONAL PLAN**

The promotional plan submitted with tourist signage applications should provide a brief summary of the various elements that your business uses to communicate with the visitor.

Its inclusion with the signage application is to demonstrate to the Transport & Drainage Infrastructure Planning Program that you understand a tourist sign is primarily for directional purposes, not promotional, and that it is the final link in the communication chain with visitors – guiding them to your facility once they have been motivated to visit through other means.

You may submit your promotional plan in any form, but the following is provided as a checklist to assist you in the process.

- **Name of the business**
- **What means do you use to communicate its operation, facilities etc. to the visitor?**
- **Print media advertising**
- **Brochures**
- **Electronic media advertising, website, email newsletter etc.**
- **Direct mail campaigns**
- **Other means**
- **Do you advertise in local / regional tourist guides / magazines etc.?**
- **Are the details of your business, including opening hours available to visitors at the nearest accredited Visitor Information Centre?**

**Note: please attach samples / examples of the above materials**

Please also note: Automatic eligibility may apply if you have already met eligibility criteria from the DTMR. Please refer to Section 8.4 – Automatic Eligibility



## **APPENDIX H**

### **Principal Contacts for Signposting**

## APPENDIX H – PRINCIPAL CONTACTS FOR SIGNPOSTING

### Contacts:

Contact This Person:	To:
<p>Engineering &amp; Commercial Infrastructure Department Transport &amp; Drainage Infrastructure Planning Program Mackay Regional Council PO Box 41 MACKAY QLD 4740</p> <p>Tel: 1300 MACKAY (1300 622 529) or +61 7 4961 9444</p> <p>Email: <a href="mailto:council@mackay.qld.gov.au">council@mackay.qld.gov.au</a></p>	<p>Discuss your initial signage requirements. It is recommended to do this before anything else.</p> <p>Lodge an application for signage on Regional &amp; Local roads that is located anywhere other than State roads. See Section 3.3 – Role of Mackay Regional Council as the Road Authority and 3.3.1 – MRC’s Engineering &amp; Commercial Infrastructure Department.</p>