



Manual of uniform traffic control devices
Part 6: Tourist and services signs



This Australian Standard® was prepared by Committee MS-012, Road Signs and Traffic Signals. It was approved on behalf of the Council of Standards Australia on 2 July 2014. This Standard was published on 19 August 2014.

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- Australasian Railway Association
- Australian Automobile Association
- Australian Chamber of Commerce and Industry
- Australian Industry Group
- Australian Motorcycle Council
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- Main Roads Western Australia
- Roadmarking Industry Association of Australia
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- Australian Standing Committee on Tourism
 - National Tourist Signing Reference Group
-

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Australian Standard[®]

Manual of uniform traffic control devices

Part 6: Tourist and services signs

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PREFACE

This Standard was prepared by the Standards Australia Committee MS-012, Road Signs and Traffic Signals, to supersede AS 1742.6—2004.

The AS 1742 series comprises the following Standards.

AS

| | |
|---------|---|
| 1742 | Manual of uniform traffic control devices |
| 1742.1 | Part 1: General introduction and index of signs |
| 1742.2 | Part 2: Traffic control devices for general use |
| 1742.3 | Part 3: Traffic control devices for works on roads |
| 1742.4 | Part 4: Speed controls |
| 1742.5 | Part 5: Street name and community facility name signs |
| 1742.6 | Part 6: Tourist and services signs (this Standard) |
| 1742.7 | Part 7: Railway crossings |
| 1742.9 | Part 9: Bicycle facilities |
| 1742.10 | Part 10: Pedestrian control and protection |
| 1742.11 | Part 11: Parking controls |
| 1742.12 | Part 12: Bus, transit, tram and truck lanes |
| 1742.13 | Part 13: Local area traffic management |
| 1742.14 | Part 14: Traffic signals |
| 1742.15 | Part 15: Direction signs, information signs and route numbering |

This edition of the Standard is a revision of the 2004 edition and includes input from the National Tourism Signing Reference Group, an advisory body to the Australian Standing Committee on Tourism. The principal changes to the Standard are as follows:

- (a) More definitive requirements for the signposting of tourist attractions from expressway type roads.
- (b) An enhanced list of tourist facility categories that can be signposted, including new symbols for heritage features, museums and whale watching.
- (c) Deletion of detail relating to tourist routes and ways, and the retention only of treatments for shorter tourist drives for which trailblazing by means of tourist route marker signs is appropriate.

The relationship between Australian Standards and publications produced by Austroads should be noted. The former provides specifications and procedures that ensure that products and services are safe and reliable, and consistently perform the way they are intended. The latter provides guidance documents that deal with the design, construction maintenance and operation of the road network. Austroads documents are also used by road authorities in New Zealand.

In cases of similar subject matter, this is dealt with across both sets of documents and each document aims to provide information that is consistent, complementary and supportive of the other.

The terms ‘normative’ and ‘informative’ have been used in this Standard to define the application of the appendix to which they apply. A ‘normative’ appendix is an integral part of a Standard, whereas an ‘informative’ appendix is only for information and guidance.

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STANDARDS AUSTRALIA

Australian Standard

Manual of uniform traffic control devices

Part 6: Tourist and services signs

SECTION 1 SCOPE AND GENERAL

1.1 SCOPE

This Standard specifies requirements for traffic control devices to direct road users to tourist facilities which include attractions, features of tourist interest, and to service facilities on all roads including expressway type roads and for the marking of tourist drives.

1.2 OBJECTIVE

The objective of this Standard is to provide for information and direction for road users seeking tourist attractions, features of tourist interest and motorists' service facilities, to be in a standardized form and location within the roadway such that they will be recognized as 'official' traffic signs and hence will assert their authority as providers of essential and unbiased directions and information.

NOTE: Advertising is not permitted on these signs. See Clause 1.8 regarding the use of promotional material.

1.3 REFERENCED DOCUMENTS

The following documents are referred to in this Standard:

AS

- | | |
|---------|--|
| 1348 | Glossary of terms—Road and traffic engineering |
| 1742 | Manual of uniform traffic control devices |
| 1742.2 | Part 2: Traffic control devices for general use |
| 1742.5 | Part 5: Street name and community facility name signs |
| 1742.15 | Part 15: Direction signs, information signs and route numbering |
| 1743 | Road signs—Specifications |
| 1744 | Forms of letters and numerals for road signs |
| 2342 | Development, testing and implementation of information and safety symbols and symbolic signs |

AS/NZS

- | | |
|--------|---|
| 1906 | Retroreflective materials and devices for road traffic control purposes |
| 1906.1 | Part 1: Retroreflective materials |

Australian Standing Committee on Tourism
National Tourist Signing Eligibility Guidelines

NOTE: Individual state tourist signing guidelines, where they exist, will supplement and may override these guidelines in the state concerned.

1.4 DEFINITIONS

For the purpose of this Standard the definitions in AS 1348 and the following apply:

1.4.1 Commercial service

A commercially operated establishment providing travellers with meals, refreshments, overnight accommodation, caravan or camping facilities (including a camping ground at which no charges are made), motor fuel or motor repairs.

1.4.2 Community facility

A specific facility not necessarily related to travel, but which may be sought by strangers to a district, and includes recreational facilities, e.g. library, swimming pool; public facilities, e.g. telephone, emergency medical service; and administrative facilities, e.g. town hall, post office (see also Clause 5.5).

1.4.3 Expressway type road

A divided road for through traffic with full or partial control of access and generally with grade separation at intersections. The term includes expressways, freeways, tollways and motorways (as defined in AS 1348).

1.4.4 Major tourist attraction

A major tourist resort, such as a seaside resort, national park, theme park or tourist precinct that generates significant tourist traffic (see also Table 3.3).

1.4.5 May

Indicates the existence of an option.

1.4.6 Rest area

An area of land adjacent to the road provided for the parking of vehicles and for the occupants to rest.

1.4.7 Roadside stopping place

An area set aside for the free use of travellers, normally provided and maintained by the road authority or a committee of management and that provides—

- (a) a parking area;
- (b) a rest area containing one or more of a fireplace, picnic facilities, water supply or toilets;
- (c) a truck parking area; or
- (d) a combination of (b) and (c).

1.4.8 Service centre

A facility containing commercial and optionally, other services, accessed directly from an expressway type road and provided exclusively for travellers on the expressway.

1.4.9 Shall

Indicates that a statement is mandatory.

1.4.10 Should

Indicates a recommendation.

1.4.11 State significant tourist attraction

An attraction that by virtue of its size, prominence or iconic status, enjoys a high level of recognition by the community and is expected to be sought by both domestic and international visitors.

NOTE: These attractions are signposted in the same way as major tourist attractions, see Clause 3.10.

1.4.12 Themed tourist way (by-way)

A route of tourism significance at the national, state or regional level meeting the promotional and implementation requirements of the state or territory tourism authority.

NOTE: Implementation of these routes is not dealt with in this Standard. See also Note to Clause 4.1.

1.4.13 Tourist attraction

A commercially operated establishment catering for tourists, and for which a charge may or may not be made (e.g. museum, fauna park, historic home, tourist farm, winery, gallery, craft centre).

1.4.14 Tourist destination

A geographical region designated and approved by a state or territory tourism authority.

1.4.15 Tourist drive

A marked (possibly numbered) route of regional or local significance that may be in the form of a circuit, and is usually a scenic drive or a route connecting a number of tourist attractions.

1.4.16 Tourist facility

Any tourist feature, attraction, information facility or visitors centre provided, maintained or access maintained for the benefit of tourists.

1.4.17 Tourist feature

Sites visited by tourists, generally of a non-commercial nature, such as scenic lookouts, historical markers, and geographical features (waterfalls, rock formation, lakes) (see Clause 3.8.1). They may also be geographical features that can be viewed by tourists from roadside stopping-places or other safe location on or near a road but not actually visited.

1.4.18 Tourist information facility

An unattended roadside facility, such as an information bay, an information board within rest area, or a town or district map, providing tourist information.

1.4.19 Traffic control device

Any sign, signal, pavement marking or other installation placed or erected by a public authority or official body having the necessary jurisdiction, for the purpose of regulating, warning or guiding road users.

1.4.20 Visitor information centre

A staffed information centre that has been accredited in accordance with the Australian Tourism Accreditation Standard.

1.5 SPECIFICATION OF SIGNS AND DEVICES

Detailed specifications for the materials and manufacture of the signs in this Standard are given in AS 1743 and AS/NZS 1906.1.

1.6 RESPONSIBILITY AND AUTHORITY FOR INSTALLATION

In the various states and territories, responsibility for installing traffic control devices is vested in a number of government and local government authorities and the installation of new devices or interference with existing ones without authority is an offence. It is necessary to obtain approval of the appropriate authority before installing any of the devices covered by this Standard.

1.7 GENERAL PRINCIPLES

The following general principles should be observed in the implementation of this Standard:

- (a) Tourist and services signing is primarily about traffic management through the efficient and safe direction of traffic to facilities. Bans on commercial advertising and the restrictions on promotional material specified in Clause 1.8 are required to achieve this.
- (b) Signing of facilities is only one part of an effective visitor or traveller information system. It needs to be supplemented with maps, other printed material and verbal advice through appropriate media.
- (c) Signs need to be user friendly and meaningful to the traveller. Consistent application among road authorities of the sign design and content requirements of this Standard is essential to ensure that signs are recognized as authoritative providers of information. This Standard does not therefore generally permit design variations.
- (d) Use of the minimum number of signs and more attention to their placement will result in less visual clutter and a more favourable travelling environment.

1.8 ADVERTISING AND PROMOTIONAL MATERIAL

Commercial advertising shall not be permitted on tourist or services signs.

Promotional material on tourist and services signs shall be limited to gateway signs as described in Clause 1.16 and shall be used only as specified in that Clause and Appendix E.

NOTES:

- 1 Traditionally, the place for commercial advertising has been outside the road reserve in rural areas or at its edge in urban areas, with the immediate roadside reserved for 'official' traffic signs.
- 2 Signs such as gateway signs that are for promotion of a state's tourist attractions are not considered to be advertising and are generally not subject to state planning regulations or guidelines.

1.9 USE OF ADVANCE SIGNS

The need for signs to give advance indications of roadside facilities or services, or turnoffs to facilities or services shall be determined having regard to the adequacy of position signs alone at the site, or intersection direction signs (including fingerboards) alone at the turnoff. Such determination shall take into account approach speed, traffic volume, roadway width and prominence of signposting at the site. The distance to be shown on advance signs is given in Paragraph D2.2.1.

NOTE: As a guide, the following should be considered:

- (a) Advance signs will not normally be required in built-up areas.
- (b) Advance signs will usually be required on rural roads where traffic speeds are generally 90 km/h or greater, e.g. rest areas.
- (c) Advance signs may be required if there is a combination of high traffic volume and high volumes of users entering or leaving the facility or service which may lead to traffic safety problems.