

Prepared for:  
Stanthorpe Shire Council

# **STANTHORPE TOURISM ROAD SIGNAGE STRATEGY**

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## EXECUTIVE SUMMARY

### A. Stanthorpe Regional Tourism Signage Framework

This framework has been designed to guide the development and implementation of tourism road signage initiatives throughout the Stanthorpe Shire.

AREA	SIGN TYPE	LOCATION
State	A. Welcome to Queensland (State Gateway Information Bay)	Wallangarra (Completed Nov 2000)
Product Region	A. Welcome to South East Queensland Country (Regional Information Bays)	- Wallangarra (at the state border crossing - completed Nov 2000) - Stanthorpe Visitor Information Centre.
Shire	A. Welcome to Stanthorpe Shire	At junction points of Shire boundary (completed June 2000)
	B. Regional Information Bays	- Wallangarra - Dalveen (to be developed in conjunction with Warwick Shire) - Stanthorpe Visitor Information Centre
	C. Local Information Sites	- Lions Park (Stanthorpe & Wallangarra) - Weroona Park - Industrial Estate - Applethorpe - Ballandean - Cottonvale - Glen Aplin - Severnlea - The Summit - Glen Lyon Dam - Girraween National Park
	D. District Tourist Drives	- Route No. 6 Highland Drive - Route No. 5 Armistice way - Route No. 8 Shearers Drive - Route No. 3 Granite Belt Drive (Fruit Run) - Route No. 7 Oracles Way
	E. Visitor Information Centres - Accredited VIC - Local VIC	- Stanthorpe - Various locations
	F. Local Tourism Facilities	- Individual Tourist Direction Signage - Grouped Tourist Direction Signage



Local	A. Interpretive Signage	- To be determined
	B. Food / Wine Trails	- To be determined
	C. Tourism Symbols	- To be determined



## **B Tourism Signage Guidelines**

The following guidelines provide a summary of key signage initiatives and proposed actions outlined in the strategy.

### *State Gateway Information Bays*

- Located at information/rest area bays on the border crossings of State Strategic Routes throughout Queensland.
- Typically welcome visitors to the state and provide information on major routes, terminal points and key decision points along each route.
- The Wallangarra Border Rail Precinct was selected as the appropriate site to develop the first state gateway information bay. This sign was completed in November 2000.
- A graphic artist was employed by Council to develop graphic standards for the sign that would marry with current regional signage initiatives.

These standards and design layout should be used as a template to guide all future tourism signing throughout the Shire. (Reference p. 5)

### *Regional Information Bays*

- Located in lay-bys or rest areas outside of key decision points to a region or at accredited visitor information centres.
- These signs should welcome visitors to the region and include a regional map, a district map highlighting major drive loops in the region and information on the areas natural, cultural and heritage significance, tourism attractions and key visitor facilities.
- The following locations have been selected by the Stanthorpe Tourism Signage Working Group as key sites to develop Regional Information Bays:
  - Wallangarra Border Rail Precinct (Completed November 2000)
  - Stanthorpe Visitor Information Centre
  - Dalveen (To be developed in conjunction with Warwick Shire Council)
- A formal design layout and graphic standard has been developed for the Wallangarra sign (see p.viii), which was completed in November 2000.

Council needs to modify the design layout of the Wallangarra sign for application in Stanthorpe eg, the Wallangarra town map needs to be replaced with a Stanthorpe town map. (Refer ence p. 5-6)



### Shire Welcome Signage

- Located at junction points of the Stanthorpe Shire boundary.
- Welcome signs are generally basic in nature eg, "Welcome to Stanthorpe Shire" with appropriate graphics.,
- Shire Welcome signs were installed to all major entrances to the Shire in June 2000.

### Town Welcome Signs

- Located on the New England Highway at the northern and southern entrances to Stanthorpe.
- Existing welcome to Stanthorpe signs are faded and require refurbishment.
- Town welcome signs are to encourage visitors to enter the town.

Council needs to determine the preferred graphics and layout for the Welcome To Stanthorpe signs and source funding to enable refurbishment of existing signs.

### Local Information Sites

- Located at various local focal point sites such as town parks, rest areas, villages and tourist and service facilities.
- Designed as reduced size versions of the District Tourist Map and installed in a protective mounting either stand alone, affixed to a shelter structure or inside buildings.
- The following sites have been identified as possible Local Information Site locations:-
  - Lions Park (Stanthorpe & Wallangarra)
  - Weroona Park
  - Applethorpe
  - Ballandean
  - Cottonvale
  - Glen Aplin
  - Severnlea
  - The Summit
  - Industrial Estate
  - Glen Lyon Dam
  - Girraween National Park

Council needs to source funding for the production of the District Tourist Map at a smaller size suitable for installation to Local Information Sites.



### Local Tourist Drives

- Tourist Drives are scenic routes selected for the attractions and experience, which they offer visitors to a region or local area.
- Council has identified five formal tourist drives for the Shire. Three are currently signed (Fruit Run, Highland Drive and Oracles Way) and two remain to be signed (Armistice Way and Shearers Way). Fruit Run is to be altered to Granite Belt Drive.

Council need to complete the erection of directional signing on the remaining two routes and review all soft infrastructure eg, brochures and maps, to ensure that all information and directional details are consistent. (Reference p.6)

### Visitor Information Centres

Stanthorpe Shire has one information centre located in the centre of Stanthorpe.

The Stanthorpe Visitor Information Centre is a fully accredited centre and is signed with the blue and yellow italicised 'i' symbol.

It is recommended that Council review and upgrade all current road signing and information materials to ensure that the appropriate 'i' symbols are being used. (Reference p. 14)

### Interpretive Signage

- Interpretive signage can be placed on tourist routes or drives of significant cultural, geographical or heritage appeal, in town or at heritage sites.
- Such signing should succinctly explain and/or interpret pertinent information about the site or vista.
- These signs are not expected to be read by the passing motorist and therefore require both advance warning and intersection signage.

An opportunity exists for Council to approach both industry and lead government organisations such as the Department of Primary Industries etc, to identify possible locations to erect interpretive signage throughout the Shire.

Agreed graphic standards should be developed where possible to maintain a consistent signage image throughout the region. (Reference p.7)



### Tourism Precincts (including Food / Wine Trails)

- Tourism precincts can be defined as areas which feature clusters of attractions, experiences or themes within a reasonable walking/driving distance of one another, and are easily accessible by visitors.
- Tourism precincts should be designed to both reduce sign proliferation and to promote safe and accessible areas.
- An opportunity exists for Stanthorpe to develop dedicated food and wine trails throughout the Shire. Areas identified for trail development include Wallangarra, Ballandean, Stanthorpe and Cottonvale/Thulimbah.
- Draft eligibility criteria have been outlined in Appendix B to assist Council to determine which areas deserve formal precinct recognition.

Council needs to review this criteria, identify food and wine trails and then document the development, marketing and implementation of these trails into a formal Tourism Precinct Plan. (Reference Appendix B).

### Tourism Attraction Symbols

- Over the past two years both Victoria and Queensland have developed and tested a number of brown and white tourism symbols for inclusion into the Australian Standard AS2342.
- Four symbols have been recommended for immediate incorporation into the national standard. These are as follows:
  - Wine
  - Walking Trail
  - Aboriginal Heritage
  - Look Out (Point of Interest)
- An additional four symbols were approved subject to further design work and testing. These are as follows:
  - Heritage
  - Museum
  - Art Gallery
  - Beach
- While it has been agreed at a national level that existing symbols, including Stanthorpe's wine symbol can still be used, these symbols will be treated as non-standard.
- Council has used non-standard white-on-brown versions of white-on-blue service symbols to denote services available at tourist facilities.

Council will need to determine if it is to retain these non-standard signs or moves progressively towards the adoption of national symbols. (Reference Appendix D)



### **C. Current Stanthorpe Signage Policy**

- The current Local Law No. 8 is not considered suitable to direct the effective approval of Tourism Road Signage in the Shire.
- The Local Law No. 8 has been designed to address advertising issues. Road signage is primarily about efficient traffic management and motoring safety (it is not by definition about advertising or promotion).
- A separate policy needs to be drafted to address tourism road signage issues in accordance with the State Policy on Road Signage of Tourist Attractions.

Drafting instructions have been outlined in Appendix B to assist council with this process.



## D. Taking Action

Outlined below are key tasks identified throughout the report that should be actioned before policy and strategy initiatives are implemented.

TASK	RESPONSIBLE AGENCY
Establish signage priorities in accordance with budget and resource commitments (review current grant funding options).	SSC / STSC / DMR
Undertake a review of current signage policy and prepare a new Tourism Road Signage Policy in accordance with recommendations provided in draft strategy.	SSC / STSC / DMR
Implement the Tourist Direction Signage Policy and the Advertising Signage Local Law	SSC / DMR
Establish Terms of Reference for the Stanthorpe Tourism Signage Committee to assist with the implementation of Council's signage policy and strategy initiatives.	STSC
Identify grant programs and linkages with current regional and state initiatives eg, QHTN / DMR / TQ Drive Tourism Program.	SSC / STSC

SSC - Stanthorpe Shire Council  
 STSC - Stanthorpe Tourism Signage Committee  
 DMR – Department of Main Roads Border District



## E. STANTHORPE REGIONAL INFORMATION BAY



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## 1 BACKGROUND

Stanthorpe Shire is located in the Southern Downs Region approximately 2 1/2 hours South West of Brisbane. Strategically placed along the New England Highway the region is easily accessible from the major population centres of both South East Queensland and Northern New South Wales. Featuring spectacular granite rock formations, vibrant festivals and exquisite food and wine, the region is in an excellent position to package itself as a unique daytrip and short break holiday destination.

Recent planning studies<sup>1</sup> undertaken in the region indicate that the vast majority of travel and tourism throughout the area is by private vehicle and that considerable opportunities exist to increase the volume of tourists to the area by further developing "drive tourism" initiatives.

Recognising this opportunity Stanthorpe Shire Council has commissioned the National Centre for Tourism to undertake a review of the opportunities to improve tourism signage for the Shire and to develop a dedicated Tourism Road Signage Strategy.

## 2 AIMS / OBJECTIVES

The core objectives of the Strategy are to encourage tourism flows and increase overnight stays throughout the region by developing a standardised regional tourism signage framework.

This framework will guide the future location of visitor information, sign design and placement of tourism signage throughout the Shire.

Key outcomes of the strategy include the:

- Development of a strategic Regional Tourism Signage Framework and Integrated Visitor Information Network, that is in keeping with the objectives of the Department of Main Roads, Stanthorpe Shire Council, the Tourism Industry and the Southern Downs Community;
- Identification and incorporation of key policy and planning initiatives at the national, state, regional and local level,
- Documentation of nationally approved tourism and service symbols; and
- Recommendations for the development of tourism precincts for key regional product strengths e.g. food and wine trails.

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<sup>1</sup> Taylor Byrne Tourism (1996) Joint Regional Tourism Strategy - Toowoomba & the Golden West and Southern Downs. QTTC (1998) South East Queensland Country Domestic Leisure Marketing Project Review. National Centre for Tourism (1998) Warwick Tourism Road Signage Strategy.



### 3 CURRENT POLICY PERSPECTIVE

In developing tourism signage initiatives in the Stanthorpe Shire it is critically important that Council remain conversant with the status of all current Signage Policy Initiatives.

The following diagram provides a broad outline of current National, State, Regional and Local signing policies. An overview of these policies has been outlined in Appendix A.

These documents provide a top down policy umbrella and potential funding opportunities for the Stanthorpe Shire and Southern Downs Region.

Possible opportunities include:

- Design, fabrication and erection of a State Gateway Sign at Wallangarra (Completed November 2000),
- Thematic signing of the "Country Way" State Tourism Themed Route (formerly Historic Highway 17),
- Queensland Heritage Trails Network Signage,
- Regional Information Bays at Dalveen, Stanthorpe and Wallangarra, and
- Promotional initiatives under the Great South East Marketing Region.



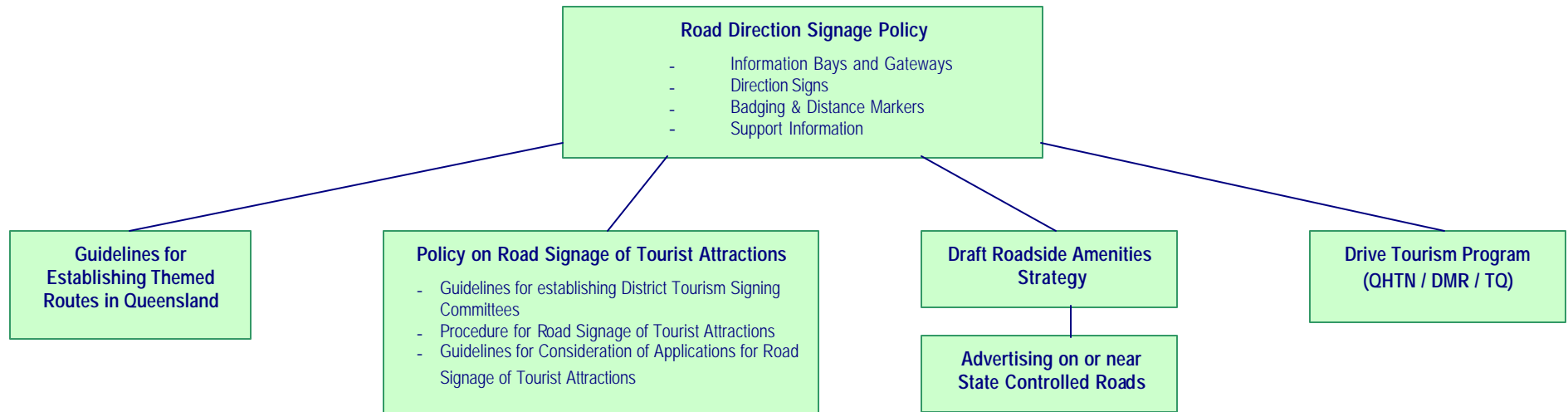


Diagram 1 Current National, State, Regional and Local Tourism Signage Initiatives

**NATIONAL**

Australian Standard 1742 "Manual of Uniform Traffic Control Devices"  
Part 6 - Services for Tourist Signs for Motorists

**STATE**



**REGIONAL**

Road Signing Guidelines (Border District)

Warwick Tourism Road Signage Strategy

**LOCAL**

Stanthorpe Tourism Direction Signage Strategy



## 4 KEY STRATEGY INITIATIVES

Stanthorpe Shire is strategically located to take advantage of a number of opportunities that have arisen in conjunction with the increasing emphasis at both a state and regional level on drive tourism. However to ensure the driver experience is enhanced by tourism road signage it must be integrated as part of a total visitor information network. That is, all elements of the information network including signage, brochures, maps etc, must work together to maximise visitor amenity and promote exploring.

### 4.1 Hierarchy of Visitor Information Network

The information network used by visitors should begin when planning the trip and cascade through the use of soft and hard infrastructure facilities to provide consistent and timely information. Hard infrastructure is capital intensive and includes the following visitor facilities.

#### 'Hard' Visitor Facilities

- General Direction Signage
- State Gateway Information Bays
- Information Bays
- Tourist and Service Signing
- Accredited Information Centres
- Local Information Centres
- Rest Areas
- Themed Tourism Routes and Tourist Drives
- Point of Interest / Interpretation Sites
- Heritage Site / Trail Signage
- Tourist Area / Precinct Signage
- Town / Civic Signage

'Soft' Visitor Facilities include those sources of information that the visitor carries or uses in the vehicle or uses to plan the trip. These include:

- Regional Brochures
- Consistent Maps (Tourism Qld, RACQ, NRMA, Local Tourist Maps)
- Visitor Radio
- Local Tourist Maps (including tourist drives)
- Tourism Information Kits for Locals



## 4.2 Implementation Platform

Priority Stage 1,2,3	Visitor Information Network Elements	Description	Proposed Actions
<b>'Hard' Visitor Facilities</b>			
✓	General Network Direction Signage	<ul style="list-style-type: none"> <li>- Otherwise known as guide signage (white on green).</li> <li>- Directs motorists to focal points (towns and cities).</li> <li>- Designed for route continuity and for use by long distance travellers, strangers to an area and tourists.</li> </ul>	Review and maintain ongoing direction signage
✓	State Gateway Information Bays	<ul style="list-style-type: none"> <li>- Located at information/rest area bays at state border points on state strategic routes.</li> <li>- Shows major routes, terminal and key decision points and relevant route options.</li> </ul>	Link into the initiative by DMR and QHTN to include regional information as part of the State Gateway Sign at Wallangarra (Completed Nov 2000) (Refer to Appendix B for detailed information)
✓	Information Bays <ul style="list-style-type: none"> <li>- Regional</li> <li>- Local</li> </ul>	<ul style="list-style-type: none"> <li>- Regional or local initiatives that provide a driver with detailed information on tourism facilities, routes and attractions within a region.</li> <li>- Should be incorporated with State and Regional Gateway Signage where appropriate.</li> <li>- More effective when located close to town as this allows for information to be updated on a regular basis, promotes visitor spending in town and reduces vandalism.</li> </ul>	Regional Information Bays to be located at: <ul style="list-style-type: none"> <li>- Wallangarra (Completed Nov 2000 – See Appendix D),</li> <li>- Stanthorpe Visitor Information Centre.</li> <li>- Dalveen (to be developed in conjunction with Warwick Shire Council, Main Roads and Tourist / Local Organisations)</li> </ul> Local Information Sites <ul style="list-style-type: none"> <li>- Lions Park (Wallangarra &amp; Stanthorpe)</li> <li>- Weroona Park</li> <li>- Applethorpe</li> <li>- Ballandean</li> <li>- Cottonvale</li> <li>- Glen Aplin</li> <li>- Severnlea</li> <li>- The Summit</li> </ul>



			<ul style="list-style-type: none"> <li>- Industrial Estate</li> <li>- Glen Lyon Dam</li> <li>- Girraween National Park</li> </ul> <p>Employ a design consultant to develop Stanthorpe Town Map to be incorporated in District Tourist Routes Map previously developed for Wallangarra (Refer to Appendix D for detailed information).</p>
✓	Tourist and Service Signing	<ul style="list-style-type: none"> <li>- Tourist signs (white-on-brown) indicate features, tourist attractions and tourist related services.</li> <li>- Service Signs (white on blue) direct the travelling public to essential and desirable facilities and service business.</li> </ul>	<p>Reduce the need for signage by introducing nationally recognised tourism symbols (See Appendix B), tourist drives and tourism precincts. Where appropriate.</p>
<b>Priority Stage 1,2,3</b>	<b>Visitor Information Network Elements</b>	<b>Description</b>	<b>Proposed Actions</b>
<b>'Hard' Visitor Facilities</b>			
✓	Accredited Information Centres	<ul style="list-style-type: none"> <li>- Official Queensland VIC Signage Policy guides the use of the new yellow on blue italicised 'i' sign.</li> <li>- Purpose is to raise operational standards and information provision in VIC's.</li> <li>- Only RTO's or Local Government funded VIC's are eligible to apply for use of the new 'i' sign.</li> </ul>	<ul style="list-style-type: none"> <li>- Seek formal VIC accreditation through TQ. (Completed Nov 2000).</li> <li>- Update all brochure materials and road signage to incorporate the accredited information symbol (Refer to p. 13)</li> </ul>
	Rest Areas	<ul style="list-style-type: none"> <li>- There are 2 types of rest areas, one for motorists and the other for heavy vehicles.</li> <li>- Provided to allow drivers to rest and overcome fatigue.</li> <li>- Minimum facilities should include rubbish bins, toilets, sheltered tables and seats and water. The provision of local information and interpretation is also encouraged.</li> </ul>	<ul style="list-style-type: none"> <li>- Use strategic rest areas to place information on the Shire and on tourist drives / themed routes e.g., Lions Park (Wallangarra and Stanthorpe).</li> </ul>
✓	Themed Tourism Routes and Tourist Drives	<ul style="list-style-type: none"> <li>- Themed Routes typically link sites, attractions and destinations of tourism significance.</li> <li>- Comprise of a hierarchy of route types from State Themed Routes to local Tourist Drives.</li> </ul>	<ul style="list-style-type: none"> <li>- Support the development of themed routes (e.g. Country Way).</li> <li>- Take an active role in liaising with TQ/DMR/QHTN to develop the Country way as a key priority.</li> </ul>



		<ul style="list-style-type: none"> <li>- Themed route signage should include a welcoming gateway sign, an identifiable logo/decals. Additional support material eg, brochures and maps should also be provided.</li> <li>- Tourist Drives are scenic routes selected for the attractions which they offer visitors to a region or local area.</li> <li>- Technical guidelines for signing tourist drives are contained in Part 6 of the Manual of Uniform Traffic Control Devices.</li> </ul>	<ul style="list-style-type: none"> <li>- Five formal tourist drives established, three are currently signed (Fruit Run/ Granite Belt Drive, Highland Drive and Oracles Waytwo remain to be signed ( Armistice Way and Shearers Drive) in the above order. Fruit Run signage to be altered to Granite Belt Drive</li> <li>- Review soft infrastructure eg, local brochures, maps etc, to ensure that all information and directional details are consistent.</li> <li>- (Refer to Appendix B for more detailed information).</li> </ul>
Priority Stage 1,2,3	Visitor Information Network Elements	Description	Proposed Actions
<b>'Hard' Visitor Facilities</b>			
	Point of Interest / Interpretation Sites	<ul style="list-style-type: none"> <li>- Succinctly explain and / or interpret pertinent information about the cultural, environmental or heritage significance of the site or vista.</li> <li>- Must only be provided at a safe location and should meet the requirements of the Roadside Amenities Policy.</li> <li>- These signs are not expected to be read by passing motorists and therefore require both advance warning and intersection signage.</li> </ul>	<ul style="list-style-type: none"> <li>- Provide Point of Interest and Interpretative signage in association with other lead agencies (eg. DNR, DEH) on tourism routes, in town and at heritage sites.</li> <li>- Agreed graphic standards need to be developed.</li> </ul>
✓	Heritage Site / Trail Signage	<p>Local Heritage Trails:</p> <ul style="list-style-type: none"> <li>- Small loop routes developed to enhance awareness of an areas history, culture and/or natural environment.</li> <li>- Can be drive or walking trails</li> <li>- Signed with a specific heritage route marker.</li> </ul>	<ul style="list-style-type: none"> <li>- Liaise with Warwick District Tourist Signage Committee, Granite Belt Tourist Association, Southern Downs Tourist Association, Chamber of Commerce to ensure that a consistent approach to signing existing heritage trails is adopted.</li> <li>- Work with the Queensland Heritage Trails Network to</li> </ul>



		<p>State Heritage Trails:</p> <ul style="list-style-type: none"> <li>- State Government initiative providing linkages between 32 significant heritage sites and attractions across the state.</li> <li>- Signed by a dedicated heritage trails logo.</li> </ul>	<p>secure signage for heritage sites and ensure Stanthorpe is a part of the network.</p>
✓	Tourist Area / Precinct Signage	<ul style="list-style-type: none"> <li>- Collective signage e.g., name and or logo, used to denote thematic areas within a town or surrounding area that are based on key product strengths e.g., heritage, wine etc.</li> <li>- Dedicated precincts/tourist areas reduce the need for individual signage.</li> </ul>	<ul style="list-style-type: none"> <li>- Develop a number of tourism precincts in the Shire in conjunction with Tourist / Operator Organisations to reduce sign proliferation. These should include Heritage and Food and Wine Trails.</li> <li>- Document these trails in a dedicated precinct plan.</li> <li>- Engage a graphic artist to develop graphic standards for all precinct signage.</li> <li>- (Refer to Appendix B for more detailed information).</li> </ul>
<b>'Soft' Visitor Facilities</b>			
✓	Regional/Local Brochures	<ul style="list-style-type: none"> <li>- Marketing resources containing information and advertising on towns, attractions and visitor facilities located with a designated region.</li> </ul>	<p>Ensure information in regional/local brochures such as the South East Queensland Country Touring Guide, the Border Post etc, matches that provided on the road.</p>
	Consistent Road Maps	<ul style="list-style-type: none"> <li>- Guide motorists safely throughout the road network.</li> <li>- Specific information for tourists should include the location of visitor information centres, rest areas, and information bays.</li> </ul>	<p>Work with Tourism Qld, RACQ, NRMA, and Local Tourist Map providers to ensure information is consistent</p>
	Visitor Radio	<ul style="list-style-type: none"> <li>- Local radio program broadcast on FM to encourage visitors to explore and enjoy the Shire.</li> </ul>	<p>Value add to the existing program with information on precincts, tourist drives and themed routes.</p>
✓	Local Tourist Maps	<ul style="list-style-type: none"> <li>- Should contain specific information on local tourism attractions, facilities, tourist drives, town precincts etc.</li> </ul>	<p>Develop town maps for:</p> <ul style="list-style-type: none"> <li>- Stanthorpe</li> <li>- Wallangarra (Completed Nov 2000)</li> </ul>
	Tourism Information Kits for Locals	<ul style="list-style-type: none"> <li>- Information packages designed to educate and inform locals and visitors of the tourism facilities within the area.</li> </ul>	<p>Develop information kits for locals to highlight the tourism opportunities in the shire.</p>



<b>Signage Administration and Funding</b>			
✓	Develop a more consistent approach to tourism signage	NA	<ul style="list-style-type: none"> <li>- Establish criteria to direct the consistent approval of all road signage.</li> <li>- Establish formal Terms of Reference for the Tourism Signage Working Group.</li> </ul>
✓	Obtain outside sources of funds for tourism signage	NA	<ul style="list-style-type: none"> <li>- Work with Department of Premiers and Cabinet on Heritage Trails.</li> <li>- Apply for Federal Funds for implementation through the Regional Tourism Program.</li> <li>- Work with TQ on designing Regional Gateway and Information Bay signage.</li> <li>- Contact other State Government Departments for input and assistance into point of interest, interpretation signage and information bays.</li> </ul>



### 4.3 Applying Tourism Signage at the Local Level

Three areas were specifically identified by the Stanthorpe Tourism Signage Committee as requiring particular consideration in Stanthorpe. These are as follows:

#### 4.3.1 Signing Tourism Precincts

Well designed signage can be used both to promote the existence of key visitor precincts to travellers and to reduce sign proliferation and possible visitor confusion.

It is our understanding that although Council has been proactively addressing the issue of signage for wineries and attractions throughout the Shire, no formal policy guidelines have been documented.

To assist Council with this process draft technical guidelines for signing tourism facilities have been provided below. Detailed examples for each of the situations highlighted below have been included as Appendix E.

##### 1. Individual Tourist Facilities

For individual tourist facilities with frontage to a state road the following treatment should be applied:

- A) Fingerboard Sign - white-on-brown and should include the establishment name and service symbol if appropriate.
- B) Advance Warning Sign - should only be erected where there is insufficient site distance to the intersection sign. This sign should be white-on-brown and should include the establishment name, the service symbol, if appropriate, and the distance to the turnoff eg, 400m on right.

(Refer to figure 1 - Appendix E for a detailed diagram).

When an individual tourist facility is located on a local road however is accessed from a state road a fingerboard may be needed for guidance at the intersection with the state road and at other locations

. This sign should be white-on-brown and include the name of the establishment and the service symbol if appropriate.

Where one or more local road intersections need to be negotiated before reaching the facility, then follow up fingerboard signs may be required.

(Refer to figure 2 - Appendix E for a detailed diagram).



## 2. Additional Tourist Facilities

A maximum of three signs will be permitted at an intersection of a state road with a local road. Where a further request for approved tourist direction signage is received the following action should be taken;

- A) The existing direction signage should be removed and a standardised sign showing the road name and facility symbols should be erected.
- B) Advance Warning Sign - should only be erected where there is insufficient sight distance to the intersection sign. Should be white-on-brown and include the facility e.g wineries, symbol and the distance to the intersection sign eg. turn right 400m.
- C) Grouped Fingerboard Reassurance Sign - should be placed as soon as practicable after the intersection sign where it is safe to slow down and stop. It should be white-on-brown and should include the names and distance of individual establishments and facility symbols where appropriate. The sign should be designed with changeable panels.
- D) Finger Board Sign - should be erected if necessary for guidance purposes at intersections or opposite entrances to tourist facilities. Should be white-on-brown and include the name of the establishment and the facility symbol if appropriate.

(Refer to figure 3 - Appendix E for a detailed diagram).

## 3. Winegrowing Region

The Granite Belt winegrowing region is an internationally identifiable region and has been registered as a geographic indicator.

The Granite Belt is unique in that most of the wine growing areas are directly accessible off the New England Highway. This provides the opportunity for the limits of the Granite Belt winegrowing region to be signed on the highway, as well as the west and east approaches to the district via Texas Road and Amosfield Road.

- A) Advance Signs – Large signage white-on-brown, should be produced with wording such as “You are now entering the Granite Belt Wine Region. Wineries for the next x kms” and including the wine and other facilities symbols.

- B) Local Information Sites - should be provided as soon as practicable beyond the Advance Signs.

A white-on-brown advanced warning sign should be erected prior to the information bay. This sign should include the name “Granite Belt Wine Region”, the wine symbol, tourist facility symbols, and the distance to the information site. e.g;. 300m on left.

The information site will either be a Regional Information Bay or a Local Information Site depending on location.

- C) Exit signs should also be erected on the rear of the advance signs and should have a message such as “You are now leaving the Granite Belt



Wine Region etc” The signs should be white-on-brown and should be simple in nature.

(Refer to figures 4, 4a, 5 and 5a - Appendix E for detailed diagrams).

*Proposed Action:*

Council needs to review the above tourism signing guidelines and document these as part of the Shire's Road Directional Signage Policy. A formal application and approval process for tourism signing will also need to be developed.

Basic drafting instructions on developing a formal tourism road signing policy for Stanthorpe have been provided in Appendix A.



### 4.3.2 Signing Tourist Accommodation

As a result of the increased demand for specialist accommodation throughout Queensland individual symbols have been developed and tested for both Bed and Breakfast and Host Farm style accommodation (see pictures below).

Bed and Breakfast Symbol

Host Farm Symbol

While these symbols have been adopted for implementation in Queensland, they did not receive national recognition as the majority of states and territories believed that the current blue and white international symbol for accommodation (bed) adequately represents the service being provided. In addition they are considered to provide too much information and conflict with the concept of keeping signage simple.

#### Key Implications

Council has used the white “bed” symbol with a brown background to denote all varieties of tourist based accommodation as distinct from motel / hotel accommodation which is distinguished by the white on blue “bed” symbol. Council needs to determine if it retains these non-standard signs or moves progressively towards the adoption of national symbols where possible.



### 4.3.3 Signing Accredited Visitor Information Centres

A three-tiered approach to Town Signs is recommended below:

- (1) A combined Town 'Welcome' and VIC advisory sign at the town boundary, on major approach roads.

The existing "Welcome to Stanthorpe" signs, at the northern and southern approaches to the town, are deteriorating and are in need of upgrading.

- (2) Advance Warning sign(s) within the town precinct providing directional reassurance where a direction change is required or within 400 metres of the Centre.

These signs are in place.

- (3) Sign opposite the premises.

This sign is in place.

Each sign is to include the blue and yellow italicised 'i' symbol.

An after hours information board outlining the location of key features and commercial tourism facilities is a desirable asset for visitors arriving after regular opening hours.

Signs to other information outlets should be signed with the blue and white roman 'i' symbol.



## 5 TAKING ACTION

Outlined below are a list of key tasks identified throughout the report that will need to be actioned before policy and strategy initiatives are implemented.

TASK	RESPONSIBLE AGENCY
Establish signage priorities in accordance with budget and resource commitments (review current grant funding options).	SSC / STSC / DMR
Undertake a review and prepare a new Tourism Road Signage Policy in accordance with recommendations provided in draft strategy.	SSC / STSC DMR
Implement the Tourist Direction Signage Policy and the Advertising Signage Local Law Establish Terms of Reference for the Stanthorpe Tourism Signage Committee to assist with the implementation of Council's signage policy and strategy initiatives.	SSC / DMR  STSC
Identify grant programs and linkages with current regional and state initiatives eg, QHTN / DMR /TQ Drive Tourism Program.	SSC / STSC

SSC - Stanthorpe Shire Council

STSC - Stanthorpe Tourism Signage Committee

DMR – Department of Main Roads Border District



## **APPENDIX A          Overview of Current Policy Initiatives**



## **A. NATIONAL PERSPECTIVE**

The dramatic increase in demand for road-based tourism experiences over the past five years has greatly emphasised the need to establish consistent road signing practice throughout Australia.

Current inconsistencies in the provision of tourist signs on roads and information services, across all states and territories, is not only causing confusion to road users but potentially comprising road safety and efficiency.

In order to improve visitor satisfaction through developing and adopting best practice in tourism road signing, the Australian Standing Committee on Tourism (ASCOT) has recently commissioned a study to develop national tourism road signage guidelines.

The aim of these guidelines is to provide consistency and ease of implementation of tourism signage throughout the nation by incorporating agreed recommendations into the Australian Standard 1742.6, "Manual of Uniform Traffic Control Devices - Part 6: Tourist and Service Signing.

Key issues addressed as part of the study include:

- Directional Signage,
- Tourist Signage,
- Colour Standardisation,
- Tourism Service Signs,
- Tourism Attraction Symbols, and
- Themed Tourism Routes



## **B. STATE POLICY PERSPECTIVE**

Over the past three years the Queensland Department of Main Roads have also undertaken a substantive review of all policies affecting road signage and driver information. The resultant policies provide a new direction for driver guidance and signage in Queensland and will soon be amended to incorporate national best practice where appropriate.

It is important for Stanthorpe Shire Council to align and position its signage to value add to these significant State planning initiatives. A brief summary of policies of particular interest to Council include:

- A new State Policy for Tourism Road Signage;
- New and revised policies for Road Direction Signage, Road Signage of Tourist Attractions, Roadside Amenities, Roadside Advertising, and Tourism Themed Routes;
- The Drive Tourism Program which is a joint project between Department of Main Roads, Tourism Queensland and the Queensland Heritage Trails Network;
- The recent Queensland Heritage Trails initiative which is being implemented through the Department of Premier and Cabinet; and
- The establishment of the South East Queensland Country product region.

A detailed description of each of the above policies and their implications for Stanthorpe Shire Council has been provided below.

### **State Guidelines for Road Direction Signage**

The MUTCD (Part 2, Section 2.10) indicates that there are three levels of road signing (regulatory signs, warning signs and guide signs). Regulatory Signs are those signs that indicate the road rules to the driver including speed and stop signs. Warning signs (black on yellow) indicate road conditions such as slippery when wet, or sharp turns. Guide Signs (white on green) provide drivers with guidance as to destinations and routes as a means of navigating through the road network, this is the section which most relates to tourism Themed Routes.

Guide / Direction Signs include Advance Direction signs, Intersection Direction signs, Fingerboards, Reassurance Direction signs, Street Name signs, and Route markers. Road users depend on guide signs for information and guidance. Guide signage is designed for route continuity and for use by long distance travellers, strangers to an area and tourists. Route continuity is also one of the key aims of Tourism Themed Route Signage.



The Policy on Road Direction Signing is currently under review by the Department of Main Roads. The revised policy provides for a number of innovations including:

- The development of **9 State Strategic Routes** which create a network of roads throughout the State identifiable through single digit route numbers with an alpha character (eg. A3)
- The establishment of **long haul Terminal / Destination points and key decision points** on Regional, Interstate and National road corridors.
- The introduction of **State Gateway / Border Crossing Signage** and enhanced opportunities for innovation in corridor management and signing (including themed routes).
- A **network of signage and visitor information** which promotes trip planning and provides route continuity for long haul travellers
- A **Strategic Framework** to link Roadside Amenities, Roadside Advertising, and Tourism Signage Policies.

The policy also allows for the use of regional and local information bays, tourism themed routes (National, State and local level) and supports the development of State and District Tourism Signage Committees.

### **Policy on Road Signage of Tourist Attractions**

Tourism signage on State-controlled roads is fundamental to the success of many tourism attractions. Limited to white-on-brown signs, the signage is not intended as advertising for commercial businesses, but rather as a guide for safe and efficient travel by tourists seeking particular destinations or areas of interest. The destinations might be single or grouped commercial businesses (eg. Wineries, home stays etc.) or non-commercial attractions (eg. natural rock formations, river reaches etc).

The Department of Main Roads have recently established a number of criteria that must be met before permission for a tourism sign on a state-controlled road is granted. These are as follows:

- road safety is not adversely affected;
- signage supports state, regional, and local tourism development plans and associated promotional strategies;
- signage directs tourists and visitors to places of appropriate tourist merit; and
- the number of signs is controlled to acceptable limits.

Tourism merit relates to a subjective assessment, which takes into account the regional context of a tourist facility. The tourist facility must be recognised by local and/or regional tourist organisations, Tourism Queensland and local government and have a minimum level of patronage appropriate to the area.



To assist the District Director make informed decisions about the relative tourism merit of a particular attraction, recommendations and advice should be sought from the District Tourism Signage Committee (DTSC). This committee is initiated by the District Director and should include representation from the tourism industry, Local Government, Police and the Department of Main Roads.

In Stanthorpe's case it is considered that the Stanthorpe Tourist Signage Working Group is best placed to perform this function.

### **Draft Roadside Amenities Strategy**

Roadside amenities are established primarily to meet the needs of the long distance travellers and are aimed at reducing fatigue related accidents whilst enhancing the drivers total travel experience.

Classified by ownership and then by function, the two types of ownership of roadside amenities are community amenities (social service infrastructure - rest areas and stopping places) and commercial amenities (private benefit infrastructure - eg, service stations).

The Department of Main Roads recognises that setting in place and promoting roadside amenities must be integrated with a number of key initiatives:

- Strategic location of rest areas in identified fatigue zones;
- Location of rest areas to support and integrate with other road safety initiatives eg Driver Reviver Program;
- Developing and setting in place a comprehensive signage system to identify and direct road users to roadside amenities;
- Provision of maps/brochures to the travelling public indicating the locations and facilities provided;
- Promoting, informing and "marketing" the benefits of using roadside amenities as part of the total DMR/Queensland Transport Fatigue Management package.

In addition to the above, there are opportunities for Stanthorpe Shire to establish "partnering" agreements with the Department of Main Roads to appropriately develop, or upgrade roadside amenities on proposed Tourism Themed Routes. Playing a greater role in the total integrated information network, roadside amenities could include a range of uses including providing information on tourism routes and loops, points of interest and sites of heritage / cultural significance within a region.

The Gladfield Driver Reviver Site near Warwick provides an excellent example of a roadside rest area that has been developed as a joint initiative between Main Roads, Warwick Shire and the tourism industry.



### **Roadside Advertising**

Roadside advertising is used for a range of purposes from advertising services and products, to giving directions and providing information. Varying in type and size from footway signs to very large billboards, outdoor advertising is recognised as playing an important role for the development of businesses in Queensland.

Targeting both vehicular and pedestrian traffic it is important that roadside advertising is balanced against the safety and efficiency of the road network; the preservation of the environment and visual amenity; and the costs and benefits to the community of advertising or its removal.

The Department of Main Roads have recently developed an advertising policy and *Guide* to provide general guidance on the permitted nature and criteria for advertising on State-controlled roads. This policy and guide has been designed with sufficient flexibility so that Local Government can adapt it to meet local laws and conditions.

Stanthorpe Shire Council has a Local Law which regulates Advertising Signage in the Shire.

### **Guidelines for Establishing Tourism Themed Routes in Queensland**

The Department of Main Roads have recently developed guidelines for the establishment and management of Tourism Themed Routes in Queensland. Tourism Themed Routes provide an additional level of information to the road user on tourism opportunities, scenic highlights and areas of community and historical significance. These routes typically link sites, attractions and destinations of tourism significance.

The aim of Tourism Themed Routes is to support tourism development along the route and to recognise the significance of tourism resources and attractions (scenic, historic, nature based, etc). Tourism Themed Routes can provide a long distance focus to routes with a number of tourism attractions, facilities and scenic highlights or link to create a recognisable route with side loops and distinctive signage.

Tourism Themed Routes are comprised of a hierarchy of route types from Nationally significant to Local Tourist Drives.

As part of a national move to improve consistency and user friendliness of tourism signage throughout the entire road network, a formal hierarchy of tourist routes has recently been adopted for provision in the Australian Standard AS 1742.6, Manual of Uniform Traffic Control Devices.

It is proposed that this hierarchy include three types of tourist route types:

1. National Ways (including byways)
2. State Ways (including regional byways)
3. Tourist Drives



### **Drive Tourism Program (QHTN / DMR / TQ)**

The Drive Tourism Program 2000-2002 is a joint initiative of Tourism Queensland, the Department of Main Roads and the Department of the Premier and Cabinet (as part of the Heritage Trails Network Project). The program's objectives are to:

- Provide a major stimulus to Queensland's regional and rural tourism industry;
- Establish a State-wide marketing framework and identity for road-based tourism across the State's strategic tourism routes;
- Promote the Heritage Trails Network Project sites; and
- Enhance the experience of the motoring tourist throughout the State.

The Program combines a number of long-term joint DMR/TQ projects including:

- Themed Tourist Routes
- State Gateway Statements
- Strategic Tourist Route Signage
- Regional Tourist Signage
- Information Bays
- Heritage Trails Network Project Signage
- Integration of Marketing Initiatives
- Route Numbering and Badging

To ensure that motoring tourists travelling throughout Queensland will have a State-wide seamless tourism experience, Local Government and Regional Tourist Organisations will be able to capitalise on the professional marketing framework provided by the Drive Tourism Program.

It is anticipated that these initiatives will be implemented in stages over the next three years.



## C. REGIONAL PERSPECTIVE

### Road Signing Guidelines for the Border District

Over the past three years the Department of Main Roads (Border District) in Warwick have been preparing Road Signing Guidelines intended to ensure that signing requirements are uniformly and equitably applied on State Controlled Roads within the district. These guidelines provide for themed Tourist Drives (both named and numbered), tourist and service logos, and precinct and tourism area signage. This district has in many areas led the State in innovative approaches to road signage providing an opportunity for the Southern Downs to become one of the States best drive destinations.

### Warwick Tourism Road Signage Strategy

Warwick Shire Council has recently completed the implementation of Stage 1 of the Warwick Tourism Road Signage Strategy. This strategy was prepared in 1998 and aims to enhance visitation to Warwick and the surrounding region by implementing an integrated visitor information and signage scheme which will establish a benchmark for road guidance, trip planning and user friendliness in regional Queensland.

Stanthorpe Shire Council is represented on this committee and is working towards maintaining a consistent regional signage image. The drive market (tourism/exploring), daytripping, attending special events and visiting friends and relatives are key visitor segments for both Shires, providing great opportunities to cross sell the region through the development of weekend touring packages, drive loops, festivals and events etc.

To ensure the driver experience throughout the Southern Downs Region is enhanced by tourism signage it is recommended that this co-operative approach to the strategic framework and signage hierarchy developed for Warwick Shire be continued throughout the Stanthorpe Shire.



## **E. LOCAL PERSPECTIVE**

The primary responsibility for managing signage, from a policy perspective, vests with the Department of Main Roads Border District and Stanthorpe Shire Council. However, there are numerous organisations that are involved in providing information to travellers, tourists and locals that have an opportunity to be involved in the development of an Integrated Information Network for Stanthorpe Shire.

These groups comprise the Granite Belt Tourist Association, Southern Downs Tourist Association and the Stanthorpe Chamber of Commerce.

Understanding the importance road signage has on the effectiveness of the growth and sustenance of the region's tourism industry, Stanthorpe Shire Council has proactively been addressing tourism signage needs through an established Tourist Signage Working Group. This group is made up of representatives from Stanthorpe Shire Council, the Department of Main Roads and the Local and Regional Tourism Associations and ensures that the interests of key stakeholder groups are represented in the development of an information network for the Shire from the planning stage.

To ensure that the actions of this group continue to be proactive and industry responsive it is suggested that a comprehensive set of Terms of Reference be established to guide future activities.

The current proliferation of advertising signage on road reserves in the Stanthorpe Shire is detrimental to the appearance and presentation of the district and should be halted and such signs removed. These signs do not comply with Council's Signage Local Law. The illegal signs have been tolerated whilst this Tourist Direction Signage Strategy was in the process of development.

### **Stanthorpe Tourist Direction Signage Policy**

The current Local Law No. 8 is not considered suitable to direct the approval of Tourism Road Signage in the Shire.

Local Law No. 8 has been designed to address advertising issues. Road signage is primarily directional in nature and about efficient traffic management and motoring safety (it is not by definition about advertising or promotion).

A separate policy needs to be drafted to address tourism road signage issues in accordance with the State Policy on Road Signage of Tourist Attractions. (This policy incorporates Guidelines for Consideration of Applications for Road Signage of Tourist Attractions and Procedures for Approval).

The policy will need to document the current (DMR and Council) tourism signage approvals (including rationale and reasons for approval), sign design standards, symbols and any other considerations made. A copy of standard sign templates needs to be put together and used as a case book for best practice examples for the Shire. Drafting instructions have been



outlined below to assist Council to modify the State policy in accordance with local planning objectives<sup>2</sup>.

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<sup>2</sup> This work does not entail any new legal or regulatory drafting as this is beyond the scope of this consultancy.



## **Stanthorpe Tourism Road Signage Policy**

- 1.0 The current Local Law No. 8 is not considered suitable to direct the approval of Tourism Road Signage in the Shire.

Local Law No.8 has been designed to address advertising issues. Road signage is primarily directional in nature and about efficient traffic management and motoring safety (it is not by definition about advertising or promotion).

- 2.0 A separate policy needs to be drafted to address tourism road signage issues in accordance with the State Policy on Road Signage of Tourist Attractions. This policy incorporates Guidelines for Consideration of Applications for Road Signage of Tourist Attractions and Procedures for Approval.

In order to meet Stanthorpe Shire's objectives the State policy needs to be modified in accordance with the following drafting instructions.

### A. General Issues

- *Proliferation* – Proliferation of direction signage will be controlled by the requirement to limit signage at any given location.

In such instances whereby there are three or more attractions located off a state controlled road or five or more located off a local road, consideration should be given to using generic symbol type signs to consolidate messages,

- *Distance Limits* - The distance to the establishment should be clearly signed
- *Patronage* - levels are not considered to be an issue for Stanthorpe at this stage of development.
- *Sign Information* - the legend to be included on any tourism road sign may include the operating name, and recognised tourism and service symbols.

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



The name of the establishment must represent the establishments core business function, eg. Ballandean Estate Winery. Two or more functions eg, Ballandean Estate Winery and Cottage Crafts will not be permitted, unless a recognised symbol exists for that function eg, restaurant/café ( white-on-brown international food symbol).

Technical guidelines on the number of letters and symbols that can be included on a particular sign type are outlined in the MUTCD.

- *Cost* - with the exception of signs to natural and geographic features, which may be provided by the appropriate authority, Tourist Direction Signs should be paid for by the applicant.

#### B. Eligibility Criteria

Under the State Policy 'essential' and 'desirable' facilities criteria expected of tourist establishments have been established to warrant consideration for road signage.

These criteria should be reviewed for application in Stanthorpe.

#### C. Approval Process

The approval process outlined in the state policy needs to be redrafted and simplified so that it is in accordance with local government guidelines and procedures. Sections should include:-

- Procedure Flowchart - outlining each step of the approval process.
- Conditions - including rational and reasons for approval. These should be developed in conjunction with existing Council by-laws.

Generally, the cost for all tourism signage should be covered by the applicant. This includes the cost of purchase, erection and maintenance of the sign, however does not include the cost of replacement due to loss, theft or total destruction.

Approval should be provided for the life of the sign or until the business ceases operation.

- Application Form - redrafted to satisfy Council's criteria and rational for approval.



D. Signage Application

Sign design standards and templates will need to be documented as part of the tourism signage policy for consistent application.

Draft guidelines and templates for signing tourism attractions/precincts have been outlined in Section 4.3.1.



## **Appendix B Detailed Overview of Core Tourism Signage Opportunities**



## DETAILED OVERVIEW OF CORE TOURISM SIGNAGE OPPORTUNITIES

The following section outlines in more detail the three core opportunities, from within the integrated network, that are believed to provide the most significant benefits to the development and success of drive tourism in the Stanthorpe and the Southern Downs Region.

Based around the regions key product strengths, these opportunities should be designed to link with signage initiatives already undertaken in the region and where possible flagged as immediate priorities.

The following guiding principles should be used to direct both the development and implementation of these initiatives.

- A 'whole of region' approach to tourism signing
- Part of an integrated visitor information network
- Road safety and efficiency
- National, State and Regional Consistency
- Design integrity (Standards, Graphics, Technical Specifications)
- Simple in structure and practical in application
- User/visitor friendly

### Themed Routes / Tourist Drives

Themed Routes and Tourist Drives provide an additional level of information to the road user on tourism opportunities, scenic highlights and areas of community and historical significance. Linking key tourism destinations and attractions they can provide a meaningful route for visitors to experience something special and enhance their enjoyment of the journey.

Comprising of a hierarchy of route types from nationally significant to local tourist drives themed routes can provide a long distance focus, or link to create a recognisable route with side loops and distinctive signage.

As part of a national move to improve consistency and user friendliness of tourism signage throughout the entire road network, a formal hierarchy of tourist routes has recently been put forth for adoption in the Australian Standard AS 1742.6, Manual of Uniform Traffic Control Devices.



It is proposed that this hierarchy include three tourist route types:

1. National Ways<sup>3</sup> (including byways)
2. State Ways (including regional byways)
3. Tourist Drives

### ***Themed Routes***

There are opportunities to develop a number of Tourism Themed Routes throughout the Southern Downs Region.

Links from Toowoomba and Brisbane and the Gold Coast to Wallangarra contain significant merit. These routes are both strategic for the destination and align with current tourism, marketing, road infrastructure and heritage initiatives.

Recent research undertaken by Tourism Queensland highlights an increase in the number of residents from these population centres, that have either travelled to the Granite Belt or expressed a desire to take a short break in the Southern Downs region in the past twelve months.<sup>4</sup>

This figure could be enhanced dramatically through the development of a dedicated themed tourism signage and visitor information system. This includes welcoming gateway signage, an identifiable logo / decal and support material e.g., brochures and marketing / advertising information. On the route there should also be links to regional and local tourism routes e.g., established tourist drives from Stanthorpe and Warwick, as well as information / interpretive bays and points of interest.

The District Tourist Drives provide potential for similar promotional material.

Another route of particular interest to Stanthorpe Shire is the development of the 'Country Way'. Formerly recognised as Historic Highway 17, this route has been identified through the Drive Tourism Program, which is a joint initiative between Tourism Queensland, Department of Main Roads and the Department of Premier and Cabinet as one of ten state significant themed routes.

### ***Proposed Action:***

Stanthorpe should work with other key tourism destinations along the route to negotiate with the above organisations the order of priority for the development and implementation of the 'Country Way' themed route.

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<sup>3</sup> After considerable discussion it was agreed nationally that the name 'way' should be used to denote National or State significant tourist routes or drives, e.g., Explorer Way (as opposed to Explorer Highway)

<sup>4</sup> Market and Communications Research (2000) Short Breaks Travel Market 2000 - A Research Report. Prepared for Tourism Queensland.



### *Tourist Drives*

Stanthorpe Shire, together with the Stanthorpe Tourism Signage Working Group, has established five formal local tourist drives. Each drive has been named to provide an indication of the types of attraction and experiences along the route and numbered to provide for added driver recognition and reassurance. They are as follows:

- Route No. 3 - Granite Belt Drive (currently signed as the Fruit Run – to be re-signed Granite Belt Drive when funds permit)
- Route No.7 - Oracles Way
- Route No. 6 - Highland Drive
- Route No. 5 - Armistice Way
- Route No. 8 - Shearers Drive

At this stage signage has only been erected on the first three drives, the Fruit Run, Highland Drive and Oracles Way. Initially named the 'Fruit Run' to signify the number of fruit establishments located along the route, this drive has recently been renamed "Granite Belt Drive" as the number of roadside fruit stalls has decreased significantly. The naming of all signs along this route will be updated as soon as funding is available.

The remaining tourist drives will be signed in the order of priority as listed above. It is extremely important that this occurs as soon as possible as unmarked routes have proven to be difficult to find for first time visitors often compromising their safety and leaving them with a negative experience of the region.

It is also recommended that the information on Stanthorpe's tourist drives provided in printed material, such as maps, brochures etc be reviewed to ensure that it is consistent with the signage provided on the routes, as slight discrepancies currently exist.

Once completed the above tourist drives have the potential to provide greater economic benefits to the region by increasing the amount of time visitors spend in the area. This can be further enhanced by providing additional signage along these routes.

Experience from around the world and within Australia demonstrates that there are a number of innovations in signage and theming that can enhance the drive experience. These include:

- Providing Information Panels in pull over areas on the entry to themed routes that contain information on the route, the attractions, distances and the time required. This also provides options for local business sponsorship.
- Using the Shire logo on Tourist Signs.



- Providing 'Point of Interest' Signage along the routes with small stopping bays. This approach has been successfully used along the Matilda Highway to provide information on areas of cultural or historical significance, vistas and sites with cultural artifacts. These signs should have advance warning signage to prepare the driver to make a safe stop (e.g., The sign would read 'Point of Interest 500m' and could include a logo).

Examples of themed route and tourist drive signage, including the Fruit Run signs have been included in Appendix C. These examples should be used as templates to guide the future signing of the remaining tourist drives in the Shire.

#### Proposed Actions:

- Directional signage needs to be erected for the remaining three tourist drives and Tourist Route 3 needs to be re-signed "Granite Belt Drive".
- A review all soft infrastructure eg, brochures and maps, needs to be undertaken to ensure that information on the drives is consistent with road signage.

#### **Information Bays**

Information Bays are designed to provide the driver with information on tourism facilities, routes and attractions within a designated area. Playing an important role in the information network information bays can be developed at a state, regional or local level and where appropriate should be incorporated with gateway signage.

The principal aim of information bays is to introduce the driver to the area and provide guidance on the variety of tourism experiences available.

#### ***State Information Bays***

As part of the Drive Tourism Program, State Gateway Information Bays will be erected on the border crossings of state strategic routes throughout Queensland. These signs should typically welcome visitors to the state and provide information on major routes, terminal points and key decision points along each route. As this project is a joint initiative between the Department of Main Roads, Tourism Queensland and Queensland Heritage Trails Network information will also be provided on strategic rest areas, safe travelling tips and Queensland's network of heritage sites.

The Wallangarra Border Rail Precinct was selected as the appropriate site to develop the first state gateway information bay. Completed in November 2000, the graphic standards developed for this sign were designed to marry with current signage initiatives located throughout the region. Recognised as best practice this sign should be used as a blue print for future gateway signs throughout the state.

A copy of the sign has been included in Appendix C.



### ***Regional Information Bays***

Regional Information Bays should be located in lay-bys or rest areas outside of key decision points to the region (e.g., where state/regional routes cross) or at accredited visitor information centres.

These signs should welcome visitors to South East Queensland Country and include a regional map, a district map highlighting major drive loops in the region and information on the areas natural, cultural and heritage significance, tourism attractions and key visitor facilities. Additional visitor information such as tourist drive maps and brochures should also be provided at these sites.

The following locations have been selected by the Stanthorpe Tourism Signage Working Group as key sites to develop Regional Information Bays.

- Wallangarra Border Rail Precinct (Completed November 2000)
- Stanthorpe Visitor Information Centre
- Dalveen

A formal design layout and graphic standard has been developed for the Wallangarra sign, which was erected in November 2000 (See p.viii).

### ***Proposed Action:***

- Council needs to modify the design layout of the Wallangarra Information Bay for application in Stanthorpe eg, the Wallangarra town map should be replaced with a Stanthorpe town map.
- Details for Regional Information Bays need to be determined for Stanthorpe Tourist Information Centre and Dalveen and funding sought for implementation.

### ***Local Information Sites***

Local information sites form the next level of information for visitors and should be located at various sites in or near town centres and at key tourism precinct areas. Highlighting specific information about the characteristics, key attractions and facilities in the local area, local information sites are designed to encourage visitors to stay longer.

Local information sites can be either external stand alone signs located at strategic vantage points, e.g., visitor information centres, community parks etc, or they can be internal information displays. These displays are designed to capture motorists who are passing through the region and are ideally located at petrol stations, attractions, popular eating places etc.

If strategically positioned local information sites can also help reduce the need for individual product/business signing, thus avoiding sign proliferation.



They are to be designed as reduced size versions of the District Tourist Map installed in a protective mounting either stand alone or affixed to a shelter structure.

The following sites have been identified as possible Poster Print Site locations:-

- Lions Park (Stanthorpe & Wallangarra)
- Weroona Park
- Applethorpe
- Ballandean
- Cottonvale
- Glen Aplin
- Severnlea
- The Summit
- Industrial Estate
- Glen Lyon Dam
- Girraween National Park

### **Tourism Precincts**

Tourism precincts can be defined as areas which feature clusters of attractions, experiences or themes within a reasonable walking/driving distance of one another, which are easily accessible by visitors.

Featuring a diverse array of products from exquisite wineries and specialist accommodation to national parks and heritage attractions, Stanthorpe Shire has the opportunity to actively foster the development of this approach.

The following list outlines the potential benefits that could be received by creating thematic areas based on key product strengths:



- Reduced need to have individual signing;
- Opportunity for collective marketing and development;
- Increased product awareness;
- Potential to attract special interest markets;
- Provides visitors with a structured tourism experience;
- More regular dispersion of visitors across the region;
- Increased length of stay; and
- More even dispersion of visitors and expenditure.

### ***Current Position***

The Southern Downs Regional Tourism Organisation has developed a cultural heritage and historic building trail throughout the Stanthorpe Township and along the route from Stanthorpe to Wallangarra. This trail forms part of a network of heritage trails that have been developed throughout the Southern Downs to promote the regions significant cultural heritage.

Currently promoted through the production of a high quality colour dedicated trails brochure it is recommended that interpretive signing in the form of a plaque attached to the building or a free standing display sign be developed. This will enhance the experience for the visitor by visually creating a sense of place and assisting them to confidently work their way along the trail.

The Wallangarra Border Rail Project aims to develop the historic and nationally significant Wallangarra break-of-gauge railway station and surrounding rail precinct, on the border of Queensland and New South Wales, into a major tourist attraction. This site features the first State Gateway sign for Queensland and once completed will provide an excellent example of a State / Regional Information Bay.

It is our understanding that the Warwick District Tourist Signage Committee have developed a series of design templates for heritage plaques in their area and have been successful in securing funding for implementation.

### ***Proposed Action:***

An opportunity exists for Stanthorpe to liaise with the above organisations to establish an arrangement to use the same design templates for heritage signage. Advice on possible funding options may also be provided.



### ***New Precincts***

In conducting a product audit of the Shire a number of areas were identified for the development of food and wine trails. These included Wallangarra, Ballandean, Stanthorpe and Cottonvale/Thulimbah.

Stanthorpe Shire has great food, fine wine, imaginative chefs and abundant local produce, but as yet these attributes have not been aggressively marketed to visitors.

The challenge is to bring these experiences within reach of more visitors by developing dedicated food and wine trails. Formalised trails will allow for more effective bundling, promotion and distribution of the regions products and should be incorporated into each element of the visitor information network.

Whilst the district has enormous potential, it requires the on-going patronage to see it's full potential develop.

To ensure that these trails will provide visitors with a meaningful tourism experience and meet the objective of creating less signage not more, the following draft eligibility criteria have been established to assist Council to decide which areas deserve formal precinct recognition. The criteria is as follows:

- a "critical mass" of attractions and or experiences e.g., culture, wineries, dining, events, specialist accommodation etc;
- significant interest to sustain a half day to a full day visit;
- a potentially outstanding experience, as perceived by the community and the visitor;
- "Visitor friendly" access and signposting to and within the area;
- Attractions must be open to the public for at least five days per week including weekends; This is seen as a major impediment to the development of the district.
- adequate car parking available;
- appropriate interpretive information is provided at attractions and focal points; and
- appropriate levels of publicly accessible amenities are available for visitors.

To guide the future planning of precincts throughout the Shire, it is recommended that these criteria be incorporated into Councils Local Town Planning Guidelines.

### ***Proposed Action:***

Review the above criteria for signing tourism precincts and identify dedicated food and wine trails throughout the Shire. The development, marketing and implementation of these trails should then be documented into a formal Council Tourism Precinct Plan.



## APPENDIX C Best Practice Tourism Signage Examples



**A. State Gateway Sign - Wallangarra**





## **B. Regional Information Bay (Warwick)**



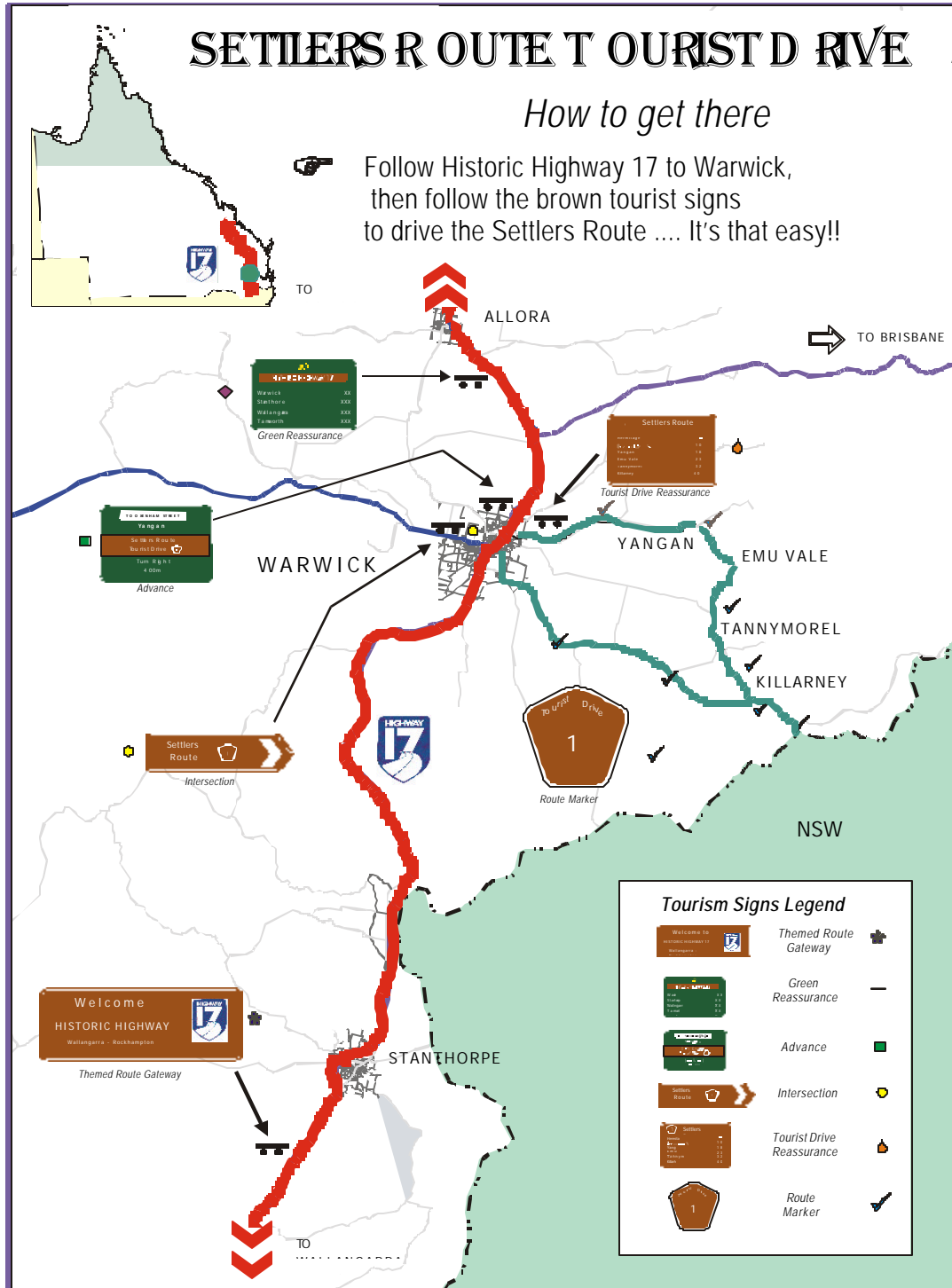
### C. Local Information Bay - Killarney



#### **D. Tourism Precinct Information Bays - (Hunter Valley)**



F. Tourist Drive Signage (Settler's Route)





## Tourist Drive Signage (Fruit Run)

Advance Warning

Advance Warning

Reassurance





## H. Interpretive Signage - Carr's Lookout



## APPENDIX D - Tourism Attraction Symbols



## TOURISM ATTRACTION SYMBOLS

Over the past two years both Victoria and Queensland have developed and tested a number of brown and white tourism symbols for inclusion into the Australian Standard AS2342.

These symbols have been developed to represent a range of activities, facilities and features of interest to both tourists and the tourism industry.

Of the symbols tested 13 successfully passed the testing process and were submitted to the ASCOT (Australian Standing Committee on Tourism) working group, who then determined their approval as a national symbol based upon the identification of 'need' and 'agreed product areas' throughout Australia.

The following table outlines the symbols that were recommended for inclusion into the Australian Standard.

Product Area	Commentary & Agreement
- Wine	Accept Victorian Symbol as tested
- Walking Trail	Accept Queensland symbol with only on walker and name changed to walking trail (currently hiking trail)
- Aboriginal Heritage	Accept Victorian symbol as tested
- Look Out (Point of Interest)	Accept Queensland symbol as tested
- Chinese Heritage	Further design work and testing required
- Museum	Further design work and testing required
- Art Gallery	Further design work and testing required
- Beach	Further design work and testing required



Key Implications

A number of regions, including Stanthorpe and the Southern Downs have already developed and implemented symbols for several of the above categories.

Recognising this issue the ASCOT working group has agreed that existing symbols can still be used by the various states and territories, however will be treated as non-standard symbols.

It is therefore recommended that, to maintain consistency throughout the road network, Council move progressively towards the adoption of national symbols where possible.



## APPENDIX E Detailed Diagrams of Wine Precinct Signage

