


SIGN TYPE	STATE TOURIST DRIVE
CATEGORY	TOURIST ATTRACTION SIGN
COLOURS	Legend: WHITE Background: LEAF BROWN
GENERIC SIGN	
PURPOSE	To indicate a recognised State Tourist Drive .
SIGN APPROVAL AUTHORITY	Main Roads Western Australia (MRWA) and/or relevant Local Government (LG).
ESSENTIAL CRITERIA	<p>The following criteria is used to assess applications for a State Tourist Drive:</p> <p><u>Tourism Value</u></p> <ul style="list-style-type: none"> • The tourist route should have significant tourism appeal particularly to eastern states or overseas visitors • The route should offer the traveller an array of significant scenic or natural landscape features over the greater part of the route which would generally be of greater interest than the general topography or sights seen on a regular through route • Tourist information on the general area, including brochures, maps and guides should be available from tourist centres and other outlets along the route. The route will also need to be marked on maps in roadside information bays wherever they exist • The theme and name of the route should reflect its unique characteristics and not be in conflict with its natural or physical surroundings. Routes with generic names like “<i>Marine Tourist Drive</i>”, “<i>Heritage Tourist Drive</i>” or “<i>Wildflower Tourist Drive</i>” will not be endorsed as it is not unique to a specific location within the State. • State Tourist Drives should not rely on attractions which are strictly seasonal or are not a permanent feature of the route, like wildflowers. <p><u>Visitor Services & Facilities</u></p> <ul style="list-style-type: none"> • Whilst tourist comfort is important, the availability of standard visitor services and facilities such as accommodation, fuel supplies or visitor information may not always be appropriate, particularly in remote areas of the State.

Community Involvement

- The concept of a proposed State Tourist Drive must be endorsed by the Local Council, Regional Travel Association, local Tourist Centre, local community and businesses.

The Local Council should ensure the standard of roads leading to attractions off the Tourist Drive are of a sufficient standard so as not to diminish a traveller's impression of an area and to cater for any potential increase in the volume of traffic resulting from promotion of the tourist route.

- The Local Council, Regional Travel Association and the business community should be committed to contributing, either financially or in-kind, to the promotion and development of the proposed tourist route.

Physical Aspects

The State Tourist Drive should:

- be as safe as possible for motorists who may be unfamiliar with the local area
- only include maintained roads, preferably sealed, and avoid any hazardous alignments or grades, or single lane roads which may not be suitable for the volume of tourist traffic that may be attracted to the route
- not follow main arterial roads such as major Local Council roads in built up areas, and National or State Highways except for short distances (generally not exceeding 5km) as necessary to maintain continuity of the State Tourist Drive
- preferably avoid intersections or sections of road which may at times be relatively congested with heavy haulage or other non-tourist traffic
- be capable of leading motorists back to the main through route from which they deviated with adequate signage to assist them with continuing their journey

SIGN TYPES

Commencement Marker

A route Commencement Marker is erected 100-400m beyond the start of a State Tourist Drive indicating the name of the route, the route number and the length of the drive.



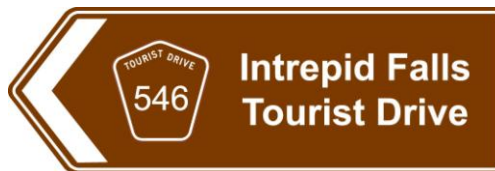
Advance Marker

An Advance Marker is placed before the turn-off from the main road to commence the State Tourist Drive.



Intersection Marker

An Intersection Marker is erected at road intersections as a supplement to, or substitute for, Advance Markers.



Route Reassurance Markers

Route Reassurance Markers are erected at regular intervals along the entire State Tourist Drive particularly where it is necessary to guide motorists through several road intersections.



Route Termination Marker

A Termination Marker indicating the **END** of a State Tourist Drive is erected at the end of the route.



EXCLUSIONS None

LOCATION OF SIGNS n/a

COSTS	<p>All costs associated with the manufacture, transport, installation and maintenance of signs shall be borne by the applicant.</p> <p>Some Local Governments may install signs at a reduced cost on Shire controlled roads.</p> <p>A letter outlining all costs associated with the signage request will be sent to the applicant and payment will be required prior to commencement of any work.</p> <p>Where the facility no longer operates, or is inoperative for two months or more, all signs shall be removed at the expense of the operator.</p>
OWNERSHIP	<p>All road signs remain the property of MRWA or the relevant LG.</p>
APPLYING FOR SIGNS	<p>Applications for a tourist route to be recognised as a State Tourist Drive should be submitted to Main Roads WA.</p> <p><i>Tourism Western Australia is not involved in any approval, assessment or endorsement process.</i></p>
REVIEW	<p>All signs will be reviewed after 5 years to determine any change to the nature of the business and to ensure that compliance conditions are still being met.</p> <p>Tourist attractions, services and facilities are monitored on an ongoing basis to ensure that minimum standards are consistently maintained throughout WA and that they continue to meet the essential criteria for road signage purposes.</p> <p>Where a tourist attraction, service or facility is found to no longer meet the essential criteria, the operator or manager of the tourist attraction, service or facility will be advised accordingly to restore their eligibility. If their eligibility is not rectified within three months, all signs will be removed.</p> <p>When tourist attraction, service and facility signs become due for replacement or are required to be relocated, the tourist attraction, service or facility should be re-assessed to ensure that it still meets the essential criteria for road signage.</p>
REFERENCES	<p>State Tourist Drives - Policy Guidelines</p>
REVISION DATE	<p>1 October 2010</p>