

Road Sign Guidelines

Guide to visitor and service road signs in South Australia



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TRAFFIC MANAGEMENT Publication

Road Sign Guidelines: Guide to visitor and service road signs in South Australia

AMENDMENT RECORD

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This document has been prepared by the Traffic Engineering Section. It has been approved and authorised for use by Department for Infrastructure and Transport and its authorised agents by:

Julian Hong Siew Yii
A/Manager, Traffic Services
27 / 03 / 2023

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1. Introduction

1.1 Background

The Department for Infrastructure and Transport (DIT) and the South Australian Tourism Commission (SATC) first produced the 'Road Sign Guidelines – Guide to visitor and services road signs' in 2006 to help tourism businesses and road authorities determine eligibility for road signs and demonstrate their most appropriate use.

1.2 Document objectives

This document has been revised in line with the National Tourist Signing Eligibility Guidelines (June 2012). The key objective of this document is to provide a clear and consistent approach to the signing of tourist attractions and road user services from the arterial road network in South Australia.

This document supplements the guidance provided in the Australian Standard *AS 1742.6 Manual of uniform traffic control devices – Tourist and Services signs*.

1.3 Purpose of tourist and service signs

The primary purpose of tourist and service signs is to give visitors direction or guidance to tourist attractions, accommodation, and services. Road signs give advance notice of attractions and services, reinforce facility locations, and reassure visitors that they are travelling in the correct direction.

Tourism businesses are encouraged to make use of their local accredited Visitor Information Centre (VIC) or similar tourism outlets for the provision of advertising and additional directional information.

1.4 Stakeholders and their roles

There are many issues to consider when planning and implementing a network of road signs for visitor and road user services – road safety, standards, design, construction, maintenance, and installation procedures along with the management of the number and location of signs.

Road signing for visitors may involve a number of stakeholders – road authorities, government agencies, councils, tourist organisations and tourist operators. DIT is the road authority responsible for the management of arterial roads in South Australia. Local government (ie council) is the road authority responsible for the management of the local road network. Please contact DIT's 24-hour Traffic Management Centre on 1800 018 313 for advice if you are unsure of the responsible road authority in your particular situation.

Whilst stakeholders may consider road signs to be a valuable marketing tool, this is not their primary purpose. It is important to remember that applications for road signs will be assessed by DIT on the basis of assisting navigation, improving safety and efficient traffic management, and not the advertising or promotion of a business.

1.5 Responsibility and costs

Road authorities are responsible and accountable for all aspects of the provision of tourist and service signs and the resultant liability on roads under their control. Only DIT and its approved contractors are permitted to install, maintain, replace or re-erect signs on roads under DIT control.

DIT will recover the costs associated with manufacture, installation and ongoing maintenance including damage or vandalism, replacement, reinstatement and/or re-erection of signs from the applicant.

1.6 Sign design

DIT is responsible for the design of directional, tourist and service signs installed on the arterial road network. A consistent approach to sign design is essential to ensure that signs effectively provide direction to motorists as well as meeting safety, aesthetic and environmental requirements. Nationally accepted technical standards for design, manufacture and installation are used to ensure that signs are of a consistent colour, shape and size.

Research by road authorities has determined optimum lettering height, spacing and the number of words and lines on a sign to suit the road environment. Where appropriate, Australian Standard symbols are used instead of words to communicate certain tourist and service facilities. A comprehensive list of service and tourist symbols with definitions is located in Appendix A.

Phone numbers and/or internet addresses shall not be shown on any tourist or service signs. Contact numbers for road faults, emergency or biosecurity information may be allowed.

Logos shall not be shown on any tourist or service signs unless done in accordance with Section 9 of this document.

1.7 Advertising signs

Advertising signs are generally not allowed on DIT arterial roads and highways. Advertising signs are considered “development” and are subject to the provision of the Development Act in South Australia. Under the Act all applications must be referred to the local government, and in the case of unincorporated areas, DIT, for consideration. DIT have a document ‘Advertising Signs Assessment Guidelines for Road Safety’ which provides additional information.

However, commercial logos may be included on roadside service signs provided they are installed in accordance with Section 9 of this document.

1.8 Signs on arterial roads, freeways, expressways & motorways

1.8.1 Townships and built-up areas

Advance signs will not be provided in low speed areas, such as townships or built-up areas, where the speed zone is 60 km/h or lower. Fingerboard signs are generally sufficient to direct motorists to tourist or service facilities.

In this case, an application may be submitted to council to consider the installation of a fingerboard sign at an intersection.

Attraction or service businesses in built up areas, accessed directly from a DIT arterial road are able to provide suitable signing on their own property and will not be considered for sign approval unless access to the establishment is hazardous.

Community and commercial facilities, located along a council road, are not covered under these guidelines (refer to Section 7.9 and 7.10). However an application may be submitted to council to consider the installation of a fingerboard sign at the intersection in accordance with Australian Standard AS1742.5 *Street Name and Community Facility Name Signs*.



Fingerboard sign

1.8.2 Rural areas

In rural areas (excluding townships & built-up areas) when an attraction or service business is located along a council road that intersects with a DIT arterial road then;

- advance and intersection/position signs will be considered from the nearest arterial road if the arterial road speed zone is ≥ 80 km/h; however
- if the speed zone is < 80 km/h then only intersection/position signs will be considered.

Advance or intersection/position signing will only be considered if the attraction / establishment is less than 10 km from the turnoff. An attraction or service business may be signed from two arterial roads only if it is equally accessible from each road.

Attraction or service businesses in rural areas accessed directly from a DIT arterial road are able to provide suitable signing on their own property and will not be considered for sign approval unless:

- the attraction or service business is located on a road where the speed zone is ≥ 80 km/h; and
- motorists cannot identify the entrance from a distance of 250 m, in which case advance signs may be approved. In addition, if motorists cannot identify the entrance from a distance of 150 m then intersection/position signs may also be approved; or
- access to the establishment is hazardous.

Service businesses which meet the criteria in Section 9 of this document may alternatively consider applying for the installation of commercial logos on roadside service signs (refer Section 9).

Individual tourist attraction signs are not permitted on freeway, expressway, or motorway standard roads. Signing from these roads is limited to the naming of major routes, towns, and service centres. City or town attraction signs (refer Section 2.3.7) may be installed to inform motorists of generic attractions accessible from an exit.

Freeway, expressway, and motorway standard roads have access to other arterial roads from which individual tourist attractions may be signed. An exception to this may be tourist attractions of State significance.

Signs for eligible attractions will only be considered on DIT roads where there is a suitable site available in the road reserve for their installation.



Advance sign



Intersection/position sign

1.8.3 Remote areas

In remote areas (unincorporated areas) when an attraction or service business is located a considerable distance from an intersection of a council or local road and a DIT arterial road, then advance signs may be considered from that intersection.

Advance signing will only be considered if the attraction / establishment is less than 100 km from the turnoff. An attraction or service business may be signed from two arterial roads only if it is equally accessible from each road.

1.9 Rationalisation of signs

DIT maintains the right to replace or remove any signs on roads under its control when any of the following occurs:

- the applicant no longer conforms to these guidelines or specific conditions detailed in the sign permit;
- the applicant alters the sign face or attaches additional signing or promotional material;
- the business no longer operates as an eligible tourist location;
- there is a need to rationalise signs at a particular location;
- the number of businesses to be signed at an intersection exceeds three and there is a need to rationalise signs;
- DIT needs to resume land; or
- the sign is in poor condition.

1.10 Application process

Section 8 of this document outlines the application and approval process for tourist signs. If an application is successful, the cost invoiced will reflect the total cost of sign manufacture and installation.

Section 9 of this document outlines the application and approval process, and associated fees, associated with commercial logos on roadside service signs.

A road sign application will need to be submitted whenever an existing sign, not covered by a current sign permit or license agreement needs to be replaced, modified or relocated. Applicants will need to meet the current criteria that relates to their business type as detailed in these guidelines.

2. Tourist attraction definition

An individual attraction is a place, feature, or activity of interest to visitors. It may be either built, natural or organised and should be capable of attracting tourists and satisfying their expectations by providing a tangible visitor experience and reasonable level of visitor amenity.

To maintain visitor confidence in tourist signing, all tourist attractions must meet the following ten essential criteria before tourist signs can be considered. These criteria are based on recommendations of the National Tourism Signing Reference Group who encourage common assessment and application of signage for tourist attractions, establishments, features and driving experiences throughout Australia.

2.1 Essential criteria

2.1.1 Established and already in operation

The attraction should already be established and operating and have tourism as its core business. The attraction should provide a significant tourism experience with a strong commitment to serving tourists *i.e.* it must be more than just a retail outlet.

2.1.2 South Australian Tourism Commission (SATC)

The SATC's purpose is to work with industry to deliver marketing, events and development programs that support tourism growth. To be eligible for signs, businesses must register with the Australian Tourism Data Warehouse (ATDW) which is the national platform for tourism information in Australia.

Registration enables the SATC to accurately represent tourism businesses and allows tourism operators the opportunity to participate in SATC programs and activities. Registered businesses are listed free of charge on www.southaustralia.com.

Businesses may also be able to promote their attractions through other SATC marketing strategies and campaigns.

Registration forms and information regarding the registration process can be found at www.tourism.sa.gov.au/support/atdw.

2.1.3 Government approvals

Attractions must have all relevant local, state and commonwealth approvals to operate before applying for road signs.

2.1.4 Pre-booking

It is expected that tourist attractions warranting signing will cater for casual visitors without the need for pre-booking.

It is acceptable for attractions to require pre-booking for large groups such as coaches, however attractions 'open by appointment only' or similar arrangement will not be eligible for road signs.

2.1.5 Opening times

Unless identified under criteria for a specific attraction category, attractions must be open for a minimum of five days a week, including weekends and public holidays (but excluding Good Friday and Christmas Day). On open days attractions are expected to be open during the main daylight hours for a minimum of six hours e.g. 10 am to 4 pm.

2.1.6 Parking

Adequate car parking must be available either on-site or within close and convenient proximity to the attraction. Car parking should be clear of the road verge and be able to cater for buses, tourist coaches and cars with caravans. Where on-site parking is not feasible in an urban area, it needs to be available within a convenient distance of the attraction.

2.1.7 Marketing collateral

Attractions must be supported by a marketing brochure, printed material or website that includes a map to provide clear directions to the attraction, details of the opening hours and information about the visitor experience. Printed material should be available at the nearest VIC.

2.1.8 Toilets

All attractions are required to provide conveniently located toilet facilities that comply with disability access legislation.

2.1.9 Property signing

The entrance should be clearly identified (within the property boundary) with the attraction name, the opening days, hours of operation and contact details.

2.1.10 Seasonal attractions

Attractions must be open for a minimum of nine months of the year to be eligible for permanent signing. Signs for approved seasonal attractions should indicate the months of operation and not the closed dates.

Seasonal attractions should provide their local VIC with brochures and marketing material that indicates the months of operation and opening hours.

2.2 State significant attractions

State significant attractions are those that by virtue of their visitation numbers enjoy a high level of recognition by domestic and international visitors.

In addition to the essential criteria outlined in Section 2.1, state significant attractions must also meet the following criteria:

- operate seven days per week during normal business hours; and
- have visitation of fee paying customers in excess of 100,000 visitors per annum, independently audited by a member of the Certified Practising Accountant (CPA). This visitation level may be reviewed by SATC from time to time.

State significant attractions are the only attractions that can be signed from freeways, expressways, or motorways. Typically, this will also mean that signs may be provided more remotely on the road network (ie at a further distance from the attraction) compared to what is allowed for other tourist attractions.

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

2.2.1 World heritage attractions

World heritage sites are considered for signing as state significant attractions on the basis of their international recognition, regardless of visitation numbers.

2.3 Gateway signs

Regional identification forms a popular form of tourism promotion which can be achieved through the erection of gateway signs at entry points.

2.3.1 State border

These signs are erected by DIT at road entry points into South Australia.

2.3.2 Entry point

Entry point signs are located at or near the entry points of a city, town or geographic region. These signs may take the form of regional, attraction or council erected town entry statement signs and structures.

2.3.3 Regional

Regional tourism gateway signs welcome visitors to the various regions throughout the state using pictorial images, logos and text that depict key aspects of the region. Designs should be simple and only show a minimum amount of appropriately sized text. The design of the sign is the responsibility of the relevant local council or community group and should be designed in consultation with SATC.

These signs should be positioned in a low speed environment (50 km/h or 60 km/h speed zone) on entry to the town or region and their installation must comply with DIT clear zone and post frangibility requirements.

2.3.4 Council entrance

Council welcome signs allow local government to mark township or council boundaries. The designs may be in the colours of the councils choice provided the colours are not predominantly those of the standard road signs ie green, red, blue, brown, yellow. These signs need to comply with the Development Act 1993 and DIT's approval must be obtained prior to the installation of any signs in the road reserve for which it has responsibility.

Costs: all aspects of council erected entry statement signs and structures including liability and maintenance shall remain the responsibility of the council or applicant.

2.3.5 Natural resource attractions

Department for Environment and Water are responsible for sustainable, nature based tourism of the state's parks, gardens and places.

Signs promoting nature based attractions may be located in advance of an entrance, access road or approaching a region that includes a large area such as a sanctuary.

Costs: all costs associated with the manufacture, installation and maintenance shall be met by the applicant.



Natural resource attractions sign

2.3.6 Town entry statement

Council erected town entry statement signs and structures within the road reserve should be approved through the development approval process. At the design stage, adequate consideration should be made to the frangibility of the structure, along with clear zone and future maintenance requirements. DIT should be consulted early in the design process to ensure that any location specific requirements are addressed.

Costs: all aspects of town entry statement signs and structures including liability and maintenance shall remain the responsibility of the council or applicant.

2.3.7 City/Town attraction

City or town attraction signs are designed by DIT and list a maximum of five local attractions. They may also include up to five standard service symbols across the bottom of the sign.

Attractions listed on the sign should be of a generic nature where possible ie wineries, historical walks, galleries and not refer to specific tourism businesses. The relevant tourist association or council is responsible for negotiating, determining and administering the sign content with local stakeholders in consultation with DIT. Notification of any change to the listed attractions or services should be made to DIT to ensure changes can be made to the DIT sign drawing.

If a VIC is located in the town then the attraction sign is an ideal place to commence signing of the route to the centre.



Tourist attraction sign (TES sign)

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

2.4 Major event promotion

Temporary signs may be erected at or near entry points to a city, town or geographic region to provide motorists with information about major events of state significance ie Tour Down Under, Adelaide 500, Oakbank Races, Lobethal Lights.

Signs may be installed on a temporary basis for up to two weeks prior to the event but must be removed within 5 working days of the event's completion, or as specified by DIT or the relevant council at the time of approval. Approval should be obtained from DIT before erection of signs.

2.4.1 Event on road signs

For events to be held on DIT roads refer to the document 'Guidelines for Events on SA Roads' (the 'Guidelines') which can be obtained from <https://www.dit.sa.gov.au/standards/tass>.

Depending on the type of event and roads affected, either SAPOL or the local council will need to declare the event, refer to Table 1 of the Guidelines. Signs used for the purpose of an event must conform to the requirements of the Road Traffic Act, 1961.

2.5 Tourist drives and trails

2.5.1 Tourist drives

Scenic driving experiences can be encountered on many sections of South Australia's road network. It is not considered necessary or appropriate that all driving experiences be identified with extra tourist signposting.

Signs such as 'white on green' directional guide signs, 'white on blue' service signs and 'white on brown' tourist signs can be used in conjunction with road maps and other literature to successfully navigate the state road network.

Where additional signing is warranted for tourist drives and trails then the following criteria should be met:

- route must have significant tourism and/or scenic appeal, including a reasonable frequency of quality tourist attractions to maintain the interest of the visitor;
- route must not be based on attractions which are strictly seasonal or are not a permanent feature of the route;
- route must allow for the safe passage of private passenger vehicles at all times (avoiding single lane roads, hazardous alignments or grades);
- route must use only suitably maintained roads, preferably sealed, which are also capable of handling the higher volumes of traffic attracted to the route, and meet all traffic management standards set by DIT; and
- information covering the drive and attractions should be developed and made available through the nearest VIC and other outlets.

In addition it is desirable that the following criteria are met:

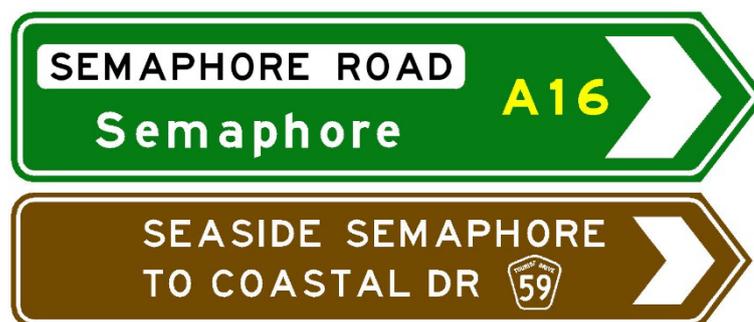
- there is effective linking of the drive to the major traffic corridor;
- the attractions should be related to a particular theme, providing some basis for visitors to follow the tourist drive; and
- the route's theme and any complementary interpretive information should be available in tourist information bays.

The application process is identical to that for individual signing, however DIT may consult with the SATC for consideration of:

- the region's strengths and themes;
- complementing the regional marketing strategy; and
- the schemes application in relation to other schemes operating within the region.

Tourists drives may be allocated a tourist drive route number which should be featured on all signs associated with the drive.

For drives of State or National significance, refer to Australian Standard AS1742.6 *Tourist and service signs*.



Tourist intersection direction supplementary sign (TES sign)

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

2.5.2 Themed tourist trails/ways

Themed tourist trails/ways such as wine and food trails should be promoted by means of printed maps, mobile device apps or other descriptive literature. Tourist trails/ways may be identified by signs at significant entry points but are not route marked by signs at every turn because of the route length and the number of signs that would be needed. These trails/ways are not within the hierarchy of tourist drives as set out in this document.

2.5.3 Tourist walking and cycling trails

Tourist walking and cycling trails should be promoted by means of maps and other descriptive literature. These trails are not within the hierarchy of tourist drives as set out in this document and are not route marked by signs unless to provide some continuity for separated off-road sections. Signs may be used to direct motorists from DIT roads to dedicated parking areas that have been provided, or are available for use by trail users.

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

2.6 Product clusters

A range of tourism products also exists at a broader level than that of individual attractions. These are 'clusters' of tourist attractions, presented as part of a shared theme. This type of tourist attraction falls into a number of broad categories eg wine regions, historic towns, national parks etc. All product clusters must meet the essential tourist attraction assessment criteria outlined in Section 2.1.

2.7 Primary and secondary industries

Attractions in this category offer a significant experience to visitors relating to an agricultural activity or industrial process ie fish farm, cheese factory, lavender farm etc. The experience offered to visitors through viewing the production activity or process and learning about the industry is a deciding factor in determining eligibility for signing. A retail outlet solely involved with the sale of produce does not qualify for tourist signing. Attractions such as factories, manufacturing plants and agricultural operations must meet the essential tourist attraction assessment criteria outlined in Section 2.1 except for the following modified criteria:

- be open during normal business hours for public viewing;
- provide guided tours to the general public at advertised times;
- display or provide high quality interpretive material explaining the relevant agricultural or industrial process; and
- where appropriate, provide sampling of the product as part of the visitor experience without an obligation to purchase.

This category does not include cellar doors that are subject to a different set of criteria (refer to Section 4.9), however the category does include boutique breweries and distilleries.

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

2.7.1 Development of symbols for primary produce industries

The only primary industry that currently has an approved specific symbol for use on DIT's arterial road network is the wine industry.

To warrant an industry specific symbol, there needs to be an extensive proliferation of tourist facilities offering a genuine tourism experience. There is currently no evidence that any primary industry, besides the wine industry, has the proliferation of businesses required to justify an industry specific symbol. Notwithstanding this, the development of new symbols shall be subject to all of the requirements of Australian Standard AS1743 Section 3 *Graphic design symbols and symbolic signs*.

3. Visitor information

3.1 Visitor information centres

Accredited Visitor Information Centres (VICs) should provide the major source of information to a visitor in a city, town or region. VICs are generally operated and funded by the local council and/or tourist association. The principal general tourist signing into any urban area should be to the nearest accredited VIC.

As part of a national strategy to achieve a high quality network of visitor information services, the SATC and DIT will only support applications for the signing of accredited VICs. The 'golden i' symbol is recognised by visitors as a facility that offers a high level of service through a government authorised, integrated, high quality information centre.



G7-3-1A with S114

Full details of the accreditation process can be obtained from the SATC.



S114

Only those centres accredited by the SATC can utilise signs showing the trademarked 'yellow on blue italicised i' symbol S114.



S4

The 'white on blue serif i' symbol S4 is no longer used for the signing of VICs. It may however be used for the on-site property signing of non-accredited centres, roadside information bays (see S27 symbol) and to indicate tourist attractions that have interpretive material available.

Signing of VICs can take the form of advance, intersection and position signing as appropriate. Detailed signing schemes should be developed with input from DIT and local council, particularly in cases where advance notice of the VIC needs to be provided from the through route. Advance signing may also be provided on regional

gateway signs by supplementing them with a panel that includes the accredited VIC logo, town name and distance.



Regional gateway tourist supplementary sign (TES sign)

Costs: signs will remain the property & responsibility of DIT, however all costs associated with manufacture, installation and maintenance shall be met by the applicant.

3.2 Roadside information bays

Information bays are off-road areas established by or with the consent of DIT. Tourist information displays within the bays are provided and maintained by the local government, tourist association or community group. Initially, applications to establish tourist information bays should be made to the appropriate council.

Ideally, the information bay should be located in the heart of the town in close proximity to the accredited VIC, toilet facilities and/or an adjacent park with adequate parking for vehicles including caravans. A central location also helps to reduce vandalism and rubbish dumping, thereby assisting in the provision of a more satisfactory service for visitors.



S27

The symbol S27 is used for signing information bays.



S12

Where an area is primarily used for the management of road user fatigue but has tourist information displayed within, the Rest Area S12 symbol shall be used. The rest area symbol indicates a provision of at least one picnic table in shade and an area where vehicles can safely stop clear of the travelled way.

Costs: DIT will provide the road signs necessary for information bays located along a DIT maintained road. All other signs within the information bay will be the responsibility of the applicant.

3.3 Tourist radio

Tourist radio is a tourist information service transmitting on the narrowcast FM band. Signing for a tourist radio service will indicate the transmission frequency of the service (eg 88 FM).

Applications for signs on all roads should be made to the appropriate council, however if tourist radio signs are to be erected on roads under the care of DIT, then council should forward applications to DIT.



TES 13686

Tourist radio services must be licensed to operate by the Australian Communications Authority and operate in accordance with the Australian Broadcasting Authority conditions outlined in Schedule 2 of the Broadcasting Services Act 1992 www.austlii.edu.au/.

The following specific criteria are to be considered in determining the suitability of an application for a tourist information radio service:

- the transmission must operate solely as a visitor/motorist information service;
- it must include information related to attractions and facilities within the broadcast area provided for the enjoyment and benefit of the visitor;
- any other special information useful to visitor/motorists such as surf reports, road conditions etc;
- there should be an appropriate balance between commercial advertising content and non-commercial information; and
- the relevant regional tourist association and/or SATC must have endorsed the service and program content.

Signing for visitor radio will not be considered for a service:

- that has a transmission range of less than three kilometres except for site specific applications such as visitor information bays and natural attractions;
- where the information is specific to one establishment or service; or
- the service content would be of interest to only a small section of the community and unlikely to add value to a visitor's experience.

In determining the location and extent of visitor radio signing the following conditions apply:

- only one standardised sign will be permitted on each major approach road to the broadcast area;
- signs will only be erected in areas where a clear signal can be obtained (not subject to prolonged periods of distortion or fade); and
- signs are not permitted on freeways that bypass a town or area to which the service is related.

Costs: funding and on-going maintenance of signs are the responsibility of the applicant. Where the station no longer operates or is inoperative for a period of two months, the signs may be removed and all costs recovered by DIT from the tourist radio service operator.

4. Tourist attraction criteria

This section details specific criteria that must be met (in addition to essential criteria detailed in Section 2.1) for various attraction / business categories.

4.1 Aboriginal attractions



TS1

Attractions in this category should reflect the diverse culture and heritage of Aboriginal Australians. It is essential that both the traditional and modern-day owners endorse public access to the site. Care needs to be exercised in striking a balance between the desires of visitors and the needs of Aboriginal communities.

In addition to the essential criteria outlined in Section 2.1, Aboriginal attractions must also meet the following specific criteria:

- have written approval of the owner or management agency for visitors to enter the site;
- the local Aboriginal land council must endorse public access to the site;
- interpretive panels or brochures must be available on site to explain the significance of the site; and
- there is evidence of the significance of the site, either to traditional Aboriginal life, customs, or Aboriginal history since the arrival of Europeans.

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

4.2 Galleries and craft outlets

In addition to the essential criteria outlined in Section 2.1, galleries and craft outlets must have a professionally presented exhibition space greater than 50 m² in area and must also meet one of the following specific criteria:

- feature a resident artist/craftsperson;
- display a production process, together with associated interpretation;
- have more than 30% of the art works displayed by local and or regional artists.

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

4.3 Geographic and natural features

Access to significant natural areas allows visitors to undertake a wide variety of outdoor activities and experiences.

For the purpose of these guidelines, the following are considered nature based attractions which in addition to the essential criteria outlined in Section 2.1 must also meet the following specific criteria:

| Attraction | Symbol | Requirement |
|---|--|---|
| Walking tracks and boardwalks | TS3  | <ul style="list-style-type: none"> • have clear markers; • are well maintained and easily accessible; • provide appropriate standards of safety; and • provide some level of interpretative material. |
| Natural features (includes waterfalls, lakes, waterways or significant natural feature) | TS105  | <ul style="list-style-type: none"> • approval of land owner. |

| | | |
|-------------------------------|--|---|
| Recreation parks and reserves | <p>TS105</p>  | <ul style="list-style-type: none"> • have interpretative material highlighting reserve features. |
| Botanic gardens | <p>None applicable</p> | <ul style="list-style-type: none"> • no specific criteria. |
| Zoos and wildlife parks | <p>None applicable</p> | <ul style="list-style-type: none"> • meet the licensing requirements of the relevant local/ state authority. |
| Caves | <p>None applicable</p> | <ul style="list-style-type: none"> • guided tours must be available; • guides must have qualifications and experience to ensure visitor safety during tours; and • interpretative material is available |
| Whale watching | <p>TS7</p>  | <ul style="list-style-type: none"> • provide a designated viewing area for the seasonal viewing of whales; • area must provide adequate parking, viewing area and safety precautions; and • feature a high level of static interpretation available 12 months of the year. |

Signs for geographic or natural features such as waterfalls, rock formations, lakes etc. may utilise the Tourist Intersection Direction sign (TRID) or a Fingerboard type (G3-SA6-1) guide sign. Gateway signs as detailed in Section 2.3.5 may be used in association with these signs in some instances.

The feature should be listed in the State Gazetteer (access information using the [Property Location Browser](#)).



Tourist intersection direction sign (TRID)



G3-SA6-1 (Fingerboard sign)

Costs: DIT will be responsible for the manufacture, installation and maintenance of geographic and natural feature signs. Costs associated with the signing of national parks and reserves under the control of the Department for Environment and Water (DEW) shall be the responsibility of DEW.

4.4 Historic sites and precincts



TS5

The Department for Environment and Water (DEW) must endorse historic sites, buildings and objects of historical interest in order to be eligible for tourist signing and use of the heritage symbol TS5.

Endorsement can be validated by inclusion as a state heritage place. Visit [Heritage listed properties](#) at sa.gov.au for more information.

In addition to the essential criteria outlined in Section 2.1, historic sites, buildings and objects of historical interest must also meet the following specific criteria:

- interpretive material and supporting literature must be available for the visitor; and
- applications should be endorsed by the local council.

Towns or precincts wishing to be themed as 'Historic' must have a reasonable level of interpretive material available to visitors through plaques or printed literature to explain the town or precinct's historic significance.



Tourist intersection direction sign (TRID)

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

4.5 Monument/Cairns



TS106

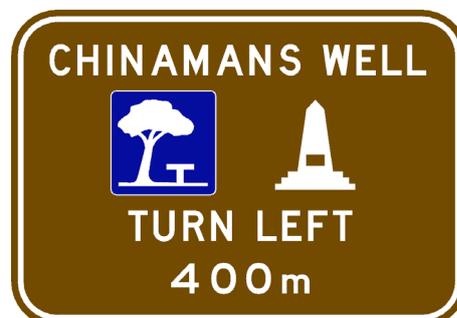
The monument symbol TS106 may be used on signs when the following specific criteria are met:

- information in the form of a plaque is available on site;
- the site has historic significance and/or represents a significant event; and
- the site is listed in the State Gazetteer (access information using the [Property Location Browser](#)).

The symbol TS106 can be used on the 'G7' series of signs (manufactured in 'white on brown'). A registered monument name may be displayed on the sign; however this will require a Specific Road Signs – Specification (TES) drawing to be produced by DIT, Network Management Services.



G7-3-1A MOD



Tourist advance direction sign (TES sign)

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

4.6 Museums



TS6

The museum category includes local history museums, museums devoted to specialised collections or topics, or major state and national museums. For the purpose of these guidelines the term 'museum' does not include collections of artworks such as paintings or sculpture which are classed as galleries and addressed under Section 4.2.

For museums to be eligible for tourist signing they must provide an informative experience for the visitor, this is irrespective of whether they are operated by a council agency, a non-profit organisation or commercially.

In addition the essential criteria outlined in Section 2.1, museums must also meet the following specific criteria:

- coherent displays or presentations which relate to the local community and its identity, or to a specific theme;
- displays of adequate substance, quality or significance to convey knowledge of the particular theme to visitors; and
- have a professionally presented exhibition space greater than 50 m² in area.



Tourist advance direction sign (TES sign)

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

4.7 Scenic lookouts



TS2

The lookout symbol TS2 is primarily used on signs for areas that have a scenic lookout or some photographic significance. The site should be readily accessible to vehicular traffic and comply with all safety and traffic management requirements. If the lookout is to be named on the sign then the name should be listed in the State Gazetteer (access information using the [Property Location Browser](#)).

If a monument or cairn is also located within the lookout then the camera symbol TS2 should be used instead of the monument/cairn symbol TS106.



Tourist advance direction sign (TES sign)

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant. DIT will be responsible for the manufacture, installation and maintenance of geographical feature signs where there is no applicant.

4.8 Wine tourism

4.8.1 Wine region



TS4

The wine industry is depicted on signs with the tourist symbol TS4. Where there are a concentrated number of wineries in a particular area, the Australian Wine and Brandy Corporation may recognise the collective group as a region.

It is recommended that the wine region entry point signs are not necessarily installed at the geographical boundary of the region, but instead signs should be erected within the region boundary at points approximately five kilometres before the location of the first winery.

Wine region entry point signs may be considered if the following specific criteria are met:

- recognised by the Australian Wine and Brandy Corporation and be identified with a regional name;
- there must be a critical mass of wineries (minimum of five) open on any given day of the week that comply with the essential criteria outlined in Section 2.1.
- It is essential that the region is promoted as an integrated wine region. This may take the form of brochures/maps available at all relevant visitor information centres/information bays (including opening hours/days, contact details, winery locations etc) and at all wineries that are part of the application for wine region signage.

Messages educating visitors on how to protect South Australian vineyards from Phylloxera should primarily be incorporated into winery marketing collateral. Where the wine region and Phylloxera and Grape Industry Board of South Australia agree, a message reinforcing the “Keep SA Phylloxera Free” may be used on wine region entry point signs.



Wine region entry point sign

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

4.8.2 Cellar door

Cellar door businesses accessed directly from a DIT road are able to install signage within their own property boundary, and therefore are not normally eligible for tourist signing in the road reserve. An exception may be made when the property entrance is not identifiable to motorists from a certain distance (refer to Section 1.8).

Cellar doors located along a local road may be considered for signing at the closest arterial road intersection if they meet the essential criteria outlined in Section 2.1 along with the following specific criteria:

- must hold a valid licence which permits sales direct to the general public; and
- must feature a cellar door facility for the tasting of wines.

Cellar doors are eligible for signs that incorporate their name if they are open for a minimum of four days per week - including the weekend and public holidays (but excluding Good Friday and Christmas Day) and for a minimum of five hours per day (eg 11 am - 4 pm).

Cellar doors that are open on less than four days per week for a minimum of five hours per day may be eligible for basic signs that incorporate the winery symbol only (ie no cellar door name shown).

Cellar doors that meet the criteria for minimum hours of operation must clearly identify the cellar door name, the opening days, hours of operation and contact details at the property entrance.



Cellar door sign (named / unnamed)

Where a number of cellar doors are located on a local road, up to three Tourist Intersection Direction signs (TRID) may be erected in any one direction. The distance

to each signed winery should not exceed 10 kilometres. Where the distance is less than one kilometre then no distance will be shown on the sign.

The word WINERY, WINES OR VINEYARD after the name is only used in situations where there may be some confusion with a destination, for example when the winery name incorporates a town name eg VICTOR HARBOR WINERY.

As an alternative to the use of multiple TRID signs at a junction, consideration may be made to installing an Advance Street Name sign (ASN) incorporating appropriate symbols. Up to three supplementary plates showing the names of individual cellar doors may be installed beneath the ASN where site conditions permit. No distance is shown on these supplementary plates. In this case, the normal criteria for installing an ASN sign may be relaxed.

Upgrading an existing sign may incur additional costs, as sign post frangibility and minimum ground clearances shall meet DIT Master Specification requirements.



Advance street name sign (ASN)



Advance street name sign with supplementary plate

When the number of supplementary plates is to exceed three then sign rationalisation will be required. Consideration should be made to installing an ASN sign with the appropriate tourist/service symbols. In conjunction with this sign a cellar door/service reassurance sign may be placed on the local road to indicate the distance to each business. Council should be consulted regarding the installation of this sign on local roads.



Cellar door / service reassurance sign (TES sign)

Boutique breweries and distilleries fall within the category of primary and secondary industries (refer to Section 2.7).

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant. When an ASN sign with supplementary winery plate(s) is installed, DIT will be responsible for the costs associated with the ASN sign only.

4.9 Other types of tourist attractions

There are other attractions that may warrant signing but do not easily fit within any of the mentioned categories. Applications may be submitted to DIT with the onus on the applicant to present a strong case for consideration.

Applicants should provide a comprehensive application demonstrating a case for eligibility. Criteria for other categories may be a useful starting point to assist in preparing the application. Providing photographs, brochures, visitation numbers etc. will also assist with assessing the application.

5. Tourist accommodation criteria

Directional signing for accommodation is provided to inform travellers that suitable facilities are available to meet their overnight accommodation needs. Signs are not intended to promote an accommodation facility or to enable the accommodation to increase patronage. Signs for accommodation will make use of Australian Standards symbols and commercial names will not normally be shown on the service sign.

To ensure consistency, businesses seeking signing must meet the essential criteria outlined in Section 2.1, whilst also satisfying specific criteria relevant to the accommodation category.

5.1 Essential criteria

Tourist accommodation must satisfy the following essential criteria:

- currently operating and must hold all relevant state and local government licensed and other appropriate consents;
- be open daily;
- be available for casual accommodation (prior booking not required);
- be open to the general tourist (not exclusively for coach tours or other organised groups); and
- be properly signed in the property, near or on the property line so that the entrance is clearly identified to motorists.

Accommodation is also encouraged to:

- be registered with the SATC;
- be a member of the local/regional tourist association; and
- obtain accreditation with the [Tourism Industry Council of South Australia](#)

5.2 Accommodation

The signs used for most accommodation types will vary depending on whether the establishment is within a built-up or rural area. Facilities located on arterial roads with adequate sight distances for traffic and the ability to erect signs on their own property will not be eligible for service signing. To avoid proliferation of signs at rural intersections featuring a high number of accommodation premises, signing will make use of Australian Standard symbols. Accommodation naming will only be used when there are two or more establishments in close proximity to each other and there is a chance of confusion.

Urban or rural township signing consists of:

- fingerboard from the nearest arterial road (council responsibility);
- Standard symbols may be incorporated into an Advance Street Name sign where the minor road meets the criteria for the installation of this type of sign.

Rural area signing consists of:

- Symbols may be incorporated into Advance Direction and Intersection Direction signs or supplementary plates.
- The 'G7' series of guide signs may be used to provide advance and position signing for single or multiple accommodation businesses and other services.
- Individually designed TES signs in advance and/or at the minor road intersection or entrance, where warranted.

Businesses located more than 10 kilometres from an arterial road are not eligible for signing, except in remote (outback) areas of the state.

Reassurance signs may be used on a local road where there is a high concentration of accommodation businesses or where accommodation is part of other significant tourist areas (refer to Section 4.9.2).

Tourist accommodation signing can utilise the following symbol types:

- Motel
- Hotel
- Cabin
- Hostel



S112 – M



S112- HOT



S112-C



S112- HOS



S6

Where there is a mixture of accommodation types, the S6 symbol should be used.

5.2.1 Bed and breakfast (including hosted and farm stay)

The label 'B&B' is commonly used to describe a variety of accommodation types. It is generally accepted to be defined as a business that provides accommodation and breakfast (or breakfast provisions).



The B&B symbol S112-B&B may be used for the following accommodation types:

S112-B&B

- Attached – private accommodation attached to another building, in most cases the proprietor's residence;
- Self-catering/self-contained – accommodation that provides bathroom and full cooking facilities;
- Hosted – accommodation offered as part of the proprietor's home (in some cases with the use of communal living/kitchen areas) or separate accommodation where meals are delivered by the hosts (in most cases guests have a private entrance); or
- Farm stays – accommodation provided on rural farming properties.

Properties no longer operating or closing for more than three months must notify DIT who will arrange removal of all signs that provide direction to the property.

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

5.2.2 Resorts

The terminology 'Resort' will only be used on service signs when the following specific conditions are met:

- a variety of accommodation options are provided including in-house dining and self-contained cooking facilities;
- essential guest services are provided by on-site staff and the reception area is staffed for a minimum of 14 hours per day;
- a range of recreational facilities are provided and a range of activities are conducted by suitably trained staff; and
- experienced staff are provided in order to extend the holiday experience.

Signs for resorts will normally be based on the 'white on blue' service type signs unless incorporating a substantial tourism experience, in which case they will be 'white on brown'. The resort name may be included on signs due to the facilities and level of service they provide.



*Advance direction sign
(TES sign)*



*Intersection direction sign
(TES sign)*

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

5.2.3 Caravan parks



S9

To be eligible to use the caravan park symbol S9, a caravan park must satisfy the following specific criteria:

- must provide a mixture of accommodation, powered caravan sites and camping sites; and
- must be managed by on-site personnel seven days a week.

The camping area symbol (S8) is not shown along with the caravan park symbol as it is generally accepted that most caravan parks also cater for tent campers.

The bed symbol S6 shall only be used on caravan park signing when beds, bed linen and towels are provided.

Caravan parks that cater for only permanent residents are not eligible to be signposted.

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

5.2.4 Camping areas



S8

The camping area symbol S8 should not be used in conjunction with the caravan park symbol and must satisfy the following specific criteria:

- must be serviced by fresh water for drinking purposes and have a toilet available for use by campers.

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

6. Road user services

6.1 Emergency services

The police symbol S24 and hospital symbols S110 and S1 may be used on standalone G7 series signs or on advance and intersection direction signs (TES signs) and supplementary plates. Advance G7 series signs are not normally necessary regardless of the prevailing speed limit, however position signs (ie signs at the turning point) may be used.

6.1.1 Police



Applications for police signs shall only be accepted from SAPOL. Applications should be submitted in writing to DIT (for roads under the care and control of DIT) and to the signing officer of council for roads under the care of Local Government.

S24

6.1.2 Medical services



The medical services symbol S110 should only be used when a 24hr/7 day casualty service is available. In remote areas the symbol may be used where a connection to such a service is available.

S110

In other cases where a service of at least eight hours per day is offered then the symbol S1 may be used. Operating hours may be displayed in conjunction with the S1 series of symbols.

The S1 symbol will show one of the following medical service types:

- Hospital
- Clinic
- First aid



S1-H



S1-C



S1-FA

Where emergency service symbols are shown on directional signs, follow up guide signs should be installed directing motorists to the service location. It may be necessary to install additional signs on council roads to ensure road users can easily find the emergency service. DIT will assist councils if necessary by offering advice regarding appropriate signs and locations.

Costs: DIT will in most cases, bear the costs associated with the purchase and installation of emergency service signs on roads under its care and control. In regards to signs on roads other than those which DIT is responsible for, the applicant may be required to negotiate cost arrangements with the appropriate road authority (usually council). Where provided by DIT, the signs shall remain the property and responsibility of DIT.

6.2 Airports, scenic flights and cruises

6.2.1 Airports, airfields and airstrips



S109-A

The named airport symbol S109 is only used for the following major certified airports (by the Civil Aviation Safety Authority):

- | | | | |
|-------------|--------------|---------------|---------------|
| • Adelaide | • Whyalla | • Pt Augusta | • Olympic Dam |
| • Parafield | • Pt Lincoln | • Ceduna | • Moomba |
| • Kingscote | • Mt Gambier | • Coober Pedy | • Broken Hill |



S11

The standard aeroplane symbol S11 may be used at the following airfields:

- | | | | |
|---------------|---------------|---------------|------------|
| • Tumby Bay | • Hawker | • Leigh Creek | • Cowell |
| • Wudinna | • Woomera | • Millicent | • Waikerie |
| • Streaky Bay | • Naracoorte | • Kimba | • Gawler |
| • Renmark | • Streaky Bay | • Loxton | • Maree |
| • Pt Pirie | • Cleve | • Goolwa | |

All other publically available landing facilities may be designated as AIRSTRIP by using a signs such as the G3-SA6-1 fingerboard.



G3-SA6-1 fingerboard

Costs: DIT will only be responsible for the manufacture, installation and maintenance of airport/airfield/airstrip service signs where able to be incorporated in directional guide signs. In other cases all costs shall be met by the applicant.

6.2.2 Cruise/Scenic flights

Cruise and scenic flight schedules preclude most operators from having boats or planes “on call” to casual tourists. Bearing this in mind, applicants must meet the essential tourist attraction assessment criteria outlined in Section 2.1 except for the following modified criteria:

- available at least five days per week including weekends for pre-bookings or have schedules operating at fixed times on these days; and
- have the necessary contact details and/or timetables on permanent display at the departure point.

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

6.3 Fuel



S3

The fuel symbol S3 shall only be shown if fuel is available for at least 12 hours per day, seven days of the week.



S126

The 24 hr fuel symbol S126 shall only be used if fuel is available 24 hours per day, seven days of the week - either continuously or by means of an out-of-hours emergency service.



S148

The EV charging station symbol S148 shall only be used if available 24 hours per day, seven days of the week and at rapid charging facilities only, with minimum 50 kw in urban and 75 kw in rural areas

For use of commercial logos in conjunction with signing for services, refer to Section 9 of this document.

6.4 Meals and refreshments



S5

The restaurant symbol S5 shall be used for restaurants that provide a sit down meal service for casual or pre-booked customers on at least six (6) days per week.

OR



S7

The refreshment symbol S7 is used for premises that provide drinks and light snacks on a regular basis.

NOTE: The S5 and S7 symbol are not used together on the same sign.

For use of commercial logos in conjunction with signing for services, refer to Section 9 of this document.

6.5 Public telephone



S2

The public telephone symbol S2 may be used when a telephone is available to the public 24 hours a day and the phone is not readily visible from the road. If on a side road the phone should be no more than 500 m (urban areas) or two kilometres (rural areas) from the main road, except in remote isolated areas.

6.6 Mobile telephone services in remote areas

DIT no longer supports the use of signs that promote a telephone service provider's reception area in remote regions. There are multiple service providers and the hand held device itself will indicate when a mobile service is available.

6.7 Help Phones

Refer to AS1742.6:2014, Section 5.8

Road users should be advised by appropriate signs of the existence of help phones. All signs shall carry the symbol S25 – 'HELP PHONE'. The symbol should also be used on service signs as detailed in AS 1742.6.



S25 – 'HELP PHONE'

For the positioning of all help phone signs see Appendix B.

6.7.1 Help Phone Signs at Rest Areas

Where the help phone is located within a roadside rest area then the help phone symbol (S25) shall be included on the rest area signs 400m in advance of the rest area and at the entrance to the rest area.

When the rest area is only signed from one direction then additional advance and location help phone signs shall be installed for traffic approaching from the unsigned direction.

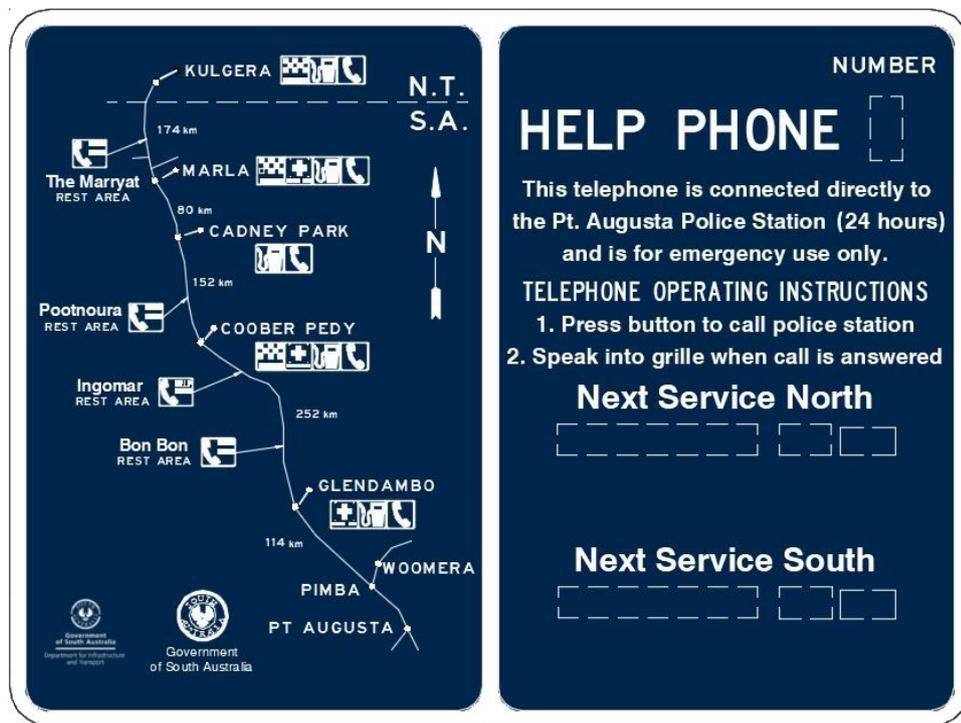


Example of a Rest Area Sign with the Help Phone Symbol

6.7.2 Information Signs

Information signs display a map showing locations of existing help phones in relation to townships and other help phones. These signs may be used at the location of the help phones and possibly in the other rest areas along the route.

Information signs must be kept up to date as new help phones are installed or existing phones removed.



Example of an Information Sign (TES 8970)

DIT's Network Management Services should be consulted for development of a suitable information sign.

6.8 Service clubs (Apex, Lions etc)

The preferred location for these signs is within information bays or within the premises where service clubs meet. Where this is not possible, local council may choose to install these signs within the road reserve in a low speed environment (50 km/h or 60 km/h zone) on entry to the town, provided that:

- Where more than one service club is displayed, the signs shall be mounted on a common support structure.
- Signs are installed in accordance with DIT's Master Specification Part RD-LM-C4 "Sign Installation". if located on roads under the care of DIT.
- The signs are restricted to the display of the organisation's emblem and a telephone number or other means of contacting a meeting organiser.
- Details of meeting times and places should be restricted to information bays or the premises where meetings are held.
- Information shown on the sign is kept up-to-date.
- The council accepts responsibility for the maintenance of the structure and accepts liability for any claims of damage or injury relating to the structure.

Costs: funding and on-going maintenance of service club signs are the responsibility of the applicant.

6.9 Road watch area

All groups that meet the criteria set down by KESAB as part of its Road Watch program are eligible to have signs erected. Refer to the [KESAB Road Watch](#) webpage for program details.

KESAB should determine its preferred sign location before forwarding an application to DIT. Each Road Watch site will be permitted two signs, one on each approach to the adopted area.



TES 12796

Costs: DIT will bear labour costs associated with the installation of the signs on roads under its care and control however KESAB will be responsible for sign manufacture and post costs.

7. Community facilities

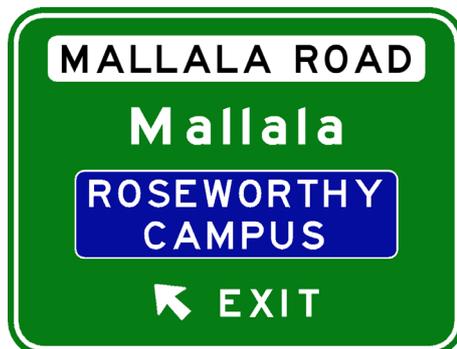
7.1 Educational facilities

For the purpose of this policy, an educational facility is defined as a University or TAFE Campus only. Schools, Pre-schools, Kindergartens, Primary, Secondary and other schools, both public and private, shall not be signed from the arterial road network.

Signs will only be considered for:

- universities, where the campus is a significant complex in its own right and not merely a minor annex; or
- a major capital city or regional TAFE campus that draws students from a broad area and does not merely cater for the local community.

Only one sign is permitted on the nearest arterial roads to the institution. The facility can be displayed on a single sign or if possible with the agreement of DIT it can be incorporated into DIT directional signs (TES signs).



Advance direction sign (TES sign)



Guide sign supplementary plate

Costs: DIT shall bear the costs associated with the incorporation of educational facilities into directional guide signs wherever practical (TES signs). When this is not possible the applicant shall meet the costs associated with manufacture, installation and maintenance of the 'standalone' sign(s).

7.2 Regional shopping centres and precincts

A regional shopping centre is generally defined as a purpose-built and managed one-stop shopping centre with a common entrance and car park. Most centres have at least one major 'department store' retailer. Other types of major shopping areas may be defined as shopping precincts. Shopping precincts can be defined as a cluster of retail premises situated along one or both sides of a roadway. Shopping centres or precincts located along DIT roads generally will not qualify for signs as they are able to erect signs within their own property boundary.

The service can be displayed as a single sign or if possible, with the agreement of DIT it can be incorporated into DIT's directional signs (TES sign). Only one sign is permitted for each direction on an arterial road.



Service sign (TES sign)



Advance direction sign (TES sign)

Costs: DIT shall bear the costs associated with the incorporation of shopping centres or shopping precincts into directional signs, wherever practical. When this is not possible the applicant shall meet the costs associated with manufacture, installation and maintenance of the 'standalone' sign(s).

7.3 Industrial areas

Areas set aside and zoned exclusively as industrial may be eligible for signposting where they are:

- major traffic generators;
- named by local government; and
- exclusively zoned.

The service can be displayed as a single sign or be incorporated into DIT's directional signs. Only one sign on each approach is permitted for each direction of an arterial road.



Advance direction name sign (TES sign)

Costs: DIT shall bear the costs associated with the incorporation of service panels into directional guide signs, wherever practical. When this is not possible the applicant shall meet the costs associated with manufacture, installation and maintenance of the 'standalone' sign.

7.4 Major sporting venues

For the purpose of this policy major sporting venues must meet the following specific criteria to be eligible for signing:

- are major traffic generators;
- have adequate off-street parking; and
- have regular and routine (weekly/monthly) events of International, National or State level competition (racing, football etc), and not just occasional special events (even if they are of National significance for that sport).

Sponsor naming for sporting venues can be displayed on a sign in place of its original name provided there is documented agreement with council and the alternative name is listed in the State Gazetteer (access information using the [Property Location Browser](#)). Venues wishing to use a sponsorship name will not be considered for signs until the name is listed in the database.

The venue name may be displayed as a standalone sign or be incorporated into DIT's directional signs. Only one sign on each approach is permitted from the nearest arterial road.



Advance street name sign (TES sign)

Costs: DIT shall bear the initial cost associated with the incorporation of sporting venue panels into directional guide signs, wherever practical. When this is not possible the applicant shall meet the costs associated with manufacture, installation and

maintenance of the 'stand-alone' sign. The cost of subsequent sign changes needed due to naming right changes shall be met by the applicant.

7.5 Community sport fields and sport centres

To be eligible for signing, the community sport field or sport centre must incorporate multiple user groups ie football, netball, tennis etc. The signs should display the name of the sport field or sport centre and not the individual clubs or groups that use the facility.



Service sign (TES sign)

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

7.6 Golf courses



S28

The golf course symbol S28 denotes the location of a golf course open to the general public on a casual basis. The use of the symbol does not include mini-golf; standalone golf driving ranges, golf practice venues and golfing retail venues. It should not be used to denote private golf courses that are only open to members and/or their invited guests.

In addition to the essential criteria outlined in Section 2.1, golf courses must meet the following specific criteria:

- must be open to the general public to play golf during normal daylight playing hours on any day of the week;
- must offer a genuine tourism experience ie co-located accommodation, meals etc; and
- all golfing equipment needed should be available for hire.

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

7.7 Weekend/Produce markets

Markets of this type may be signed as a service facility (white on blue sign). This category includes markets operating on weekends (or part of the weekend) that may contain 'variety' stalls and/or stalls that sell fresh produce. Many of the produce and farmers' markets are only open on a weekend morning but may be eligible for a hinged (closing) sign if they meet the following criteria:

- market operates on a weekly basis for 12 months of the year; and
- written agreement that the sign will be opened only when the market is operating and closed when trade ceases for the day.

Only one sign is permitted on each approach from the nearest arterial road.



Service sign (TES sign)

Costs: signs will remain the property and responsibility of DIT, however all costs associated with the manufacture, installation and maintenance shall be met by the applicant.

7.8 Waste and recycling depots

All waste and recycling management centres shall be signed as 'Public Waste Depot'. Centre names will only be used when there are two or more centres in close proximity to each other and there is a chance of confusion.

The service can be displayed as a single sign or be incorporated into DIT's directional signs.



Service sign (TES sign)



Advance street name sign (TES sign)

Costs: DIT shall bear the costs associated with the incorporation of service panels into directional guide signs, wherever practical. When this is not possible the applicant shall meet the costs associated with manufacture, installation and maintenance of the 'stand-alone' sign.

7.9 Other community facility signs

Even though they may attract visitors in their own right, these facilities are essentially community based and their signing is the responsibility of council.

They will generally be signposted in accordance with Australian Standard AS1742.5 *Street Name and Community Facility Name Signs* – normally with a fingerboard style sign, featuring a maximum legend height of 100 mm unless otherwise stated. These may include, but not limited to:

- swimming pools;
- churches;
- service clubs;
- racecourses;
- cemeteries;
- public golf courses;
- parks;
- non-emergency casualty services;
- community centres; or
- showgrounds

Costs: signs will remain the property and responsibility of council, however costs associated with the manufacture, installation and maintenance may be met by the applicant depending on council policy.

7.10 Commercial facility signs

Commercial facilities not considered tourist or service orientated in accordance with this Policy should be dealt with under individual local council policy. These may include, but not limited to:

- nurseries/garden centres;
- minor local shopping centres; or
- private golf courses

Commercial facility signs are generally signed with a fingerboard style sign, featuring a maximum legend height of 100 mm unless otherwise stated. Refer to Australian Standard AS1742.5 *Street Name and Community Facility Name Signs*.

Costs: signs will remain the property and responsibility of council, however costs associated with the manufacture, installation and maintenance may be met by the applicant depending on council policy.

7.11 Signs for international road users

Overseas tourists and visitors who originate from a country where road users drive on the right hand side of the road may need to be reminded of the need to drive on the left hand side of the road in South Australia.

Vehicle hire companies are encouraged to provide brochures, information packages and in-car reminder stickers targeted at international drivers. 'Drive on Left in Australia' promotional material is available from DIT at: ['Drive on Left'](#).

This material may be complemented by the strategic placement of 'DRIVE ON LEFT' signs within tourist facilities (eg wineries) and some public road related areas (eg major rest areas) which are frequented by significant numbers of international tourists.



Drive on Left sign (TES 18546)

'DRIVE ON LEFT' signs shall NOT be installed on the public road network. Providing these signs within tourist facilities ensures that drivers can concentrate on the message at a point prior to entering the road network. When drivers have entered the road, it is unlikely that they would change to drive on the other side of the road at least until a subsequent break from driving.

In contrast to typical signing practice in South Australia, these signs should be installed on the right hand side of the exit from the facility to accommodate drivers who are conditioned to observe signing on the right hand side of the vehicle.

Costs: manufacture, installation and maintenance of signs within targeted public road related areas (eg major rest areas) will be met by DIT.

8. Tourist sign application process

8.1 General

Eligible tourism or tourist accommodation businesses seeking approval for signs within road reserves on the arterial road network should lodge an application with DIT.

Additional sign enquiries can be made by contacting DIT Network Management Services:

Phone enquiries - 1800 018 313

Email enquiries should be directed through DIT's *Contact us* page -

http://www.DIT.sa.gov.au/contact_us/compliments_and_complaints

Where applications relate to a council road, the applicant should contact the relevant council for advice on the sign application process.

8.2 Preparation of application

Applications for road signs may be made by completing and submitting an online application form. Alternatively a form may be printed from the link (right click on form and select 'print' from menu) and sent to:

DIT, Network Management Services
GPO Box 1533,
Adelaide, SA, 5001

Online application form links:

- [Tourist Attraction road sign online form](#)
- [Tourist Accommodation road sign online form](#)

8.3 Consideration of application

DIT will assess the application, taking into consideration the following factors:

- meeting both the essential and specific criteria;
- road safety and planning issues;
- extent of existing signing; and
- signing is improving guidance and not just an advertising sign.

DIT may seek input from the SATC and other road authorities to assess the application.

8.4 Notification of response to application

Within 28 days of receiving the application, DIT will notify the applicant whether:

- the application has been approved or rejected;
- the application has been referred to other authorities for consideration;
- additional information is required; or
- a co-operative signing scheme should be considered.

8.5 Sign design, manufacture and installation

Once approval has been granted for signs to be located on arterial roads, DIT will arrange for a draft sign design to be produced. The draft design along with a permit letter and quotation for the proposed sign(s) will be returned to the applicant for endorsement.

The permit letter will detail the fees payable, along with the general conditions of the permit. Ordering and installation of the signs(s) will commence upon acceptance and return of sign permit conditions.

8.6 Sign installation costs

The fee payable for a successful sign application will reflect the recovery of costs such as sign design, site inspection along with sign manufacture and installation. Generally, costs will start from approximately \$500 per sign. Final fees will be confirmed when the permit letter and quotation is returned to the applicant.

8.7 Sign warranty

Installation and sign performance warranties are detailed in the DIT Master Specification. Refer to Part RD-LM-S2 – *Supply of Signs* and Part R4D-LM-C4 – *Sign Installation* which are both available at:

https://www.dit.sa.gov.au/contractor_documents/masterspecifications/Roads

Note that warranties do not apply to signs that have failed in service due to vandalism, accidental damage or abnormal environmental conditions. The cost of maintaining signs for these reasons is the responsibility of the applicant.

8.8 Permit period

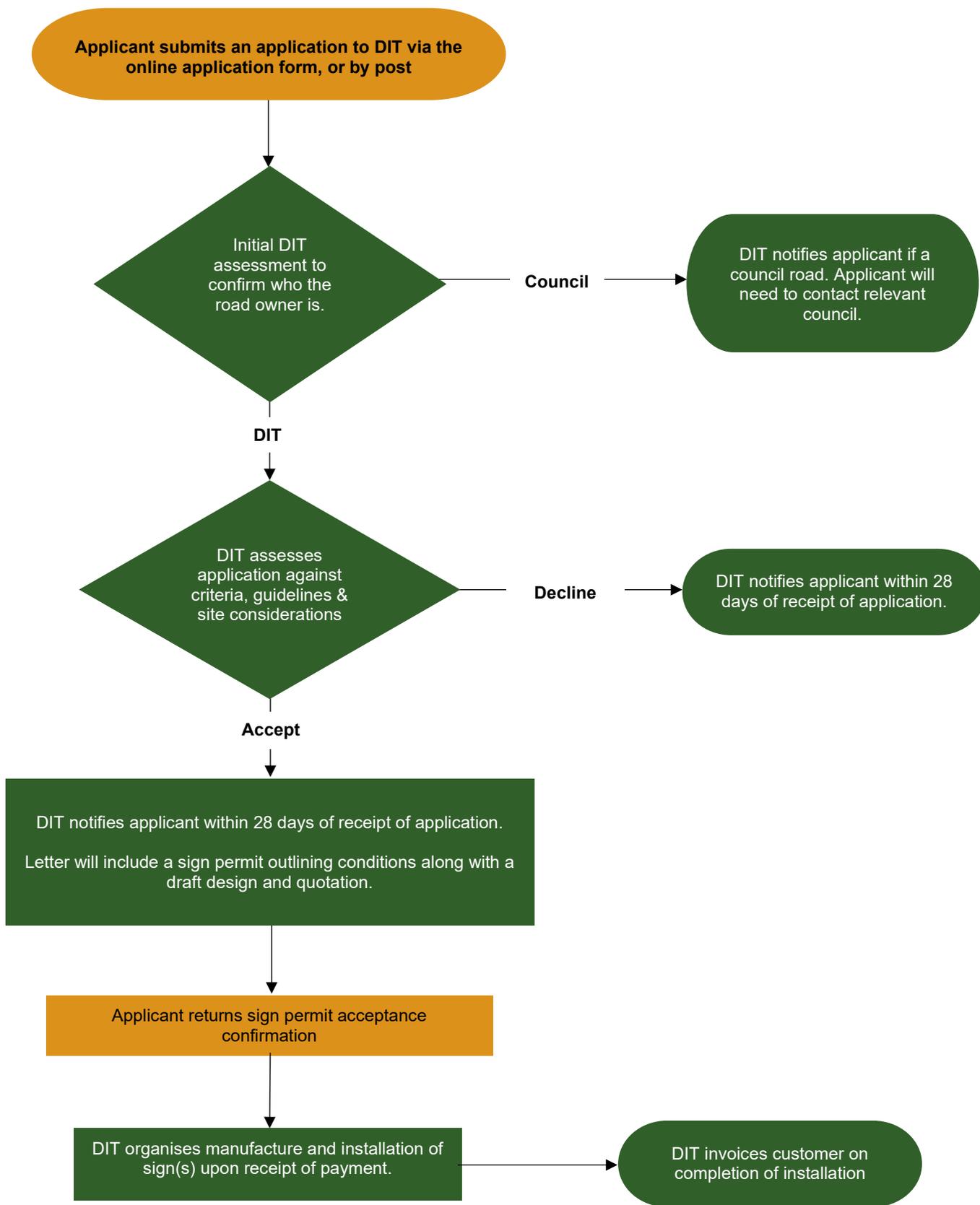
The sign permit issued by DIT will specify the permit period. At the end of the permit period, DIT may reassess the need for the sign(s), the ongoing eligibility and compliance of the applicant. In the event the business / attraction closes, or changes in character or operation significantly from the date of approval, cancellation of this approval and removal of signs may result without compensation.

DIT reserves the right to replace, relocate or remove any signs installed on roads under its control when any of the following occurs:

- the applicant no longer conforms to the guidelines or permit conditions;
- the applicant alters the sign face or attaches any additional signing or promotional material;
- the sign is in poor condition;
- the business no longer operates as an eligible tourist attraction or the business ceases to operate;
- there is a need for aggregating signs at a particular location; or
- DIT needs to resume the land.

All costs associated with the removal of signs shall be met by the business owner if the business no longer conforms to the guidelines or permit conditions.

8.9 Flow chart for application process



9. Commercial logos on roadside service signs

9.1 General

Commercial logos on roadside service signs can be used to advise road users of specific services provided on certain roads. Commercial logos should be allied to existing 'white on blue' service information signs and should be generally limited to identifying services which promote fatigue relief by encouraging road users to stop and rest.

9.2 Essential Criteria

Commercial logos on roadside service signs will be considered on

- Freeways, Expressways and Motorway roads (only where the service is located within Category 1 in Table 9.1); and
- Rural Highways.

Services identified by commercial logos should be located and directly accessible:

- Within and directly accessible to the Freeway, Expressway or Motorway alignment; or
- Within and directly accessible to any associated on/off ramp or interchange; or
- On a DIT controlled road within 800 metres from the end of an associated off ramp; or
- Within and directly accessible to a rural highway, which includes the continuation of that highway through any township.

Commercial logos can be used to identify that these specific services are available from the following outlets:

- Service centres
- Service stations
- Unattended fuel facilities
- Appropriate stand-alone facilities (e.g. food)

Eligible logos will be those that meet the criteria identified in Section 6.3 and 6.4 of this document and directly relate to the provision of fuel, food and refreshments. An appropriate stand-alone facility is one that includes the sale of food and/or refreshments to the travelling public which is able to be consumed on the premises and meets the above criteria.

The following locations are excluded from consideration:

- Arterial roads within the metropolitan area (excluding Freeway, Expressway and Motorway roads and associated on/off ramps and interchanges).
- Premises that sell or supply alcoholic beverages.

Table 9.1 summarises the eligibility criteria for consideration of commercial logos on road signs.

| Category | Location of Service | Service Provided (Minimum required) | Service Centre | Service Station | Unattended Fuel Facility | Stand-alone facilities e.g. Fast Food |
|----------|--|--|----------------|-----------------|--------------------------|--|
| 1 | Expressway / Freeway / Motorway type roads a) On corridor or b) On/off ramp/interchange or c) On a DIT road within 800 metres from the end of an associated off ramp | a) Fuel (12h/7days) | ✓ | ✓ | ✓ | N/A |
| | | b) Meals (6 days/week) | ✓ | ✓ | N/A | ✓ |
| | | c) Refreshments available on regular basis | ✓ | ✓ | N/A | ✓ |
| 2 | Rural Highways (excluding services covered in Category 1c) | a) Fuel (12h/7days) | ✓ | ✓ | ✓ | N/A |
| | | b) Meals (6 days/week) | ✓ | ✓ | N/A | ✓ |
| | | c) Refreshments available on regular basis | ✓ | ✓ | N/A | ✓ |
| 3 | Roads within Metropolitan Adelaide (excluding roads in Category 1) | Out of scope | | | | |

Table 9.1

9.3 Sign design, manufacture and installation

Logos should generally be contained within panel style signage. Logos can be installed on existing 'white on blue' service signage where space is available, or on supplementary plates mounted on the common support structure of an existing 'white on blue' sign (refer Figure 9.1), or as a new stand-alone sign. Logos will generally be up to 840mm wide x 700mm high on freeway, expressway and motorway roads and 420mm wide x 350mm high on rural highways. A maximum of 3 logos and no more than 6 symbols in total (including standard service logos) should be aligned to any one service centre sign (refer Figure 9.2).

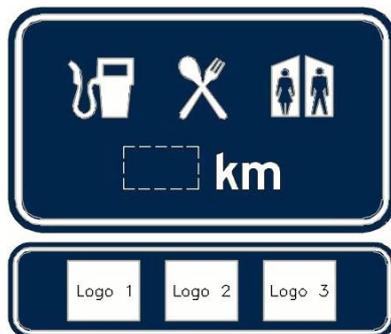


Figure 9.1
Example of supplementary plate



Figure 9.2
Example of stand-alone sign

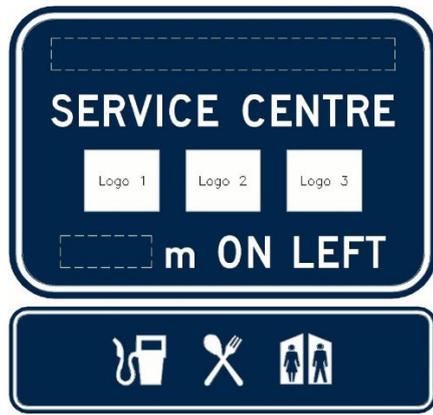


Figure 9.3

Example for named service centre



Figure 9.4

Example for unnamed service centre

Only one sign (from the examples shown) will be permitted on each approach.

Signs are to be installed in accordance with DIT's Master Specification 'RD-LM-C4 Sign Installation', and only by a DIT pre-qualified contractor.

9.4 Maintenance and repairs

All road sign major repairs or replacement will be conducted by a DIT pre-qualified contractor at the applicant's cost in line with DIT's maintenance contracts. Repairs and maintenance will be conducted at DIT's discretion and may or may not involve consultation with the applicant.

When multiple services are advertised on one sign and if in DIT'S opinion the sign requires replacement, the replacement sign shall be charged equally amongst the number of services advertised.

9.5 Content standards

DIT will review and approve all logo designs and reserves the rights to refuse any logo design submitted that may be considered offensive and fails to comply with advertising laws and standards and/or be of a contentious nature.

9.6 Application Process

Commercial organisations seeking commercial logos on signs should check the guidelines and lodge an application with the department if they meet the eligibility criteria. Where an applicant proposes more than one logo, the priority of each logo will be advised by the applicant.

A flow chart for the application process is shown in Section 9.8.

The number, position and placement of any logos and associated signage will be at the sole discretion of DIT particularly where there may be a need to rationalise signs at a given location for proximity, sight distance, and proliferation and road safety reasons.

An application form can be found at <https://www.dit.sa.gov.au/?a=1091608>

9.7 Costs

Road signs will remain the property of DIT, however all costs associated with the manufacture, repair/replacement, removal/reinstatement and installation shall be at the applicant's cost.

Applicants who are eligible for such signage will be charged through a 'Cost and Fee' structure managed through a License Agreement between DIT and the applicant.

Each road sign or logo will require separate production and build costs provided by a DIT pre-qualified contractor.

9.8 Positioning Fees and Term

DIT will charge a fee dependent on passing traffic and location. Freeway, Expressway and Motorway roads shall be costed according to the high traffic count on those roads and high exposure they offer to businesses. Other roads, including regional roads, will be charged at a flat rate. See Table 9.2 below. With regard to New Agreements, all charges described will be reviewed annually and will be subject to change.

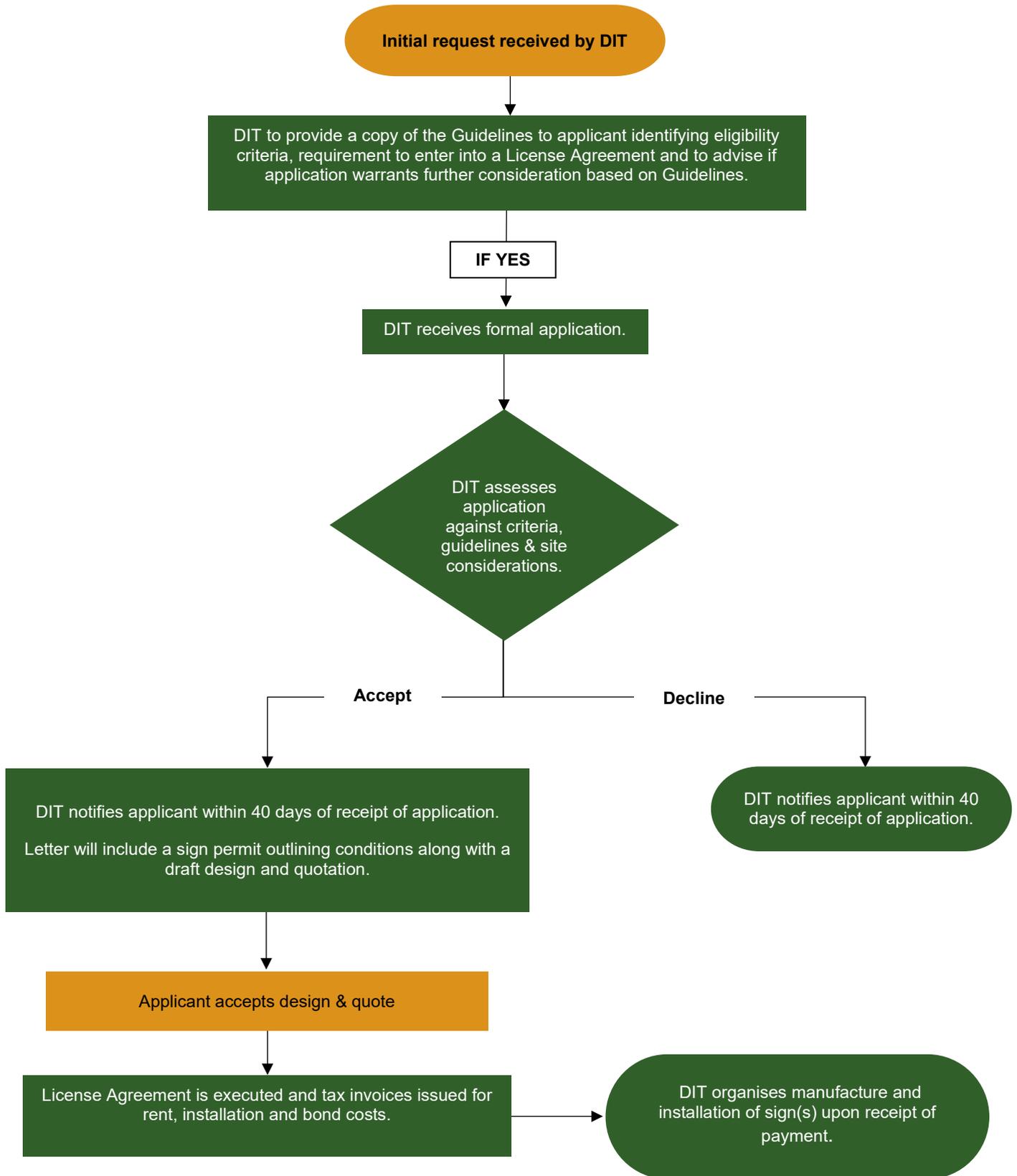
| Signage location (June 2021) | Signage Cost (ex GST) per annum* | Bond | CPI |
|--------------------------------------|----------------------------------|-----------------|--------------------|
| Northern Expressway | \$2,000 | \$4000 per logo | <u>PLUS</u> CPI |
| Northern Connector | \$2,500 | | |
| Southern Expressway | \$4,000 | | |
| South Eastern Freeway | \$2,500 | | |
| All other roads (including regional) | \$1,200 | | |

**Subject to negotiation or DIT's discretion and annual review.*

Table 9.2

Unless otherwise negotiated signage fees shall be charged on a per annum basis in advance, paid annually on a minimum 4-year agreement, subject to annual review and CPI. To ensure removal in any event, a refundable bond of \$4,000 shall be charged to the applicant.

9.9 Flow chart for application process



Appendix A Approved symbols for use on signs

Appendix A1 Service symbols

| | | |
|-----|---|--|
| S1 |    | Medical services - for appropriate use of these symbols refer to Section 6.1.2. |
| S2 |  | Public phone - for appropriate use of this symbol refer to Section 6.5. |
| S3 |  | Fuel - for appropriate use of this symbol refer to Section 6.3. |
| S4 |  | Information – for appropriate use of this symbol refer to Section 3.1 and 3.3. |
| S5 |  | Restaurant - for appropriate use of this symbol refer to Section 6.4. |
| S6 |  | Accommodation - for appropriate use of this symbol refer to Section 5.2. |
| S7 |  | Refreshments - for appropriate use of this symbol refer to Section 6.4. |
| S8 |  | Camping area - for appropriate use of this symbol refer to Section 5.2.4. |
| S9 |  | Caravan park - for appropriate use of this symbol refer to Section 5.2.3. |
| S11 |  | Airport - for appropriate use of this symbol refer to Section 6.2. |
| S12 |  | Rest area - For appropriate use of this symbol refer to Section 3.2. |

| | | |
|-----|---|--|
| S13 |  | Truck parking area - used to indicate an area suitable for truck parking. |
| S14 |  | Parking area - used to indicate an area suitable for parking. |
| S16 |  | Toilets - used to indicate toilet facilities. For new or replacement signs, toilets must have disabled access. |
| S18 |  | Fireplace - no longer used by DIT due to hazards associated with open fires. Use S113 with the appropriate legend to indicate electric or gas BBQs. |
| S20 |  | Drinking water - use only where water of drinking quality is available. Where the quality of water cannot be guaranteed ie supplied from a rainwater tank, the symbol should not be used. |
| S21 |  | Boat ramp - used to indicate a surfaced boat launching facility. May be used either for a free or user pays facility. |
| S22 |  | Symbol of access - used to indicate the availability of wheelchair access to facilities such as toilets. |
| S23 |  | Unsuitable for trucks - used to indicate parking or rest areas that are unsuitable for trucks. |
| S24 |  | Police station - for appropriate use of this symbol refer to Section 6.1.1. |
| S25 |  | Help phone - used for phones specifically installed for reporting of breakdown, incidents or accidents. |
| S26 |  | Waste dump – denotes a purpose built facility for the legal discharge of effluent (black water) from caravans, motor homes and campervans. |
| S27 |  | Roadside information bay - for appropriate use of this symbol refer to Section 3.2. |

| | | |
|------|---|--|
| S28 |  | Public golf course – for appropriate use of this symbol refer to Section 7.6. |
| S109 |  | Named airport - for appropriate use of this symbol refer to Section 6.2.1. |
| S110 |  | 24 hour emergency service - for appropriate use of this symbol refer to Section 6.1.2. |
| S112 |  | Accommodation - for appropriate use of these symbols refer to Section 5.2 and 5.2.1. |
| S113 |  | Barbeque - use these symbols for electric or gas BBQs that are available for use by the general public. |
| S114 |  | Accredited visitor information centre - for appropriate use of this symbol refer to Section 3.1. |
| S118 |  | Park 'n' Ride (bus) - car parking associated with bus services. |
| S126 |  | 24 hour fuel - for appropriate use of this symbol refer to Section 6.3. |
| S138 |  | Adelaide central bus station. |
| S139 |  | Adelaide parklands rail terminal. |
| S141 |  | Park 'n' Ride (train or tram) - car parking associated with rail services. |

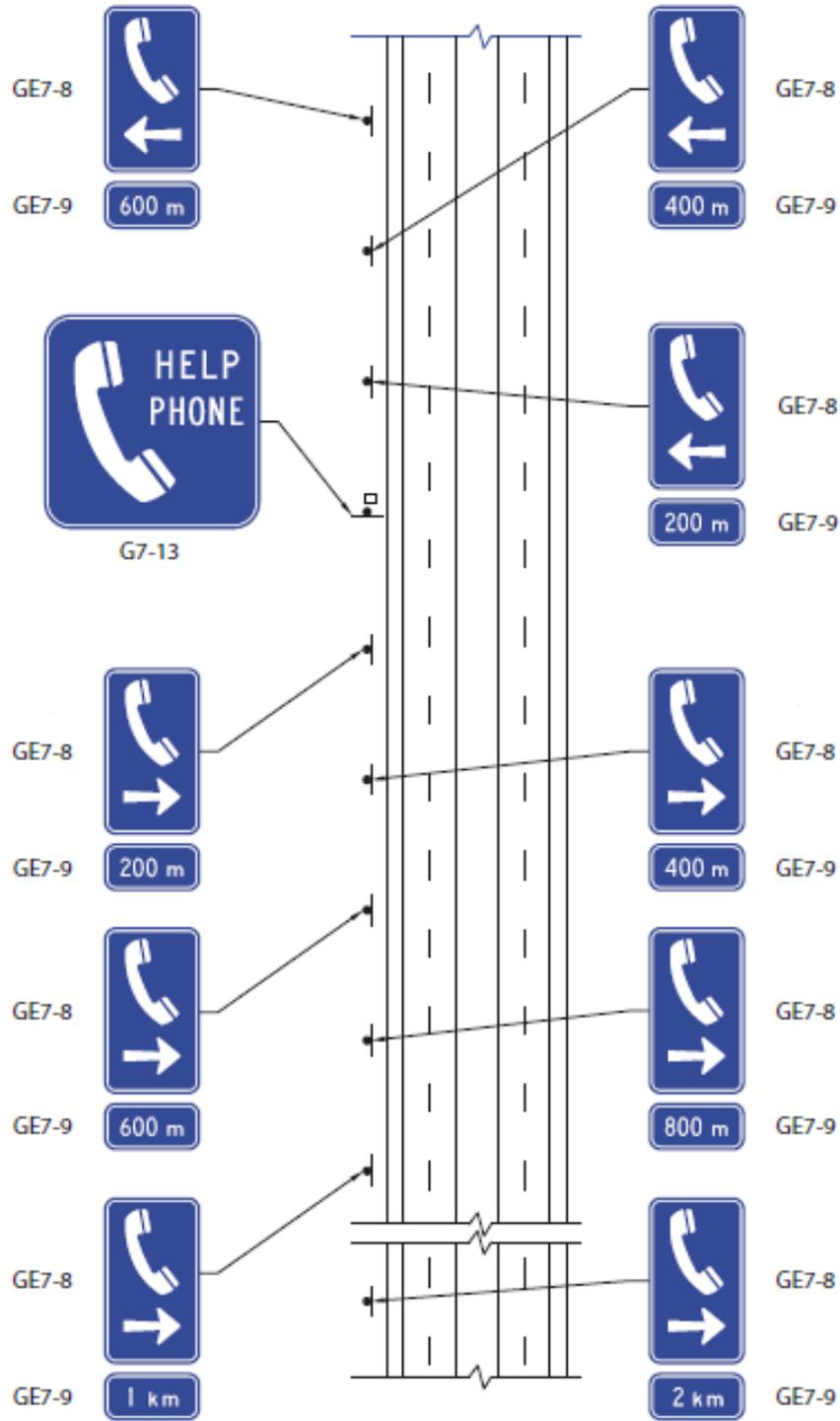
| | | |
|------|---|---|
| S143 |  | Disability parking facilities |
| S144 |  | Parking facilities for transport terminals |
| S148 |  | Electric vehicle - for use at rapid charging facilities only, with minimum 50 kw in urban areas and 75 kw in rural areas |

Appendix A2 Tourist symbols

| | | |
|-------|---|---|
| TS1 |  | Aboriginal – for appropriate use of this symbol refer to Section 4.1. |
| TS2 |  | Lookout - for appropriate use of this symbol refer to Section 4.8. |
| TS3 |  | Walking trail – for appropriate use of this symbol refer to Section 4.4. |
| TS4 |  | Winery - for appropriate use of this symbol refer to Section 4.9. |
| TS5 |  | Heritage - for appropriate use of this symbol refer to Section 4.5. |
| TS6 |  | Museum – for appropriate use of this symbol refer to Section 4.7. |
| TS7 |  | Whales – for appropriate use of this symbol refer to Section 4.4. |
| TS105 |  | Nature – for appropriate use of this symbol refer to section 4.4. |
| TS106 |  | Monument - for appropriate use of this symbol refer to Section 4.6. |

Appendix B Help Phone Signing

Appendix B1 Typical Signing for an Expressway/Freeway Environment



Refer to AS1742.6 - 2014, Figure 5.10

Appendix B2 Typical Signing for Rural/Remote Areas

