

# Wine Tourism Signing Guidelines

## 1. Victoria's Officially Declared Wine Regions

Food and wine is one of Victoria's core tourism strengths. Over the past few years Victoria has experienced significant growth in this segment with the State now boasting over 460 wineries with many offering cellar door sales in distinct wine regions. These wine regions are declared by the Australian Wine and Brandy Corporation through a process of Geographic Indication, which provides an official textual description of the region, including its defined boundaries. There are presently 21 officially declared wine regions in Victoria as presented in Appendix A.

## 2. Why the need for the Guidelines?

The growth of wine tourism in Victoria has inadvertently spawned a proliferation of winery-related commercial signing around key tourism destinations. This proliferation and resulting signing clutter at key intersections is creating road safety issues, negatively impacting on the visual amenity of these destinations and reducing the overall benefits of road signing. This issue is often accentuated by the large number of requests for signing on limited and already crowded roadside space.

There are also instances where signing to wineries does not conform to the Tourist Signing Guidelines, and instances where signing has not been provided along the route to assist drivers reaching the winery.

These guidelines have been prepared to ensure a consistent and integrated approach to wineries and wine region signing throughout the State of Victoria. The guidelines fall within the provisions of the Tourist Signing Guidelines ("The Guidelines"), VicRoads Traffic Engineering Manual Volume. 2: Signs and Markings and the Australian Standard AS 1742.6.

## 3. Wine Region Gateway Signing

Wine region gateway signs provide visitors with a clear indication that the officially-declared wine region caters for the visiting public and information about the region's wineries (including opening hours) can be found at the nearest accredited information centre, information bay or winery establishment. While they have a secondary benefit of promoting the wine regions of Victoria, these signs are primarily considered as reinforcement tools, reassuring motorists that they are entering an officially declared wine region which caters for visitors.

### Eligibility

To be eligible for appropriate gateway signing, proponents must demonstrate that:

- a. The region is recognised by the Australian Wine & Brandy Corporation through a process of Geographic Indication.
- b. Signing is part of an integrated information system in conjunction with quality brochure/maps, other marketing support material and visitor information centres. Evidence of collateral such as the brochure, its sustainability and a distribution plan is essential. It is essential that the brochure/map is available at participating wineries as well as all accredited visitor information centres in or near the region and must include reference to the Statewide Route Numbering System.
- c. At least FOUR<sup>1</sup> wineries, which conform to the *Tourist Signing Guidelines* criteria for tourist attractions, are open on any given day of the week within the region.



- d. The aggregation of wineries is of state or regional tourism significance (i.e. treated collectively as a major tourist attraction). Extracts from relevant strategic documents/plans or a letter from the Regional Campaign Committee or Regional Tourism Board indicating the wineries' importance to the region's tourism industry would be appropriate.
- e. A documented commitment to remove illegal or outdated signs and address signing clutter issues.
- f. A documented commitment that the eligible wineries within the region have or will install adequate advance, position and property signing.
- g. Only the standard wineries symbol is used on signing and other wine-related symbols or logos are removed from existing signing.

### Extent/Location

Wine region gateway signing shall only be located on principal visitor access routes (i.e. roads carrying the majority of visitors) to these regions, including freeways and major arterial roads that cross the wine region boundary.

The signs shall be located on or within the official boundary of the wine region, but shall not be located more than 10 km from:

- the nearest winery establishment that conforms (or has the potential to conform) to the tourist attractions criteria of the Guidelines;
- an accredited visitor information centre or
- an appropriately located and maintained information bay.

### Content

The signs are white legend and border on brown background and have retroreflective materials as specified in the *VicRoads Traffic Engineering Manual Vol. 2: Signs and Markings*. A gateway sign shall be limited to the official wine region name, the standard wineries symbol and a call-to-action panel for the nearest accredited visitor information centre. In the absence of an accredited visitor information centre, reference to an information bay is permissible provided that this facility complies with Section 7.4 of the Guidelines.



Gateway Signing to Victoria's Official Wine Regions  
(conceptual drawings)

## 4. Advance Signing to Gateways

A number of Victoria's wine regions are accessible from rural freeways and major arterial roads. Conforming wine regions may also be eligible for advance signing from a rural freeway or major arterial road to the approved gateway sign.

### Eligibility

To be eligible for appropriate advance signing to the Gateway, proponents must demonstrate that:

- a. The wine region is eligible for, and has in place, gateway signs as per criteria (a) to (f) in section 3 of these guidelines.
- b. A documented commitment from the proponents that in the event that more than 50% of wineries fail to comply with Section 9.2.8 of the Tourist Signing Guidelines, the gateway, advance and trailblazing signs and relevant individual winery signs will be removed, at the cost of the proponents.
- c. The principal visitor access route allows for safe passage of private passenger vehicles at all times (avoiding hazardous alignments or grades, or single lane roads).
- d. The principal visitor access route uses only suitably maintained roads, preferably sealed, which are also capable of handling the higher volumes of traffic attracted to the wine region.

1 According to 2005 Victorian Cellar Door Survey, on average, Victorian winery visitors reported that they had visited or intended to visit 3.5 wineries during their visit.

## Extent/Location

Signing must be provided at each turn (if any) along the principal visitor access route from the first advance sign to the gateway sign.

Advance signing to each Gateway may be provided along the principal access routes to the Wine Region. Advance signing must not commence more than 20km from the gateway sign. It should be start at the nearest of:

- An exit or turn-off from an M road (provided this is no more than 20 km from the gateway sign); or
- A turn-off from an A, B, or C road if this is 15 to 20 km from the gateway sign; or
- No further than 20 km from the gateway sign, by provision of a reassurance sign indicating the distance to the gateway.

If the gateway sign is on a freeway, no advance signs should be provided on that freeway to that Gateway.

## Content

As shown below, advance gateway signing shall contain the official wine region name as shown on the gateway sign. The sign should include the wineries symbol. If other brown tourist symbols or blue services symbols are justified under the *Tourist Signing Guidelines*, then these may be included in a panel under the main brown sign. These should be no more than four symbols.

Subsequent reassurance signing should be limited to the generic descriptor or may allow name of wine region and must indicate distance to the gateway sign. If there is only one destination on the reassurance sign, then it may contain the name of the wine region (e.g. King Valley Wine Region). Otherwise, it must be limited to fit into one line.



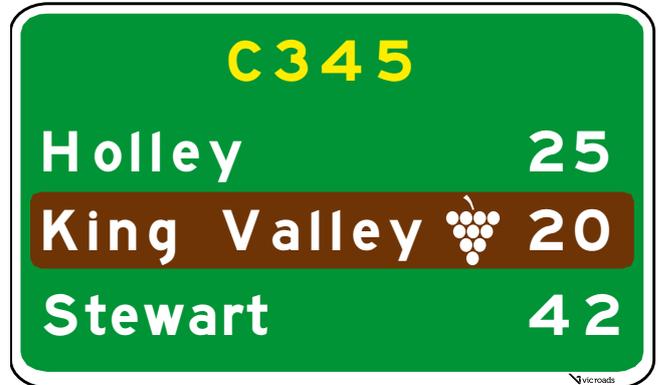
Advance Gateway



Intersection Direction



Advance Gateway - Arterial Road



Advance Reassurance to Gateway

## 5. Signing within an Official Wine Region

Officially-declared wine regions may consist of a number of distinct clusters or officially declared sub-regions of wineries which may be accessible from rural freeways and major arterial roads.

Signing to clusters or officially declared sub-regions within a wine region may be considered when it is the view of VicRoads and Tourism Victoria that the signing will assist visitor navigation. The extent of this signing is to be determined by VicRoads and Tourism Victoria.

## 6. Signing to Individual Winery Establishments

### Eligibility

Under the provisions of the *Tourist Signing Guidelines*, in order to qualify for tourist attraction signing a winery must satisfy all of the following essential criteria.

The winery must:

- have tourism as a Core Business Activity (see Glossary of Terms—Appendix A of the *Tourist Signing Guidelines*);
- provide a substantive tourism experience in addition to, or as part of, any commercial/retail activity (see Glossary of Terms—Appendix A of the *Tourist Signing Guidelines*);
- have all relevant State and local government licences and approvals to operate as a tourist attraction, including health, planning and parking requirements;
- be open to the public without prior booking during the winery's normal opening hours;
- be open on weekends and at least three other days of the week, plus public and school holidays;

- f. be open for a minimum of 7 hours per day on the days the winery is open;
- g. be listed on the database of the nearest accredited Visitor Information Centre (with opening hours, admission prices, location and directions);
- h. promote the location and clear directions to the attraction to visitors from outside the local area ;
- i. be appropriately signed within the property line so that it is easily identifiable by passing motorists;
- j. have appropriately trained visitor contact staff;
- k. maintain a record of visitor numbers and comments;
- l. hold a Vignerons Licence or a licence which permits sales direct to the public; and
- m. have a purpose-built facility for wine tasting (cellar door).

Wineries meeting all requirements other than (e) that are open on weekends, public and school holidays may apply for temporary signing in accordance with Section 4.3.7 of the Guidelines.

### Extent/Location

Individual winery establishment will only be signed from the nearest declared arterial road.

If the entrance to the winery is on a declared arterial road, signs are permitted for both left and right turns into the entrance, but only if the signs within the property would not make the entrance obvious to drivers.

If the winery is on a side road, signs are permitted for both left and right turns into the side road, and any subsequent turns on the local road network, by the most desirable route until the entrance is reached. Signing from the nearest arterial road is only permitted if the winery is less than 10 km from the turnoff.

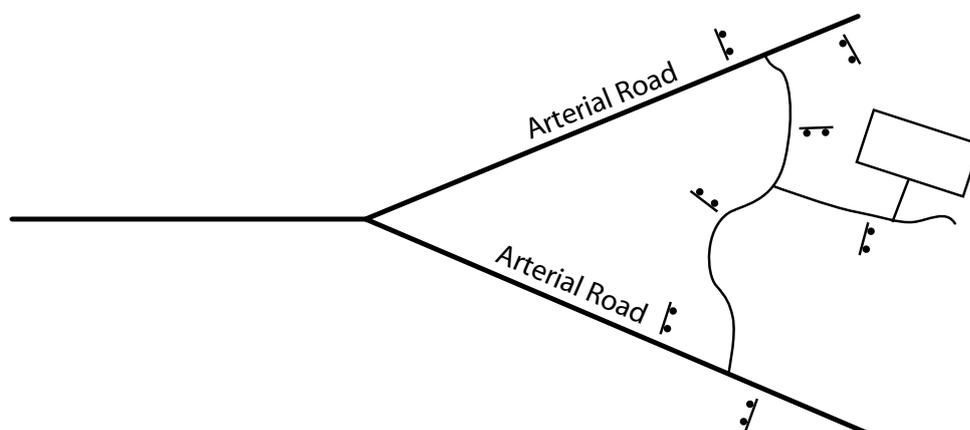
A winery may be signed from two declared arterial roads if it is equally accessible from both arterial roads, as shown in the example below.

The number of wineries listed on signs facing a motorist approaching an intersection from one direction is limited to three.

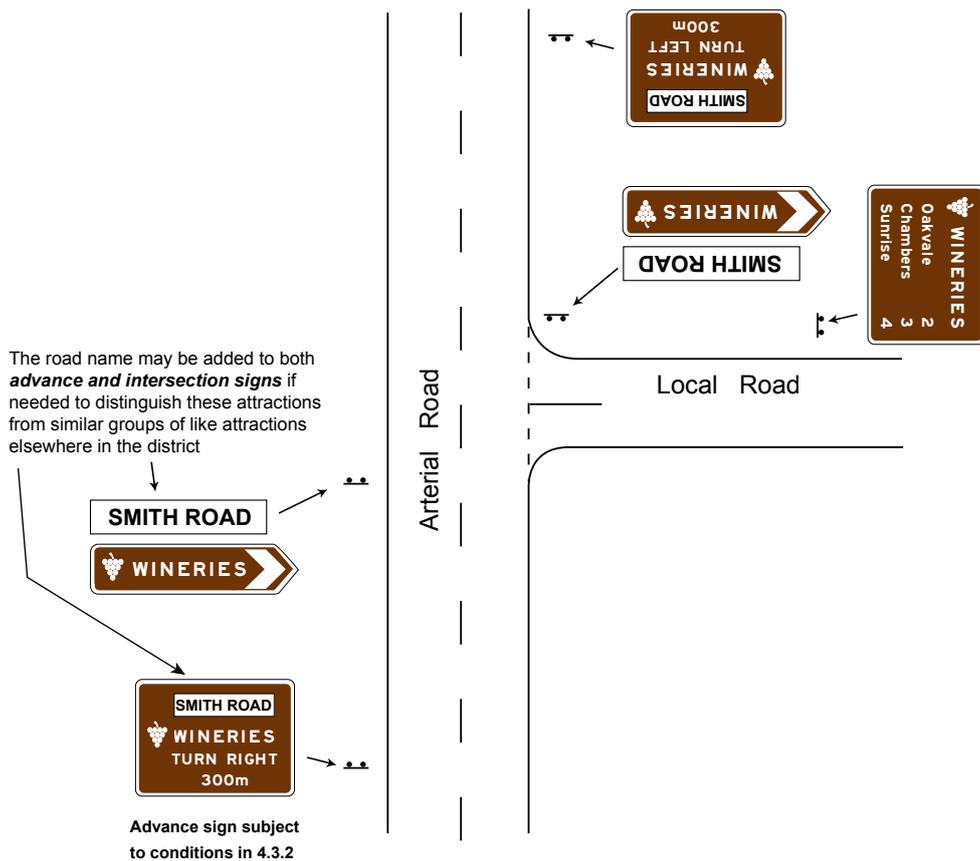
If an eligible winery applies for a sign which would exceed this limit, rationalisation will be required such as the aggregation of smaller signs into one sign. The following example shows that this may often involve the replacement of references to wineries with a generic descriptor. For example, instead of signing to several individual wineries, a larger general sign or sign to a "cluster" to 'Wineries' may be appropriate.

### Content

The approved winery symbol should be used in preference to using the corresponding word or words on the signs, e.g. "Sour Grapes Winery" could be shown as "Sour Grapes" plus the standard wineries symbol.



*An example of wineries which are equally accessible from two arterial roads*



*An example of multiple wineries signed from an intersection*

## 7. Food and Wine Trails/Drives

The available research on drive tourism indicates that beyond good general directional signing, there is a degree of consumer resistance to being 'led around' a defined trail, particularly by tourism signs. Today's touring visitor wants the reassurance of safety and good navigation, but likes to retain a sense of free-wheeling and a degree of self-discovery.

For these reasons, the preferred navigational aids for local tourist drives or regional touring routes are high quality maps which clearly identify the main roads (with reference to the state route numbering system), key towns, villages and tourism sites.

As information on the associated tourism products changes regularly, defined signed or collateral-based touring routes linking product rather than experiences can soon become outdated and thus generally are not practical.

Tourism Victoria and VicRoads would not support the establishment of a specific food and/or winery touring route or trail without demonstrated consumer demand for such a product.

A winery tourist drive is not an additional type of tourist drive, rather it is subject to the same approval process, criteria and signing treatment as local tourist drives under the Tourist Signing Guidelines.

## 8. Application Process & Administration

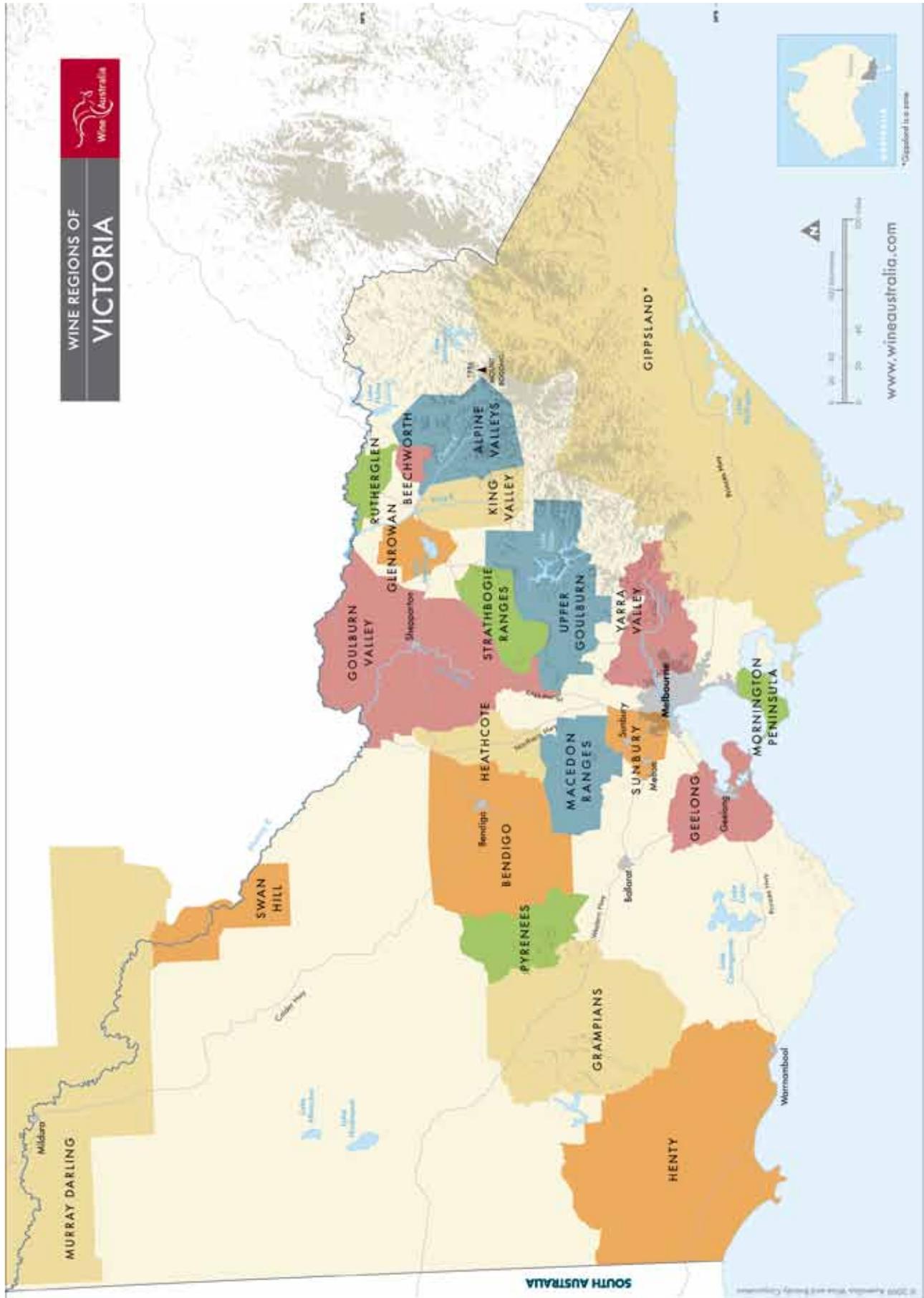
Applications for gateway and reassurance signing should be made in writing to the relevant VicRoads regional office. Applications should address the key selection criteria as identified in these guidelines, including supporting documentation.

If deemed eligible, the extent and location of signing for the wine region will be determined by VicRoads and Tourism Victoria.

Application and administrative arrangements for winery establishment signing are the same as for other tourism and services signs (as outlined in the sections 10 and 11 of the *Tourist Signing Guidelines*.)

APPENDIX A

VICTORIA'S OFFICIALLY DECLARED WINE REGIONS



For further information please phone **13 11 71**  
or visit **[vicroads.vic.gov.au](http://vicroads.vic.gov.au)**

