Section 9

TOURIST SIGNS

August 2010

(Soon to be replaced with Part 2 of the Traffic Control Devices Manual)



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9.1 INTRODUCTION

9.1.1 GENERAL

This section of the Manual sets out the requirements for the signing of tourist facilities on New Zealand state highways.

It is recommended that all local road controlling authorities adopt these requirements for tourist facility signing on roads under their control, to ensure consistency in traffic signing throughout New Zealand.

Tourist signs are detailed in the TS and TR sign series. These signs form part of the overall traffic signing system but are not intended to guide travellers through a roading system. They are used to indicate tourist facilities, when those facilities are not obvious to passing motorists.

The basic assumptions made for guiding travellers through any roading system are that:

- some preparation will have been done before a journey is commenced, and
- a road map will have been used to determine the route to be followed.

The most appropriate method to indicate tourist facilities is therefore to:

- provide a roading system with route numbering and clear, consistent guide signing; and
- add tourist signing only in the immediate vicinity of a tourist facility.

The application of the principles set out in this section of the Manual will ensure a consistent and appropriate level of tourist signing on New Zealand roads.

9.1.2 SCOPE

This section of the manual covers the provision of tourist facility signing on all roads other than motorways.

Details are given for:

- the provision, location and installation of tourist signs, and
- the illumination and reflectorisation of these signs.

9.1.3 DEFINITIONS

The following definitions apply in this section of the Manual:

(a) SPEED or 85th PERCENTILE SPEED

The speed at or below which 85 percent of vehicles are observed to travel, under free flowing conditions, past a nominated point.

A vehicle is considered to be operating under free-flowing conditions when the preceding vehicle has at least a 6 second headway, and there is no apparent attempt to overtake the vehicle ahead.

NOTES:

- All types of vehicles on the road should be included in speed surveys.
- Speed measurements should be made by unobtrusive means, such as a suitably hidden radar device.
- 3. Speeds should be measured well in advance of the sign location, ie. approximately 200m in urban areas and 500m in rural areas.

(b) TOURIST FACILITIES

A tourist facility is defined as a geographic feature, commercial enterprise or scenic route which is mainly of interest to tourists. It may be located adjacent to the road, or on a side road.

For signing purposes tourist facilities have been grouped in the following manner:

- (i) Tourist features: Sites visited by tourists, including:
 - · scenic lookouts,
 - · historical markers, and
 - geographical features, such as:
 - waterfalls
 - rock formations
 - caves
 - lakes
 - features viewed from a look-out, but not actually visited.
- (ii) Tourist establishments: Commercially operated enterprises which cater primarily for tourists, including:
 - animal/bird parks, aquariums,
 - · art and craft galleries,
 - botanic gardens,
 - · museums, historic properties,
 - national & regional parks,
 - · adventure sports & theme parks,
 - · industry based attractions,
 - wineries, etc.
- (iii) Major tourist attractions: Included in this group are:
 - resorts which generate significant tourist traffic, and
 - the tourist features and facilities listed in Table 9.1.

(iv) Tourist/Scenic Drives and Touring Routes:

Marked routes, usually connecting a number of scenic and/or tourist attractions, and often in the form of a circuit.

(v) Named State Highways: A state highway which has been given an identifying name, typically, a commonly recognised local or historical name or as otherwise authorised by NZTA. It could also be different from its legal street name.

9.1.4 SIGN COLOURS

Tourist signs shall have white borders and worded legends on brown backgrounds.

9.1.5 **SIGNS**

There are five types of sign the tourist TS and TR sign series and these are:

(a) ADVANCE SIGNS

Rectangular shaped signs that inform travellers of tourist facilities on the road ahead, or on a side road.

(b) POSITION SIGNS

Signs which mark the location of a tourist facility or the side road turn-off to a tourist facility. These signs may be:

- pointed ended with a chevron direction indicator, or
- rectangular shaped with an arrow direction indicator.

(c) SIGNS FOR MAJOR TOURIST ATTRACTIONS

Special signs which may be used to indicate major tourist attractions. They are described in more detail in Section 9.6: *Major Tourist Attractions*.

(d) TOURIST ROUTE MARKERS

Signs used to indicate the route of approved touring route and tourist/scenic drives. They are described in Section 9.7.4 (a): Route Markers.

(e) TOURIST DRIVE INFORMATION SIGNS

Advance information, intersection direction and confirmation signs for approved tourist drives which are described in Section 9.7.5: *Tourist Drive Information Signs*.

Signs in the TS sign series are detailed in two sizes, ie. A size signs for use in low speed environments and the larger B size signs for use in all other situations.

Signs in the TR sign series are detailed in one size and these are suitable for use in all situations.

9.1.6 SIGNING PROVISION

(a) GENERAL

The tourist signing described in Section 9.1.6 (b) below is normally provided and maintained by the state highway authority, subject to financial restraints.

Local road controlling authorities should also provide and maintain this type of signing on the roads under their control.

- (b) Tourist facilities for which signing should be provided and maintained by the road controlling authority are:
 - (i) **Tourist Features:** These are described in Section 9.4.
 - (ii) Non-profit making Commercial Tourist Establishments: Tourist establishments are described in Section 9.4.

They are non-profit making commercial tourist establishments which may charge for entry, ie. museums, historic houses, etc, but are not operated as a commercial profit making enterprise. Any charges made shall only cover the costs of restoration, operation and/or maintenance of the facility.

(iii) Major Tourist Attractions: Major tourist facilities of the type listed in Table 9.1. These are usually important on a regional or national basis.

A major tourist attraction w hich is considered to be important regionally or nationally, and is not just a profit making commercial enterprise, should have all necessary signing provided and maintained by the road controlling authority. The signing provided will depend on the particular signing situation and it may be either guide or tourist signing, or a combination of both.

(c) COMMERCIALLY OPERATED TOURIST ESTABLISHMENTS

A commercially operated tourist establishment is defined as one which is operated on a commercial profit making basis.

The full cost of manufacture, installation and maintenance of all signs for commercially operated tourist facilities that meet the requirements of Section 9.4 for signing as a tourist establishment shall be met by the owner or operator of the facility.

All signing must comply with the tourist sign conventions and details specified in this manual.

9.2 SIGN DETAILS

9.2.1 GENERAL

- (a) Tourist signs have:
 - name of place or attraction being signposted, along with directions for finding it and sometimes the distance
 - an approved symbol if there is one. See 9.2.12 on page 9-6 for diagrams of currently approved symbols,
 - · plain borders which extend to the edges of signs,
 - signboard corners rounded in the following manner:
 - corner radii shall be approximately 0.125 times the smallest dimension of the signboard, and
 - a minimum 20 mm radius shall be provided on the pointed end of chevron type signs, and
 - no supp ort framing or edge stiffening must extend beyond the outlines of a signboard, including the rounded corners.
- (b) Tourist signs should always be reflectorised, even when the facility is only available during the day.

the facility is only available during the day

Typical tourist sign layouts are illustrated in Figures 9.1, 9.2, 9.3 and 9.4.

The full list of tourist signs is given in Section 9.9: Sign Designation, Typical Sizes and Layouts, Table 9.2.

9.2.2 TOURIST SIGN IDENTIFICATION SYSTEM

(a) Tourist signs are in the TS and TR sign series.

Tourist facilities are identified by signs in the TS series.

Tourist Drives (or Routes) are identified by signs in the TR series.

(b) THE TS SIGN SERIES

Signs in the TS series are identified by a letter prefix, a numbering system and a letter suffix, eg. TS-1A. These define the type of sign and its size in the following

- (i) Number: Sign type.
 - 1 A rectangular shaped advance w arning sign to indicate a tourist facility located adjacent to the road, containing a brief description of the facility and a word message which may be either:
 - 300 m ON LEFT, or
 - 300 m ON RIGHT
 - 2 A rectangular shaped advance w arning sign to indicate tourist facility located on a side road, containing a brief description of the facility and a word message which may be either:
 - TURN LEFT 300 m, or
 - TURN RIGHT 300 m

- 3 A pointed end position sign with a chevron direction indicator stripe, to indicate a tourist facility adjacent to the road, or on a side road.
- 4 A rectangular shaped position sign with a directional ar row to indicate a tourist facility adjacent to the road, or on a side road.
 - This type of sign should be used when the direction indicated is not at right angles to the main road.
- 5 A specially designed rectangular shaped sign to indicate a regional area where many tourist attractions are available.
- (ii) LETTER SUFFIX: Sign size.
 - A The smaller sign size which uses 120mm lettering; and
 - **B** The larger sign size which uses 160mm lettering.

(c) THE TR SIGN SERIES

Signs in the TR series are identified by a letter prefix and a numbering system, eg. TR-3, in the following manner:

- (i) A tourist route marker which contains:
 - · the name of the route, and
 - an arrow indicating the direction to be taken.
- (ii) A tourist route marker which contains:
 - the name of the route,
 - an arrow indicating the direction to be taken, and
 - a number which identifies the tourist or scenic drive.
- (iii) A tourist route marker which contains:
 - the name of the route,
 - the word END, and
 - · the number of the tourist or scenic drive.
- (iv) A rectangular shaped advance warning sign which indicates that a tourist drive or route turns off the main road and contains the name of the route and either:
 - TURN LEFT 300 m, or
 - TURN RIGHT 300 m.
- (v) A pointed end position sign with a chevron direction indicator stripe, located at the turn-off to a tourist drive or route, containing the name of the route and a TR-2 route marker, when appropriate.

(vi) A rectangular shaped confirmation sign which reassures travellers that they are on the tourist drive or route and containing the following word message:

NAME OF ROUTE

LENGTH "n" km
FOLLOW "x"

where "x" is the appropriate TR-2 tourist route marker.

The full range of tourist signs, with an indication of maximum dimensions, is given in Table 9.2: Sign Designation, Typical Sizes and Layouts.

9.2.3 COLOURS

Tourist signs shall have white borders, symbols and lettering on brown backgrounds.

Sign colours must conform with the colour requirements of AS/NZS 1906.1 - 1993: Retroreflective Materials and Devices for Road Traffic Control Purposes - Part 1: Retroreflective Materials.

9.2.4 SHAPE

(a) ADVANCE SIGNS

Advance signs shall be rectangular in shape and will normally have their long axis horizontal.

(b) POSITION SIGNS

Position signs shall normally have a chevron direction indicator and one end shaped as a point.

Where the direction indicated is not at right angles to the main road the narrow er rectangular type of sign with an arrow direction indicator should be used.

9.2.5 SIZE

(a) All tourist signs in the TS series are detailed in two sizes, A and B.

The appropriate sign size shall be determined by the following criteria:

- (i) A size signs shall be used when:
 - 1 The speed of approaching vehicles is less than 70 km/h,
 - 2 The sign is not affected by competing visual stimuli, and
 - 3 The sign is not offset too far from a driver's normal line of sight.
- (ii) B size signs shall be used in all other situations.
- (b) Tourist signs in the TR series are detailed in one size for use in all situations.

9.2.6 LETTER STYLE AND SIZE

- (a) The name of the place or attraction being signposted shall use Modified Series E alphabet in upper & lower case.
 - Route Name and driving instructions shall be shown using capital letters in series D alphabet. Alphabets are defined in AS 1744-1975: Standard Alphabets for Road Signs.
- (b) Lettering shall never be less than 120 mm high on any tourist sign and capitals should normally be:
 - (i) All 120 mm on A size signs, and
 - (ii) 160 mm Mod E with 120 mm D on B size signs.

9.2.7 DISTANCES

Distances on tourist service signs shall be shown as follows:

- (a) UP TO 500 METRES: In 100 metre increments.
- (b) BETWEEN 500 METRES AND 1 KILOMETRE: In 100 metre increments.
- (c) 1 KILOMETRE OR MORE: To the nearest kilometre.
 NOTES:
 - Distances in metres shall be shown as "xx m".
 - Distances in kilometres shall be shown as "xx km".

9.2.8 BORDERS

- (a) All tourist signs shall have plain borders which extend to the edges of the signs.
- (b) A plain border should generally be 1.25, and not more than 1.50 times the stroke width of the largest letters used on the sign, rounded to the nearest 5mm. Border widths for tourist signs should be:
 - (i) A size signs: Normally 25 mm, and not more than 30 mm.
 - (ii) B size signs: Normally 30 mm, and not more than 40 mm.

9.2.9 DESIGN VARIATIONS

Some variation in the design and/or layout of standard tourist signs may be required to suit a modular design system, or to adjust signboard shape to fit a location with space restrictions. All modified sign layouts must how ever comply with the following principles:

- (a) The specified colour coding, standard traffic guidance legends, and standard symbols must be used.
- **(b)** The minimum legend sizes specified for standard tourist signs must be used.
- (c) Message lengths must be compatible with the reading time available to drivers, at the prevailing traffic speed.
- (d) All signs must be designed in accordance with the methods detailed in Sect ion 9.8 of this Manual: Design and Layout of Tourist Signs.

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9.2.10 EXAMPLES OF TOURIST SIGNS

(a) ADVANCE SIGNS

Scenic Lookout 300 m ON LEFT

(a)

Museum 300 m ON RIGHT

(b)

FIGURE 9.1: A TYPICAL TS-1 ADVANCE SIGN INDICATING A TOURIST FACILITY ADJACENT TO THE ROAD

Winery TURN RIGHT 300 m

FIGURE 9.2: A TYPICAL TS-2 ADVANCE SIGN INDICATING A TOURIST FACILITY ON A SIDE ROAD

(b) POSITION SIGNS



(8)

Tahi Rua

Falls

(E

2 km

FIGURE 9.3: TYPICAL TS-3 POSITION SIGNS INDICATING A TOURIST FACILITY



FIGURE 9.4: A TYPICAL TS-4 POSITION SIGN INDICATING A TOURIST FACILITY

9.2.11 EXAMPLES OF COMBINED TOURIST FACILITY-MOTORIST SERVICE SIGNS

Red Rocks Park
300 m 0N LEFT

The interpretation in the second se

FIGURE 9.5: A TYPICAL ADVANCE SIGN INDICATING A TOURIST FACILITY AND MOTORIST SERVICES

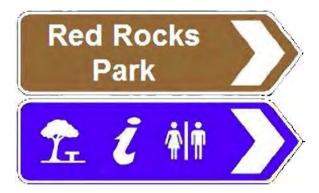


FIGURE 9.6: A TYPICAL POSITION SIGN INDICATING A TOURIST FACILITY AND MOTORIST SERVICES

Note: Figures on this page have been updated to new policy on lettering styles.

See paragraphs 9.2.5 & 9.2.6

9.2.12 APPROVED SYMBOLS FOR TOURIST SIGNS

Historically, symbols have not been used on Tourist Signs owing to the lack of an internationally agreed set.

Recently however, there have been moves to change this and some symbols have now been adopted for use in New Zealand. Symbols approved to date are shown below. No other symbols may be used.



Winery or Vineyard



Historic Places Trust property

9.3 PROVISION OF SIGNS

9.3.1 INTRODUCTION

- (a) Guidelines for signing tourist facilities are given in:
 - Section 9.4: Tourist Features.
 - Section 9.5: Tourist Establishments.
 - Section 9.6: Major Tourist Attractions.
 - Section 9.7: Named Routes.
- (b) When tourist signs are w arranted they must be provided in accordance with:
 - the sign provision conditions set out in Sections 9.3.2, 9.3.3 and 9.3.4 below, and
 - any additional sign provision conditions set out Sections 9.4, 9.5, 9.6 and 9.7.

9.3.2 GENERAL CONDITIONS FOR THE PROVISION OF TOURIST FACILITY SIGNS

- (a) Tourist facility signs must not be erected on the approaches to a community to advertise the facilities available in that community.
- **(b)** Tourist facility signs are not normally be provided when:
 - a facility is located adjacent to the main road and suitable advertising signing can be erected within the grounds of the facility, or
 - (ii) a facility is located adjacent to the main road and advertising signing erected on private property in advance of the facility has not been removed.

9.3.3 PROVISION OF ADVANCE SIGNS

- (a) Advance signs are not normally required in urban areas and on low speed roads. Advertising signs within the grounds of a tourist facility should be sufficient in these situations.
- (b) Advance signs may be provided in the following situations:
 - when a tourist facility is in an urban fringe area, and traffic speeds past the site exceeds 75 km/h,
 - when advertising or position signs at tourist facility locations do not provide adequate advance notice of them, or
 - if safety problems are likely to be caused by vehicles suddenly stopping, slowing down or changing lanes near the entrance or at side road turn-offs to a tourist facility.

NOTE: Advertising and position signs should be located so they are visible to approaching drivers for sufficient time to allow the safe completion of any manoeuvres necessary to enter the tourist facility, or to turn into the side road. This time is defined as:

"Approximately 15 seconds at the 8 5% travel speed on the main road".

(c) TS-1 or TS-2 signs are used to advise travellers of a tourist facility on the road ahead.

Advance signs must contain:

- a brief description of the tourist facility, and
- the distance to the facility or the turn-off to a facility on a side road.

NOTE: The standard 300 m distance may occasionally n eed to be varied, when a sign cannot be located at this position. In these cases actual distances should be rounded to the nearest 50 m.

Examples of advance tourist facility signs are illustrated in Figures 9.1 and 9.2.

9.3.4 PROVISION OF POSITION SIGNS

- (a) Position signs are not normally required for a tourist facility located adjacent to the main road when:
 - the facility is located in an urban area,
 - the facility is located on a low speed road,
 - · advance signs have been provided, or
 - advertising signs are erected on private property in advance of the tourist facility.

Signing within the gro unds of the facility itself should be sufficient to mark its location in these situations.

(b) TS-3 or TS-4 signs should be used to indicate the actual location of, or side road turn-off to, a tourist facility.

Position signs must be located:

- at, or directly opposite, the point of entry to a tourist facility located adjacent to the road, or
- in conjunction with the normal intersection direction signs at a side road turn-off, when the tourist facility is located on a side road.
 All tourist facility information shown on advance

signing must be repeated on the position sign.

- (c) Position signs should normally conform to the TS-3 layout, ie. a pointed end sign with a chevron direction indicator stripe.
 - A rectangular TS-4 sign with a direction arrow should be used when the direction to be followed is not at right angles to the main road.
- (d) Position signs at the turn-off to a tourist facility located on a side road should have the distance shown when the facility is I ocated more than 1 km along the side road. The distance must be shown as " km" and be positioned between the sign legend and chevron stripe or arrow directional indicator.

Figure 9.3 (b) illustrates a tourist facility position sign with a distance indication.

Examples of position signs for tourist facilities are illustrated in Figures 9.3 and 9.4.

9.3.5 SIGNING LIMITATIONS

In addition to the general conditions for providing tourist facility signing contained in Sections 9.3.2, 9.3.3 and 9.3.4, signs for tourist establishments may only be provided when:

- the facility, or advertising signs within the grounds of the facility itself, cannot be seen well in advance by travellers on the road, or
- the facility is located in an area where it is unlikely such facilities will exist.

9.3.6 SIGNS

(a) GENERAL

The sign legend should normally contain a *brief generic description* of the facility, eg. ZOO, MUSEUM, WINERY. An additional explanatory descriptor may also be added, when appropriate, eg. MOTOR (CAR) MUSEUM.

Where a significant tourist establishment is advertised by name that name may be used on signs for the facility, eg. RAINBOWS END. The generic description may also be used, when appropriate, eg. SOUTHWARDS CAR MUSEUM.

Where more than four tourist establishments need to be shown on a sign similar types of establishments must be aggregated and indicated with a generic plural descriptor, eg. WINERIES, MUSEUMS, etc, instead of showing each establishment name.

Typical signing for tourist establishments is illustrated in Figures 9.10 and 9.11.

(b) ADVANCE SIGNS

The general requirements for the provision of advance tourist signs are given in Section 9.3.3.

Advance signs should normally be provided for tourist establishments located on side roads.

Advance signs should only be provided for tourist establishments located adjacent to the road where there could be hazards arising from vehicles stopping, slowing down or changing lanes suddenly on the road near the entrance to an establishment.

(c) POSITION SIGNS

A position sign is normally required at the turn-off to a tourist establishment located on a side road.

Position signs are not normally required for tourist establishments adjacent to the road, unless:

- access to the site is complex, or
- it is impracticable to provide suitably visible signs within the grounds of the facility.

9.3.7 COMBINED DIRECTION, TOURIST AND MOTORIST SERVICE SIGNS

When combined direction, tourist and motorist service signs are required they should be provided and located in the following manner:

(a) ADVANCE SIGNS

- (i) An advance tourist sign shall be combined with the advance direction sign.
- (ii) When an advance motorist service sign is also required it may: be located prior to the advance direction sign. by at least 100m.
- (iii) If there is no guide signing the advance tourist sign may be combined with the advance motorist service sign.

A typical lay out for a combined sign of this type is illustrated in Figure 9.5

(b) POSITION SIGNS

- A tourist position sign should normally be mounted immediately below the intersection direction sign, and on the same supports.
- (ii) When a motorist service sign is also required the following layout should be used:
 - 1 The tourist position sign is mounted immediately below the intersection direction sign, and on the same supports.
 - 2 The motorist service position sign is located slightly in advance of the combined intersection direction or tourist position sign.
- (iii) If there is no guide signing the motorist service position sign may be mounted immediately below the tourist sign and on the same supports.

A typical layout for a sign combination of this type is illustrated in Figure 9.6

9.4 TOURIST FEATURES AND ESTABLISHMENTS

9.4.1 ELIGIBILITY FOR TOURIST SIGNING

The following criteria have been developed to assist in determining whether a tourist facility is eligible for tourist signs. Eligibility for tourist signs does not entitle the placement of a sign on the road. Application for the installation of a sign must be made to the relevant road controlling authority which, in making a decision, will include an assessment of the following criteria which have road safety and road efficiency implications.

9.4.2 GENERAL CRITERIA FOR SIGNING

In order to qualify for tourist signing, the facility should:

- a) Have tourism as a core business focus:
- b) Provide a definite tourism experience in addition to, or as part of, any commercial/retail activity (ie the experience must be for the purpose of education, physical adventure, cultural development, demonstration of the manufacture of goods, or demonstration of crafts, as distinct from retail sales or other major use of the premises, and must be available on a regular basis at all times when the establishment is open);
- c) Have all relevant government and council licences and approvals to operate as a tourist facility
- d) Be open to the public without prior booking during the facility's normal opening hours;
- e) 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 attraction is open;
- g) Display clearly at the entry point the days and hours of opening;
- h) Provide clean and conveniently located toilets, including those suitable for disabled users;
- Provide adequate all weather off-street parking, including dedicated spaces for disabled visitors, also for coaches and other large vehicles if such vehicles are ever expected;
- j) Have an entrance to the above parking which is in a safe location and designed to appropriate standards for the amount of traffic using it and the traffic volume along the state highway in the vicinity;
- k) Have information about the facility available at nearby and regional visitor information centres, with opening hours, admission prices, location and directions;
- Promote the location and clear directions to the facility to visitors from outside the local area, utilising electronic and print media;
- m) Be appropriately signed within the property line, including clear indication about parking, so that it is easily identifiable to passing road users; and
- n) Meet any specific criteria for the appropriate category of tourist attraction detailed below.

9.4.3 SPECIFIC CRITERIA FOR SIGNING

Animal and bird parks, zoos and aquariums

To be eligible for signing, these facilities should meet all the criteria in paragraph 9.4.2 and

- (a) Provide supporting literature and interpretive materials for visitors; and
- (b) Provide suitable protective fences/screens as appropriate to ensure the safety of visitors.

Art galleries, antique galleries and craft outlets

To be eligible for signing, these facilities should meet all the criteria in paragraph 9.4.2 and fulfil any two of the following specific criteria:

- (a) Feature a resident artist/craftsperson;
- (b) Display a production process, together with associated explanatory information;
- (c) Provide exhibition space of more than 50 square metres;
- (d) Arrange fresh exhibitions several times a year; or

Botanic gardens and arboretums

To be eligible for signing, these facilities should meet all the criteria in paragraph 9.4.2 except (I) and (m) and;

- a) Provide supporting literature and interpretive materials for visitors; and
- b) Provide and maintain signs, markers and shelter appropriate for the expected use of the facility.

Museums and historic properties

To be eligible for signing, these facilities should meet all the criteria in paragraph 9.4.2 and;

- (a) Be registered with the Historic Places Trust or other relevant affiliation if appropriate; and
- (b) Provide supporting literature and interpretive materials for visitors which might be appropriately provided on a permanently displayed board.

National and regional parks and geographical features (including look outs)

To be eligible for signing, these facilities should meet all the criteria in paragraph 9.4.2 except (I) and (m) and;

- a) Provide and maintain shelter and picnic facilities appropriate for the expected use of the park or feature; and
- b) Provide and maintain signs or markers to trail blaze pathways and exits as appropriate.

Except that small unstaffed facilities, eg look outs, would not be expected to have infrastructure such as toilets, demonstrations, advertising etc.

Outdoor recreation, adventure sports and theme parks

To be eligible for signing, these facilities should meet all the criteria in paragraph 9.4.2 and

a) Appropriate warnings about the risks involved in participation in the activities provided as part of an approved health and safety policy.

Primary and secondary industry based attractions

These attractions include factories, manufacturing plants and agricultural operations. To be eligible for signing, these attractions should meet all the criteria in paragraph 9.4.2 except (f) and;

- a) Be open during normal business hours 5 days a week, and preferably on weekends;
- b) Provide guided tours to the general public at advertised times;
- c) Display high quality interpretive materials of the relevant agricultural or industrial process; and
- d) Where appropriate, provide sampling of the product available as part of the visitor experience.

Wineries and breweries

To be eligible for signing, these facilities should meet all the criteria in paragraph 9.4.2 and;

- a) Hold a current operating licence which permits sales direct to the public;
- b) Have a purpose built facility for product tasting; and
- c) If part of a regional group of facilities (eg a wine trail), provide maps of other similar facilities in the area.

Note that establishments meeting all criteria but only open on weekends and public holidays may apply for signing that is only displayed during opening hours.

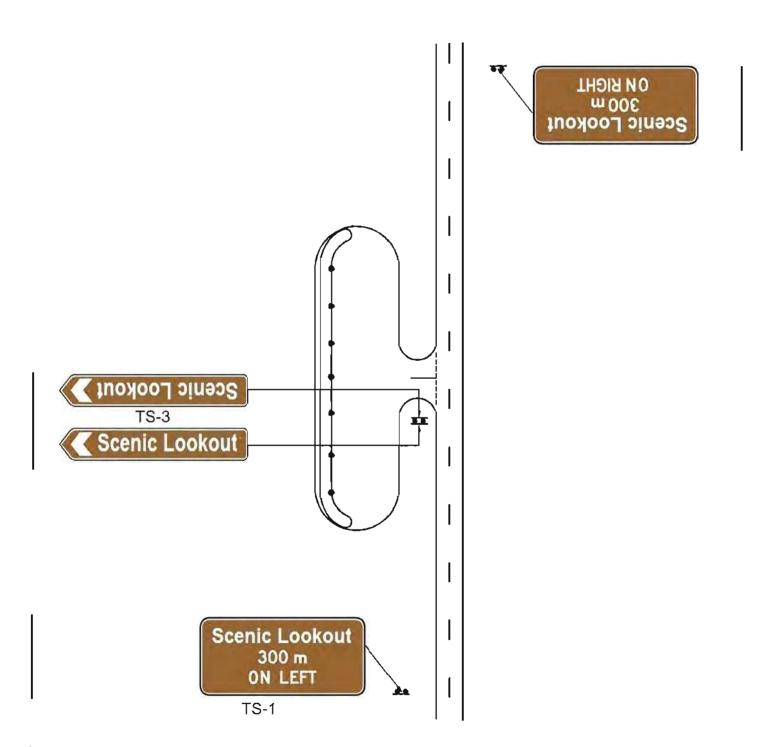
9.4.4 SEASONAL ATTRACTIONS

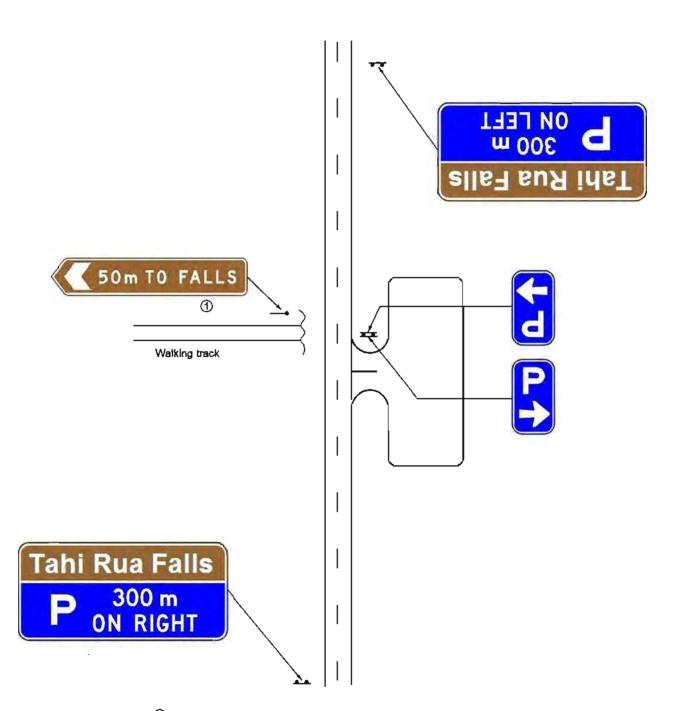
Attractions that close for part of the year may be eligible for tourist signs if:

- a) During the part of the year they are operating, they meet all the relevant criteria above;
- b) The nearby and regional visitor information centres are notified and make available details of the restricted opening; and
- c) Any signs installed are closed, covered or removed during the times of the year when the establishment is closed.

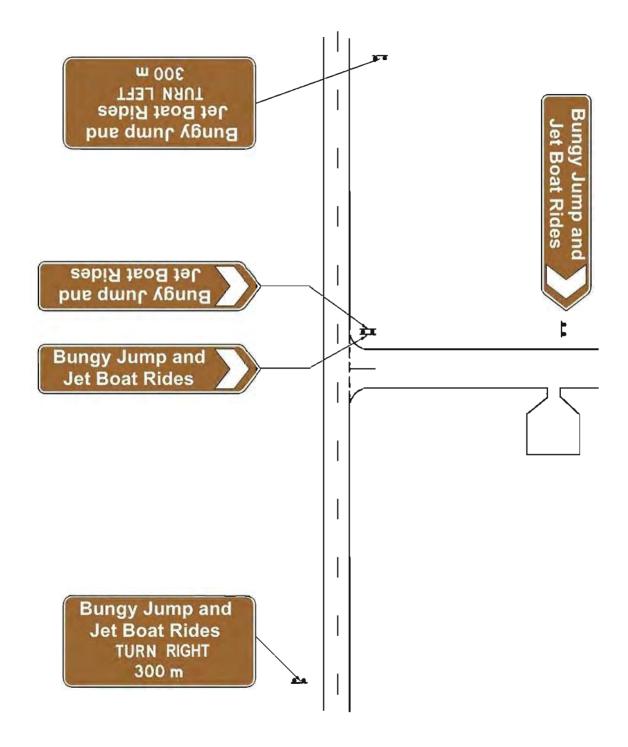
9.5 SIGNS

Typical signs for various features and establishments are shown in Figures 9.7 to 9.11.



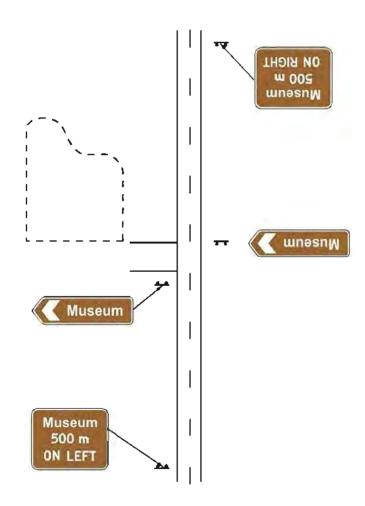


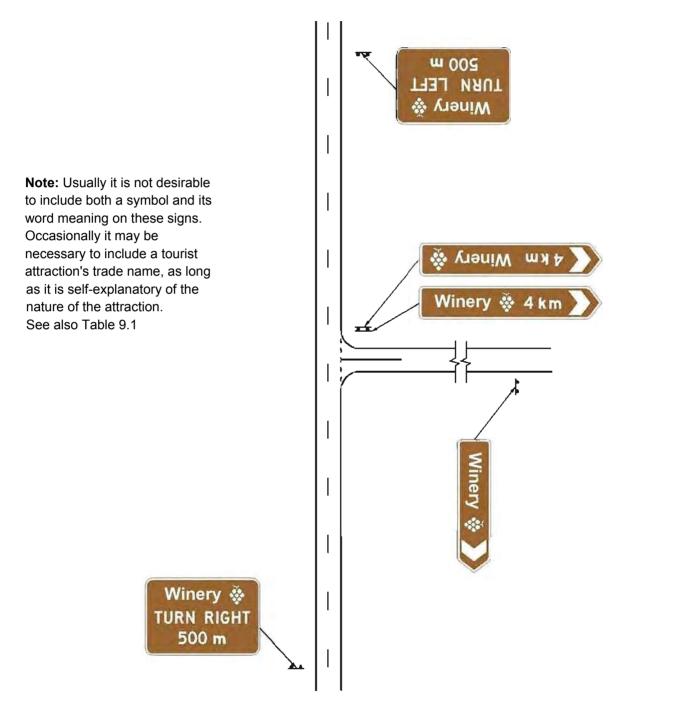
① NOTE: A pedestrian direction sign may be used instead of the sign shown.



TYPICAL SIGNING FOR A TOURIST ATTRACTION ON A SIDE ROAD

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TYPICAL SIGNING FOR A TOURIST ESTABLISHMENT ON A SIDE ROAD

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9.6 MAJOR TOURIST ATTRACTIONS

9.6.1 INTRODUCTION

(a) The tourist facilities listed and described in Table 9.1 below are considered to be Major Tourist Attractions.

A major tourist attraction should normally have:

- full standard guide signing as a destination in its own right, and
- may have additional TS-5 special tourist information signs.
- (b) Other tourist facilities may be classed as major tourist attractions when they are considered to be as important as those listed and described in Table 9.1.

The following basic conditions should be used as a guide when assessing a tourist facility for recognition as a major tourist attraction:

- Does the facility have any historic or cultural value?
- Will there be an increase in the volume of tourist traffic attracted, or likely to be attracted?
- What is the evaluation of it's value by Tourism NZ or the Tourism Industry Association NZ?

ATTRACTION	GUIDELINES FOR SIGNING				
Regional tourist area	The area shall be similar in scope to areas such as Bay of Islands, Coromandel Peninsula, etc., which are regional tourist areas in their own right, see Note 1.				
Major tourist establishment	A significant tourist facility, or the aggregation of similar facilities, see Notes 1 and 2.				
National or Regional Park	Tourists shall be catered for within the park.				
Major water storage	(a) Recreational facilities shall be provided for tourists; and				
and/or aquatic resort area	(b) A significant number of visitors must be attracted on a typical weekend day, or holiday, in the appropriate season.				
Alpine resort	As for aquatic resort areas, see Note 3.				
Historic town	The town shall be recognised and listed by the appropriate authority, see Note 4.				
Other attractions	The attraction shall meet the requirements of Section 9.6.1 (b).				

NOTES:

- 1 Where the area is large and includes a number of major destinations, primary directions shall be given to the major destinations using standard guide signing. Tourist information signs may be used to supplement the standard guide signing.
- Where an attraction meets the requirements by virtue of the aggregation of a number of similar facilities in one area, eg. wineries, few or none of which would meet the signing requirements individually, the signing at minor intersections shall be limited to a district name and the type of facility in the plural, eg. "Rutherglen Wineries". The names of individual facilities shall not normally be shown on these signs.
- 3 The signed destination shall be the principal name of the resort complex.
- 4 The legend "(Name) Historic Town" shall be shown on signs for these places. Separate signing for individual tourist facilities within, or associated with, the town shall not be provided until travellers reach the town.

9.6.2 SIGNING

(a) MODIFIED GUIDE SIGNS

Major tourist attraction names should normally be included on standard guide signs as if they were a normal stage or destination name. In these cases guide signs should have:

- the standard white on green guide sign colour scheme, and
- panel(s) containing the major tourist attraction name in the white on brown tourist colour scheme. These panels should have white borders to separate them from the standard green sign background.

(b) SPECIAL SIGNS

(i) Welcome to Signs:

"Welcome to _____" signs may be erected on state highways when:

- a regional council or territorial local authority wants to identify entry to a tourist region, or
- a territorial local authority wants to identify entry to a significant town.

"Crest or Logo"

WELCOME TO

"Region or Town name"

"Brief slogan"



FIGURE 9.12: A TYPICAL LAYOUT FOR A "WELCOME TO" TOURIST INFORMATION SIGN

"Welcome to _____" signs are not considered suitable to mark the boundary of a territorial local authority because these boundaries have little significance for tourists. The use of an IG-13 District Boundary sign is more appropriate in these situations.

A tourist region may be a full regional area or a sub-region within which tourist activity is concentrated. "Welcome to _____" signs should be erected at or near the boundaries of these areas.

"Welcome to _____" signs should not exceed 3 m by 1.5 m in size. They may bear the crest or logo of the requesting authority, the words *Welcome to*, the region or town name and, if required, a brief one line promotional slogan, eg. Rose City of New Zealand.

When appropriate the location of information facilities should be show n on supplementary panels located immediately below the "Welcome to _____" signs. These panels s hould contain an S10 " i" information symbol, the word MAP, BAY or CENTRE and the distance to the information service facility. Motorist service signing should provided in the immediate vicinity of the information service facility, refer Section 8.5.4 of this Manual: Information Services, for full details of signing for these type of facility.

(ii) SPECIAL TOURIST INFORMATION SIGNS:

Special tourist information TS-5 type signs may be provided in advance of standard guide signing, for turn-offs to areas where there are many different tourist attractions. This type of sign is recommended to control the proliferation of individual tourist facility signs that can otherwise

A maximum of five (5) special attractions and five services may be listed in the central and bottom panels.

Since special tourist information signs often contain a large amount of text legend and they should not be located where drivers could be distracted at a critical position on the road, ie. too close to the normal direction signs provided for an intersection.

When it is required to provide more detailed information about a tourist area a special information service facility should be provided a short distance beyond a special tourist in formation sign. Refer to Section 8.5.4 of this Manual: Information Services for more details of these types of facility.



FIGURE 9.13: A TYPICAL TS - 5 SPECIAL TOURIST INFORMATION SIGN

Note: Figures on this page have been updated to new policy on lettering styles. See paragraph 9.2.6

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TS-5 type signs may be considered for use at:

- state highway or major local road intersections where the side road forms the primary route into a regional tourist area, and
- state highway or major local road intersections where it is known that significant numbers of travellers unfamiliar with a major tourist attraction will require directions to it.

9.6.3 TOURIST AREA LOGOS

A logo commonly used to identify a national or regional tourist area may be displayed on special tourist information signs directing motorists to that area.

A smaller version of the logo may also be incorporated into signs identifying places of interest and tourist facilities throughout the region, to continue the tourist theme. Signs qualifying for this type of treatment include:

- "Welcome to " signs, and
- signs for tourist features and establishments, etc.

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9.7 NAMED ROUTES

9.7.1 Description

A named route is a continuous trail blazed length of state highway and/or local road which has special scenic attractiveness, links a series of cultural or historic places or tourist establishments fitting a particular theme.

It may be any of the following routes described in the previous issue of MOTSAM Part 1 section 9.7:

- (a) A tourist or scenic drive
- (b) A touring route
- (c) A named state highway
- (d) A heritage trail.

A named route must be agreed to by all the Road Controlling Authorities involved and be supported by local, regional or national tourism organisations as appropriate. Such organisations would be expected to market the route through information centres, electronic and print media as opportunity is available.

The name chosen for the route should be short, memorable and reflect the features or theme of the route. To avoid confusion on routes that do not wholly follow a state highway, use of the word "highway" in those route names must be avoided. If a logo is used for a route, it must be simple and clear and without fine detail. See figures 9.15 and 9.19 for examples.

Some existing tourist/scenic drives use a number shield instead of a logo to identify them in accordance with brochures available at relevant information centres. See figure 9.14 for an example.

Signing of each route must be clear, including start and finish points, and route guidance at every key intersection. If promoted as a significantly longer alternative to the normal through route, the extra length should be made clear.

Named routes should be arranged such that they do not overlap or run concurrently along any section of road or state highway.

9.7.2 Sign Design

Sign Colour

- Signs for named state highways shall have generally white legend on a green background. The route name should be shown with black capital letters within a white panel located appropriately on the sign. Examples are shown in figure 9.21.
- Signs for other named routes shall have white legend on a brown background, except that where trail
 blazing is done using only the route's logo (or tourist drive number shield), such logos may be
 included in the appropriate panels of standard white on green or white on blue guide signs.
 Examples are shown in figures 9.18, 9.19 and 9.20.
- All signs shall be fully reflectorised and conform to the general design, size and placement details as described under Guide Signs, MOTSAM Section 7.

Sign Legend

- Generally, route names and driving instructions shall be shown in all upper case letters and destination and attraction names shall be shown in lower case letters with leading capitals.
- Lettering sizes shall be as described under Guide Signs, MOTSAM Section 7.

9.7.3 Advance Information Signs

These provide advance notice of the start of a named route. Advance Information Signs should be located about 500 metres before the advance direction sign for the intersection at the commencement of the route, or before its actual commencement if there is no intersection there.

The sign would announce the name of the route and its logo; the route's features or attractions in no more than 4 symbols or 6 words; and if appropriate its length or extra length. The symbols used must be approved ones from either the Land Transport Rule: Traffic Control Devices, as amended, or NZS 8603: Outdoor Recreation Symbols.

Except for named state highways, these signs shall have reflectorised white lettering on a reflectorised brown background.

For named state highways these signs are optional, but if used shall have reflectorised white lettering on a reflectorised green background.

9.7.4 Advance Direction Signs

Normally it will be sufficient to include just the logo of the named route alongside the relevant destination names on standard advance direction signs along the way. The logo should be to the right of any state highway shield that is included.

Alternatively it may be appropriate to show the name of the route, along with its logo, in a stand-alone brown panel with turning instructions. Occasionally for clarity it may be necessary to include the name of the route, as well as its logo, in the appropriate place on a standard advance direction sign.

For named state highways the route name shall be shown in black capital letters on a reflectorised white panel inserted in the appropriate place on the standard advance direction sign as shown in figure 9.21.

9.7.5 Intersection Direction Signs

Normally it will be sufficient to include just the logo of the named route alongside the relevant destination names on standard advance direction signs along the way. The logo should be to the right of any state highway shield that is included.

If at a particular intersection the name of the route has been added to the advance direction sign, it may also be added to the intersection direction sign there.

Alternatively it may be appropriate to show the name of the route, along with its logo, in a stand-alone brown panel with a direction arrow as appropriate.

For named state highways the route name shall be shown in black capital letters on a reflectorised white panel inserted in the appropriate place on the standard intersection direction sign as shown in figure 9.21.

9.7.6 Confirmation Direction Signs

Where standard confirmation direction signs are installed, it will normally be sufficient to include the logo of the named route at the top of the sign and to the right of any state highway shield shown.

For named state highways the route name shall be shown in black capital letters on a reflectorised white panel inserted beneath the state highway shield on the standard confirmation direction sign as shown in figure 9.21.

9.7.7 Route Marker / Trail Blazer Signs

These are signs containing only the logo of the named route (or tourist drive number shield) and are used in a similar way to state highway shields to mark the route and provide confirmation to drivers that they are still following it. They should be of similar size to state highway shields and installed in a similar way and at similar spacing to them. Refer to section 7.8 of Part 1 of this Manual for details of state highway shields.

Where both are appropriate along a route, then the named route markers shall be installed on the same posts as the state highway markers and below them.

For named state highways, the route marker is the standard state highway shield installed in the normal way.

9.7.8 Route Ends Signs

At the end of a named route, a Route Ends sign is necessary. These show the route name and/or logo located above the word "ENDS" on a stand-alone sign. If the end of the named route coincides with the end of a state highway, then the state highway shield must be included to the left of the logo.

Sign background colour shall be reflectorised green for named state highways or reflectorised brown for others.

9.7.9 Information Kiosks

Where it is deemed desirable to advertise and describe the attractions along a named highway in more detail than is possible using 4 symbols or 6 words as allowed above, then the installation of an information kiosk with a map should be considered. Such a facility should be erected in, or alongside, a suitably sized parking area designed for the purpose.

A special sign showing the name and/or logo of the named route with an "i" information symbol and appropriate arrow should be erected at the entrance to the parking area for the facility.

9.7.10 Application and Approval

The above paragraphs outline the general policies around Named Routes, however any new proposal to install such a route involving any state highway, or any significant alteration to an existing one, must be referred to the National Traffic and Safety Manager to ensure that consistency is maintained.





Figure 9.14 TYPICAL TOURIST DRIVE SIGNS



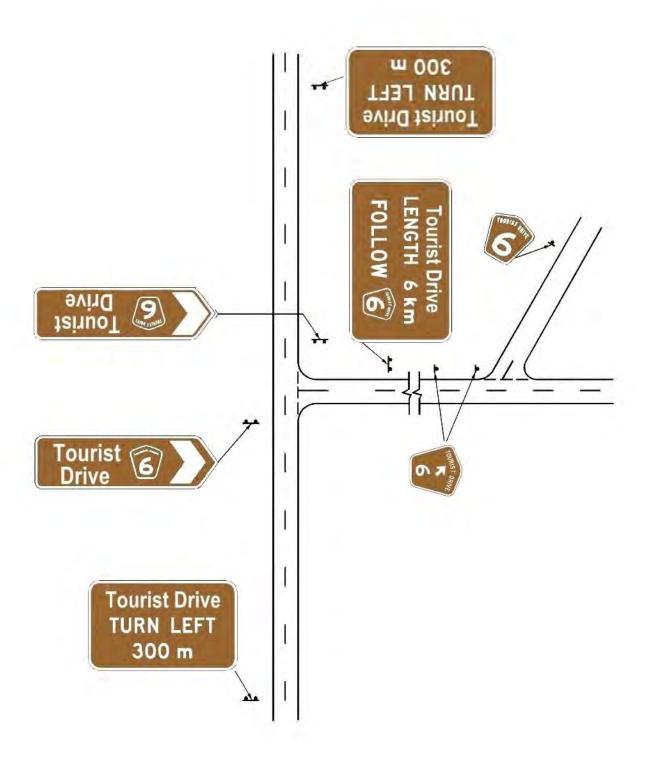






Figure 9.15 TYPICAL NAMED ROUTE SIGNS

(Note: Figures 9.16 and 9.17 do not exist in this issue of section 9)



PACIFIC COAST HIGHWAY



TURN LEFT 300 m

No more than 4 symbols, or 6 words in lower case on 2 or 3 lines, describing the route's attractions

(a) A TS - 5 SPECIAL ADVANCE INFORMATION SIGN TO INDICATE THE START OF A TOURING ROUTE

PACIFIC COAST HIGHWAY



(b) TOURING ROUTE CONFIRMATION SIGN

TOURING ROUTE SIGN DETAILS:

1. COLOURS: Sign background:

2. LETTERING: Main legend:

reflectorised brown 160 Series D or E, reflectorised white 3. ROUTE SYMBOL: to fit wi

to fit within a 312 x 312 mm panel

4. SIGN BORDER:5. DIVIDING LINE:

40 mm., reflectorised white 25 mm, reflectorised white



(a) STATE HIGHWAY ADVANCE DIRECTION (AD) SIGN



(b) INTERSECTION DIRECTION (ID) SIGN



(c) CONFIRMATION DIRECTION (CD) SIGN

STATE HIGHWAY SIGN DETAILS:

1. COLOURS: Sign background Destinations direction indicators, dividing lines

and sign border SH shield (312 x 312 mm)

reflectorised white reflectorised white number and borde**r on** a red bac**kg**round

black

reflectorised standard oreen

Touring route symbol: Route name panel,

panel 240 mm deep reflectorised white

Route name:

to fit within a 312 x 312 mm panel

2. LETTERING:

Destinations: reflectorised white, 160 Mod E black 120 Series D SH name

3. DIRECTION ARROWS: 250 x 220 mm 4. SIGN BORDER: 40 mm. 25 mm

5. DIVIDING LINE:





(b) INTERSECTION DIRECTION (ID) SIGN



(c) CONFIRMATION DIRECTION (CD) SIGN

STATE HIGHWAY SIGN DETAILS:

1. COLOURS: Sign background Destinations direction indicators, dividing lines and sign border

reflectorised standard oreen

SH shield (312 x 312 mm)

reflectorised white reflectorised white number and border on a red background

Touring route symbol:

to fit within a 312 x 312 mm panel

Route name panel

240 mm deep reflectorised white panel black

Route name

5. DIVIDING LINE:

4. SIGN BORDER:

2. LETTERING:

Destinations: reflectorised while, 160 Mod E black, 120 Series D SH name

3. DIRECTION ARROWS: 250 x 220 mm 40 mm. 25 mm

9.8 DESIGN AND LAYOUT OF TOURIST SIGNS

9.8.1 INTRODUCTION

This section details the method recommended for the design and layout of tourist signs.

Tourist and guide signs serve similar functions. The general principles used for the design and lay out of guide signs can therefore also be used for tourist signs.

Tourist sign details are specified in Section 9.2: Sign Details.

9.8.2 LETTER STYLE AND SIZE

(a) LETTER STYLE

The name of the place or attraction being signposted shall use Modified Series E alphabet in upper & lower case. Driving instructions shall be shown using capital letters in series D alphabet. Alphabets are defined in AS 1744-1975: Standard Alphabets for Road Signs.

(b) LETTER SIZE

Letter heights for tourist sign legends shall never be less than 120 mm high and capitals should normally be:

- All 120 mm on A size signs, and
- 160 mm Mod E with 120 mm D on B size signs.

(c) LETTERING MODIFICATIONS

Computer modified lettering may be used on tourist signs in special cases, but only with the consent of the road controlling authority.

When computer modified lettering is used the following rules must be followed:

- (i) The basic letter shapes of the AS 1744-1975 D or E alphabets must be used.
- (ii) The degree of horizontal expans ion or contraction must be uniform within any letter, or numeral, or within any set of characters.
- (iii) Letter or numeral stroke width must be uniform within any set of characters, and must be reduced or increased, in the same proportion as the horizontal reduction or expansion of the character.
- (iv) Spacings between characters must be altered in the same proportion as the horizontal alteration.
- (v) No expansion or contraction may exceed 15 percent of the design base letters for:
 - · character width,
 - · stroke width, and
 - the spacing between characters.

9.8.3 **LEGEND**

The legend on a tourist sign will vary according to its function and the amount of information to be shown.

The legend should normally be limited to a ba sic description of the tourist facility. Additional legend in the form of a local or generic name, eg. Tahi Rua, Museum, Zoo etc., may also be added, when appropriate. Too much legend will however significantly reduce a driver's ability to:

- read the message displayed in the time available, and
- act safely on the information received.

To reduce the overall length of a sign standard abbreviations should be used, eg. Rd for Road, St for Street, Ave for Avenue, etc.

9.8.4 DISTANCES

Distances given on tourist signs must be shown as follows:

- Up to 500 metres: In 100 metre increments.
- Between 500 metres and 1 kilometre: In 100 metre increments.
- 1 Kilometre or more: To the nearest kilometre.

NOTES:

- 1. Distances in metres must be shown as a "xx m".
- 2. Distances in kilometres must be shown as "xx km".

9.8.5 LAYOUT

- (a) Tourist sign details are given in:
 - Section 9.2.3: ColoursSection 9.2.4: Shape
 - Section 9.2.5: Size
 - Section 9.2.6: Letter Style and Size
 - Section 9.2.7: Borders
- **(b)** Typical detailed layouts for tourist signs are illustrated in:
 - Figure 9.19: TS-1 Signs
 Figure 9.20: TS-2 Signs
 - Figure 9.21: *TS-3 Sign*

SECTION 9: TOURIST SIGNS DESIGN AND LAYOUT OF TOURIST SIGNS

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(c) Normally, a tourist sign should conform to one of the typical layouts illustrated.

When a special sign is required the following rules apply:

(i) General:

The sign should be modell ed on the closest ty pical tourist sign layout.

(ii) Horizontal spacing between words on one line:

The spacing normally that would normally be used between the last letter in the first word and the first letter in the second word, if they were in a single word, plus the width of the letter ${\bf N}$.

(iii) Horizontal spacing between words and numbers:

Approximately the capital letter size of lettering used for words on that line.

(iv) A horizontal spacing of approximately 0.80 times the capital letter size of lettering used for the adjacent words shall be provided between:

- · a word and a direction arrow, or
- · a word and a route marker symbol, or
- a route marker symbol and a direction arrow.

(v) A horizontal spacing of approximately 0.65 times the capital letter size of lettering used for words in that line shall be provided between:

- · a word and a chevron direction indicator, or
- a route marker symbol and a chevron direction indicator, or
- a word and a route marker symbol, when the route marker symbol is followed by a chevron direction indicator.

(vi) Vertical spacing between lines of words:

Normally not less than 0.50 times the capital letter size of lettering in adjacent lines and increased to at least 0.75 times the capital letter size when:

- the upper line contains lower case letters which include descenders, or
- increased clarity or definition is required.

(vii) Distance units:

When numerals are followed by a unit indication, eg. 5 km, 300 m, 4 t, the unit shall be in Modified Series E lower case lettering.

Standard unit indication lettering details are:

- letter height should be approximately 66% of the adjacent numeral height, rounded to the nearest 5 mm, and
- the spacing between numerals and the unit indicator shall be 0.5 times the numeral height.

(viii) Top, bottom and edge spaces:

Spaces shall be measured from the legend to the inside of the border or internal dividing line, and they shall be determined as follows:

1 Top or bottom spaces between capital letters and a border, or an internal dividing line:

Generally 0.875, and not less than 0.40 times the size of adjacent capital letters.

2 Top or bottom spaces between a directional arrow or route marker symbol and a border, or an internal dividing line:

Not less than 0.40 times the size of adjacent capital letters.

3 Edge spaces between a border and the start or end letter of a single line legend:

Normally 1.0, and not less than 0.50 times the size of the capital letters of words in that line of legend.

Where the top or bott om space is greater than 0.50 times the size of the capital lett ers, end spaces should be at least 0.60 times the size of the capital letters.

4 Edge spaces between a border and the start or end letters of a two line legend:

Not less than 0.60 times the size of the capital letters of words in those lines of legend.

5 Edge spaces between a border and a directional arrow or a route marker symbol:

Approximately 0.80 times the size of the capital letters of words in the associated line of legend.

(d) All legend should be visually centred on a sign unless some special effect, eg. a directional bias, is required.

9.9 SIGN DESIGNATION, TYPICAL SIZES AND LAYOUTS

	Sign Number	Typical Size (see note below) (mm)					
TOURIST FEATURES OR ESTABLISHMENTS							
Advance:	Roadside mounted signs for features or establishments adjacent to the road, on the left or right		1100 x 800 2300 x 1100				
Advance:	Roadside mounted signs for features or establishments on a side road, to the left or right	TS-2A TS-2B	1100 x 800 2300 x 1100				
Position:	Pointed end signs with a chevron stripe	TS-3A TS-3B	2100 x 380 2700 x 630				
Position:	Rectangular signs with a directional arrow	TS-4A TS-4B	2300 x 380 3100 x 510				
MAJOR TOURIST ATTRA	CTIONS						
Special tourist information	TS-5	2400 x 3000					
TOURIST (SCENIC) DRIV	ES						
Route marker:	Arrow only	TR-1	360 x 360				
	Arrow and route number	TR-2	360 x 360				
	"End" and route number	TR-3	360 x 360				
Advance:	Tourist drive turn left (right) 300m	TR-4	1800 x 900				
Intersection direction:	Tourist drive, (number), chevron stripe	TR-5	2100 x 630				
Confirmation:	Tourist drive, Length "nn km". Follow "TR-2 Route marker symbol". (May also include road condition information, eg. length unsealed, etc.)	TR-6	1800 x 1100				

NOTE: The sizes listed are typical for average length sign legends. Longer legends will substantially increase sign sizes and may require a change in format, eg. feature or establishment name on two lines instead of one.

Sign designs and layouts should be adjusted so that signs fit on standard aluminium sheet sizes.