

SECTION 10

TOURIST SIGNS

June 2009

TOURIST SIGNS

June 2009

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10. TOURIST SIGNS

10.1 APPLICATION OF TOURIST SIGNS

This section of the Manual should be read in conjunction with Section 9: Tourist Signs of MOTSAM, *Part I: Traffic Signs* and sets out the requirements for signing tourist facilities in the immediate vicinity of a New Zealand motorway or expressway.

The provision of any tourist sign on a motorway or expressway is subject to it not impinging on the operational needs of the motorway or expressway and the availability of a suitable sign slot.

Any tourist facility located a reasonable distance (not exceeding 3km) along a side road may be signed subject to:

- (a) Patronage meeting the requirements of Section 9: Tourist Signs of MOTSAM, Part I: *Traffic Signs*; and
- (b) A traffic study demonstrating that the increase in vehicles using the signed motorway ramps will not adversely affect flows on the motorway; and
- (c) Written approval of the Road Controlling Authority; and
- (d) Trail blazing signs to an appropriate standard provided by the Territorial Local Authority from the motorway intersection to the tourist facility; and
- (e) Approval by the Road Controlling Authority, considering it to be a major regional tourist facility.

Tourist signs includes those for recreational and cultural interest areas that are attractions, or traffic generators, open to the general public for the purposes of play, amusement or relaxation used to refresh the body or mind (RECREATION) e.g. Rainbows End in Manukau City or for the training and refining of the mind, emotions, manners, taste, etc, (CULTURAL INTEREST) e.g. Auckland War Memorial Museum. Recreational attractions include such facilities as racetracks, theme parks, and parks, while examples of cultural attractions include museums and art galleries.

10.2 TOURIST FACILITY

A tourist facility is defined as a geographic feature, commercial enterprise or scenic route that is mainly of interest to tourists.

For signing purposes, tourist facilities have been grouped into four categories:

- (a) **Tourist Features** - sites visited by tourists.
- (b) **Tourist Establishments** - commercially operated enterprises that cater primarily for tourists.
- (c) **Major Tourist Attractions** - a major tourist resort.
- (d) **Tourist (Scenic) Drives and Touring Routes** - marked routes, usually scenic drives or roads connecting a number of tourist attractions and often in the form of a circuit.

Full details of these groups are given in MOTSAM, Part I: *Traffic Signs*, Section 9: Tourist Signs.

10.3 WORD DESCRIPTORS

There are no internationally agreed symbols for tourist attractions and only word descriptors shall be used on tourist signs.

Signs for touring routes, where the route is identified by a unique symbol or logo, may display both the route name and the symbol or logo. Examples are the 'Twin Coast Discovery' touring route shown in FIGURES 10.1 and 10.2 and the 'Thermal Explorer' touring route shown in FIGURE 10.3. It should be noted that:

- (a) The ID - 3 sign detailed in FIGURE 10.2 is located at a motorway/State highway interchange and not on the motorway.
- (b) The TR - 6 sign detailed in FIGURE 10.3 is located on an expressway.

Two Auckland tourist establishments, the 'Zoo' and the 'Museum of Transport and Technology' (MOTAT) are shown on an advance exit sign in FIGURE 3.10.

Tourist route symbols and logos should not dominate drivers' attention on motorways and expressways. The maximum height of a tourist symbol or logo shall, therefore, be 600 mm. This is the height specified for route markers on overhead mounted motorway and expressway signs.

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MI - 6

SIGN DETAILS

| | |
|----------------------|-----------------------------------|
| LEGEND: | Reflectorised white |
| BACKGROUND: | Reflectorised brown |
| BORDER: | Reflectorised white |
| LETTERS: | |
| Destinations: | |
| Initial capitals | Modified Series E 300 |
| Lower case | Modified Series E 225 loop height |
| Tourist Route Name | Series D 225 capitals |
| 'THIS EXIT' | Series E 200 |
| LOGO: | |
| Twin Coast Discovery | 572 x 572 |



NOTE: Ground mounted sign.

FIGURE 10.1 MI - 6 SUPPLEMENTARY DESTINATION SIGN

TOURIST SIGNS

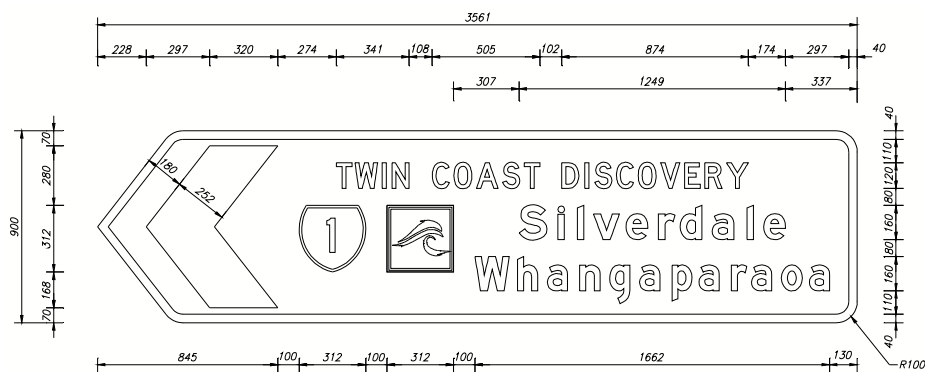
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ID - 3

SIGN DETAILS

| | |
|----------------------|-----------------------------------|
| LEGEND: | Reflectorised white |
| BACKGROUND: | Reflectorised brown |
| BORDER: | Reflectorised white |
| LETTERS: | |
| Destinations- | |
| Initial capitals | Modified Series E 160 |
| Lower case | Modified Series E 120 loop height |
| Tourist Route Name | Series D 120 capitals |
| LOGO: | |
| Twin Coast Discovery | 312 x 312 |
| ROUTE MARKER: | Refer to MOTSAM Part 1 |



NOTE: Ground mounted sign located at a motorway exit/state highway intersection.

TOURIST SIGNS

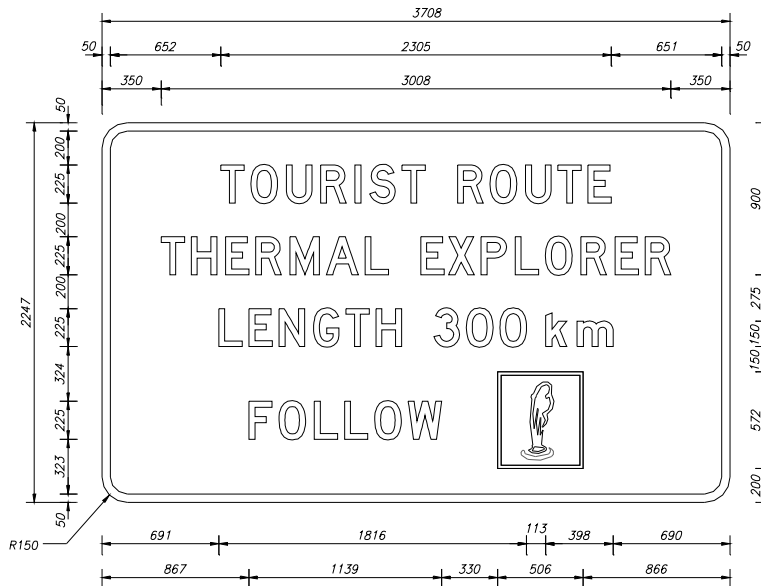
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TR - 6

SIGN DETAILS

| | |
|--------------------|-----------------------------------|
| LEGEND: | Reflectorised white |
| BACKGROUND: | Reflectorised brown |
| BORDER: | Reflectorised white |
| LETTERS: | |
| Tourist Route Name | Series D 225 capitals |
| Instruction | Series D 225 capitals |
| 'km' | Modified Series E 150 loop height |
| LOGO: | |
| Thermal Explorer | 506 x 572 |



NOTE: Ground mounted sign

FIGURE 10.3 TR - 6 CONFIRMATION SIGN