

19. Signage

Signs provide an important traffic control and information function throughout the towns and rural areas of the district.

The main categories of signs are:

1. Traffic Control Devices (traffic signs)
2. Advertising Signs
3. Street Name Blades
4. Tasman's Great Taste Trail Signs

Traffic Control Devices provide compulsory instruction, guidance and warning to road users. They contribute to a safe and efficient road network by ensuring that traffic is controlled by means of traffic signs that are safe, appropriate, effective and uniform and are applied in a consistent manner.

19.1 Purpose

This policy is intended to ensure that regulatory, way finding and advertising signs are appropriate for the location and installed correctly.

To ensure that signs do not detract from traffic safety by causing confusion or distraction to or obstructing the views of motorists or pedestrians.

19.2 Objective

The objective of this policy is to ensure that the Council meets its responsibilities in regard to installing and maintaining these signs including associated road markings on local roads within Tasman district.

- *Advertising Signs includes all other signs that are intended to be seen by road users. This includes signs located within the road boundaries or on private property near a road. The signs may be permanent, temporary, movable or vehicle mounted.*
- *Street Name Blades form an important part of the urban and rural road network aiding direction and wayfinding. Council has also adopted the Rapid Numbering system on Name Blades reducing the need for some direction signs.*
- *Tasman's Great Taste Trail Signs includes all direction, marker posts, information and advertising signs on Tasman's Great Taste Trail. The signs are all a consistent colour scheme so that they are readily recognisable as Tasman's Great Taste Trail signs. Direction and advertising signs to commercial activities are required to apply to the Nelson Tasman Cycle Trails Trust, and a fee may be applicable. Advertising from the trail is an important mechanism for the Trust to derive some income to cover maintenance and operation costs of the cycle trail.*

Note: All regulatory signs installed on State Highways or side and cross roads intersecting any State Highway are the responsibility of the New Zealand Transport Agency.

19.3 Road Safety Implications

The Traffic Control Devices Manual Traffic sets out principles that signs are an essential element of the road system. They are provided to aid the safe and orderly movement of traffic. The Manual provides guidance and indicates best practice to the transport industry and practitioners on the use of traffic signs and consistent use nationwide. The

manual refers to rules, provides standards and guidance on the use of traffic signs. However, practitioners should always apply sound engineering judgement to ensure that the use and installation of traffic signs are effective at a particular site.

19.4 Key Linkages

Traffic Control Devices:

- Land Transport Rule – Traffic Control Devices 2004 (including amendments); implemented via,
 - Traffic Control Devices Manual (New Zealand Transport Agency)
 - Note: The Code of practice for temporary traffic management (COPTTM) and any updates are included as Part 8 of the Traffic Control Devices Manual. Temporary Traffic Management signs are included in the included sign specification set.
- Land Development Manual
- Stock Control and Droving Bylaw 2022

Advertising Signs:

- Tasman Resource Management Plan (TRMP); specifically,
 - Chapter 11 – Land Transport Effects
 - Section 16.1 - Outdoor Signs & Advertising
- Tasman District Council Application for Tourist Symbol (<http://www.tasman.govt.nz/transport/roading/roading-policies-permits/tourist-signage/>)
 - Traffic Control Devices Manual Part 3 Advertising Signs (New Zealand Transport Agency)
- NZS 8603:2005 Design and Application of Outdoor Recreation Symbols
- Tasman District Council's Public Places Bylaw 2024.

Street Name Blades:

- Traffic Control Devices Manual Part 7 Street Name Signs (New Zealand Transport Agency)
- Tasman District Council Street Name Blade Specification (November 2011)
- AS/NZS 4819:2011 – Australian/New Zealand Standard Rural and Urban Addressing

Tasman's Great Taste Trail:

Tasman District Council Management Plan for Tasman's Great Taste Trail – June 2016 specifically:

- Tasman's Great Taste Trail OPERATIONS PLAN 1 December 2014

19.5 Policy

Traffic Control Devices:

Council is bound by the **Land Transport Rule: Traffic Control Devices 2004** which specifies the requirements for the design, construction, installation, operation and maintenance of traffic control devices, and sets out the functions and responsibilities of road controlling authorities in providing traffic control devices to give effect to their decisions on the control of traffic.

Council has adopted the Traffic Control Devices Manual (New Zealand Transport Agency) as the standard for signage on district roads to ensure compliance with the Land Transport Rule.

For State Highways within Tasman District, the New Zealand Transport Agency is the road controlling authority and all sign enquires other than for general advertising signage shall be directed to that authority. Note: For general advertising signs applicants will need to apply for resource consent from Council.

Council has adopted the guidelines contained in the Traffic Control Devices Manual to determine which type of sign either a STOP, GIVE WAY or uncontrolled intersection (no sign) is the most appropriate for the location.

All One Lane Bridges on all through roads and those no exit roads with traffic volumes greater than Twenty vehicles (20) per day shall be signed in accordance with the New Zealand Transport Agency Manual of Traffic Signs and Markings. All other roads may be signed where appropriate due to high vehicle operating speeds, lack of appropriate sightlines or high tourist numbers.

Note

Any roads referred to as tracks are not required to be signed to this standard such as the Braeburn Track.

All Intersection Direction Signs (IDS), Advance Direction Signs (ADS), Confirmation Direction Signs (CDS), Place Name Signs (PNS) and Street Name Signs will be manufactured, located and installed in accordance with the Traffic Control Devices Manual.

Additional Requirements:

- White legend with blue background (when signing Council Roads);
- The legend and background material will be High Intensity (HI) grade as a minimum standard;
- For rural road name blades inclusion of number range for RAPID addressing purposes.

Responsibility for Provision and Maintenance of Signage

As the road controlling authority for local roads, Council shall be responsible for the provision and maintenance of the following types of signs:

- Mandatory and Regulatory Signs
- Permanent Warning Signs
- Permanently installed Temporary Warning Signs for such things as ice or other natural hazards but excluding stock and truck crossing signs
- Directional and Information Signs at Major Intersections
- Destination Information and Road and Street Name Signs
- Motorist Services signs for public facilities
- General information signs for public amenities.

Note

Contractors working on the road are responsible for provision and maintenance of temporary traffic signs.

For all other types of signs all costs including maintenance shall be borne by the organisation or individual requesting the sign. These include but are not limited to:

- *Motorist Services Information for private facilities*
- *Presence of Tourist Interests*
- *Stock Signs*
- *Temporary Stock Signs*
- *Temporary / Permanent Truck Crossing Signs*
- *RAPID Numbers*

Applying for Signs

Motorist Service Signs are applied for on Council's attached form at the back of this policy entitled "Application Form for Tourist Symbol Sign".

General advertising signs shall managed through Council's Resource Consent process. Application forms are

available from Council's planning department.

RAPID Number signs are applied for through the Building Consent process.

Stock Crossing signs are required at all road stock crossings see Councils Transportation Policy "Stock Crossings at Grade"

For all other type of road signage enquires (including tourist facility signs) contact Council's Transportation team.

Comment

It is important to ensure signs meet design standards and are being installed in a location that is complimentary to, and not an obstruction to existing signage. It is important that signs do not create a hazard to the travelling public or create road safety issues. Too many signs create both visual pollution as well as confusion in differentiating between the traffic rules, safety messages and those superfluous ones promoting a tourist establishment.

Compliance with Traffic Control Devices Manual (New Zealand Transport Agency)

All signs, excluding general advertising signs, shall comply with the New Zealand Transport Agency Traffic Control Devices Manual, and be manufactured and installed by an approved manufacturer as per the RSMA Compliance Standard for Traffic Signs 2008.

Council will arrange for the sign to be manufactured at a competitive price, with its road network maintenance contractor installing the sign. An account will then be sent to the applicant by Tasman District Council for the cost of the sign and installation once the sign has been erected. A quote for the work can be provided before the work proceeds.

Comment

This will ensure the sign conforms to the Traffic Control Devices Manual and manufactured to the approved standard.

Temporary Warning Signs

All temporary signs shall be removed or folded down (if appropriate) when not in use.

Comment

When signs are left out beyond the period of intended use, road users become complacent and tend to ignore the signs.

Motorist Service Signs

These signs are for services which are commonly required by travelers and are located adjacent to the road or a reasonable distance along a side road.

Motorist service signs are not normally provided for commercial services in rural areas when the service is located adjacent to the road and;

- Suitable advertising signing is or can be erected within its grounds or
- Advertising signs are erected on private property in advance of the service facilities.
- To qualify for signing as a motorist service, accommodation facilities must be:
- Available to casual travellers for a considerable proportion of the year.
- Registered with an appropriate operators association e.g. HANZ, etc

Comment

It is inappropriate to direct visitors to temporary accommodation that may not be operating when they arrive.

Advertising Signs

These signs require resource consent. Applications for these signs are to be sent to the Resource Consents

section of Council's Environment & Planning Department.

The signs will be non reflective.

Real Estate Signs including auction or any other private sale or promotion signs are permitted subject to size, content and construction outlined in Council's Tasman Resource Management Plan and Public Places Bylaw 2024, providing they are on the frontage of the property for sale. Remote signage is not permitted on road margin due to them potentially restricting sightlines and thereby creating a hazard, they may also distract driver's attention from nearby traffic signs. No sale signs may be attached to any traffic sign including post or other street furniture (including bus stops).

Retail Displays and signs on Footpaths

Footpath displays require written permission from Council. No operator of a business shall place, erect, or establish any retail display on the public footpath or road. If written Council permission is provided for a display, no person shall establish on the footpath any display that poses a hazard to pedestrians due to its design or location, or that reduces the width of the footpath available to pedestrians to less than 1.8 metres.

Refer to Tasman District Council's Public Places Bylaw 2024 for full details.

Sandwich boards :

Sandwich boards are covered by our [Public Places Bylaw 2024](#)

Tourist Information Signs

Only certain types of tourist facilities qualify for this type of signage. The signs are generally white text on a brown background. Council follows the New Zealand Transport Agency Traffic Control Devices Manual guidelines as to when these signs are appropriate.

Rapid Numbers

Rural Residential Dwellings

All rural residential dwellings shall be issued with a Rapid Number. This shall be applied for as part of the Building Consent.

Non Rural Residential Dwellings

Non-residential buildings may be allocated a rapid number upon application to Council.

Comment

Rapid numbers enable emergency services to locate rural properties quickly. Halls, sheds etc may need to be located by emergency services.

One Lane Bridge Pavement Markings

Pavement markings shall only be applied where the approaches are sealed. Approaches to one lane bridges on known tourist and higher traffic routes and those frequently used by heavy traffic should ideally be sealed to reduce corrugations as well as enable a hold line and lead-in edge lines to be marked.

On high trafficked sealed routes the words "One Lane Bridge" shall be marked and directional arrows shall be marked on popular tourist routes indicating the direction of each departure lane (See Appendix for list of roads marked with arrows to date).

Comment

Directional arrows are useful where tourists travel in the same direction on the opposite side of the road in their own country, find themselves on a low trafficked road with few cues to remind them which side of the road to drive on.

Determining Which Approach Lane Should Give Way

Ideally a consistent approach should be taken as to which traffic direction shall give way on a route with a series of one lane bridges however, this needs to be weighed-up against other factors such as approach speeds and sight distances, vertical and horizontal alignment etc. In other cases where the route comprises only one or a few bridges then each priority should be determined on a case by case basis.

Comment

Ideally where approaching traffic has the highest speed or best sight line then it should be these drivers that give way as drivers on the other approach are most likely to slow and act cautiously where conditions are not ideal.

Other Options to Signage

Warning or regulatory signage is often requested due to a safety concern however, the sign itself is unlikely to address the core reason for the safety concern. A warning sign should be considered a last resort and must not replace good planning, design, safe road use or improvements where these are affordable. Vulnerable road users including parents and schools need to take responsibility to ensuring safe practices are followed and that young children are guided by an older person. It remains the parents' responsibility to judge if their child is old enough to be able to travel independently.

Where a warning sign is requested, and it is accepted as an appropriate response to the safety concern, but it is not a priority within Council's network wide safety budget, individuals may be prepared to pay for and maintain the signage themselves. In these instances Council's road network maintenance contractor should install the sign to ensure correct placement.

Applying for IDS, ADS and CDS Signs

Council shall determine on a case by case basis where these signs are appropriate. Generally these signs shall only be installed on major routes that lead to towns and tourist destinations where the route intersects with Arterial, Distributor and Collector Hierarchy Roads.

Comment

These signs are generally of significant size and cost and therefore are not appropriate on local roads.

Place Name Signs

Place name signs are only appropriate at the entrance point to significant settlements i.e. significant numbers of dwellings along the roadside where generally a speed limit will be in place.

Comment

Unless there is a real need to identify the settlement then the sign simply increases costs to Council for installing and ongoing maintenance..