



# Signage Guidelines

Asset Management and Systems

# 1. Guideline Definitions

**AC** – Auckland Council

**AT** - Auckland Transport

**ATCOP** - Auckland Transport Code of Practice

**AMP** - Asset Management Plan

**CAR** - Corridor Access Request

**CCO** – Council Controlled Organisation

**MOTSAM** - Manual of Traffic Signs and Markings

**NZTA**– New Zealand Transport Agency

**Road Corridor** has the same meaning as **road** in the Local Government Act 1974 (Section 315). In short, it covers the total area of land between road boundaries including:

- carriageway (formed road)
- footpath including kerb and channelling
- cycle ways, cycle paths
- walkways
- land that is legally designated as road but is not currently formed as carriageway or footpath

**SOI** – Statement of Intent

**TCD** - Traffic Control Device

**TCD Rule** – Land Transport Rule: Traffic Control Devices 2004

**Terminology** is used in this document to describe whether an aspect or statement is a requirement under law/mandatory or good practice:

- **Must** – indicates something that is mandatory or required by law
- **Should** – indicates a recommendation
- **May** – indicates something that is optional and may be considered for use.

## 2. Guideline Statement

The Mayor's vision outlines turning Auckland into the world's most liveable city by 2040. The Auckland Plan has identified that an efficient and integrated network of roads and public transport is vital to delivering this vision. As a Council Controlled Organisation (CCO), AT is responsible for delivering the region's transport services – from roads and footpaths to cycling, parking and public transport. Through the Statement of Intent (SOI) and to contribute to the achievement of priority areas and targets contained in the Auckland Plan, AT is required to prioritise and optimise investment across transport modes and related infrastructure.

AT has developed a set of guidelines to ensure that the transport services will be delivered on a consistent basis around the Auckland region. These guidelines identify the approach that AT will apply when managing the transport assets. The approach identified in the guidelines is cognizant with the Level of Service identified in the Integrated Transport Programme and Asset Management Plan (AMP).

The AT Signage Guidelines provide guidance on the installation of road signs within legal public roads. These guidelines are supported by current bylaws relating to the placement of signs within the road corridor and all signs not approved by AT will be removed.

### 3. Background

AT has responsibility for the transport related signage in the road corridor. The guidelines provide a consistent approach to the approval and installation of directional signage, as well as information relating to the colour and text to be used.

Other signage related to Council facilities such as Parks and Reserves, Libraries, Community halls, liquor ban areas fall under the management of AC. AC has also retained the responsibility for the naming and numbering of streets, however, the installation and maintenance of Street Name signs is the responsibility of AT.

### 4. Purpose and Scope

The main aim of road signs is to guide and aid the safe and efficient movement of road users. This is achieved by providing the following advance warning and information about road names, place names and directions. These guidelines also seek to provide a consistent regime to meet the expectations of road users and minimise the effects of visual clutter.

The purpose of the signage guidelines is to provide clarity and consistency in the approval and installation of the sign types throughout AT's road network.

While the guidelines focus on transport related regulatory, warning and directional signage, it excludes AC related directional signage which may be located within the road corridor. Signage relating to AC assets such as reserve areas and tracks/roads within park areas are the responsibility of AC.

These guidelines do not address street naming or property numbering. Under the Local Government (AC) Act (2009), AT is specifically excluded in Part 4 s 46 1 (c(i) and c(ii)) from naming or altering the name of a road, and numbering of the properties along a road. AC is empowered to allocate street names and numbers, and AT is predominantly concerned with proper maintenance to ensure street names and numbers are clearly legible from the AT system.

The objective of placing signs on roads is to guide and aid the safe and efficient movement of road users to their destinations, primarily when they are visitors to the area. To achieve this and make the roads safe, signs must be clear, concise and easy for road users to understand. With this in mind, signs should be kept to a minimum to reduce clutter at intersections, especially on high volume roads.

The use of road signs should be limited to those that are legally required by the Traffic Control Devices Rule (TCD Rule) and those that AT believes are essential for the guidance, safe and efficient movement of road users (see the Signage section of the ATCOP). Regulatory TDCs must be established through a legal process to be enforceable without the risk of challenge. TCDs covered by the bylaws must be resolved by the Traffic Control Committee (TCC).

The Signage Guidelines are aligned with the Street Amenities Guidelines. Technical specifications and engineering standards that relate to the installation and maintenance of signs are provided in the Signage section of the ATCOP.

## 5. Guidelines

### 5.1 Sign Types

There are three main types of signs typically found in the road corridor: regulatory, warning and advisory signs. The regulatory and warning signs may be temporary or permanent. All signs must be manufactured and installed in accordance with the Manual of Traffic Signs and Markings (MOTSAM), the Traffic Control Devices Manual (TCD Manual) and ATCOP.

Electronic signs, including Variable Message Signs can be used for all three main types of signs where appropriate, as described in ATCOP.

Through these guidelines and the guidelines on street amenities, AT is seeking to minimise street clutter and unnecessary signage contributes to the visual clutter. All signage to be located in the road corridor must take into account the existing clutter and visual impact.

Other signs include election hoardings, real estate and advertising signs, these are addressed in Section 5.5.

### 5.1.1 Regulatory Signs

Regulatory signs include general, parking, school zone signs and road user restrictions. There are two types of regulatory signs:

- Prohibitory – those indicating an action a road user must not take, e.g. no right turn.
- Mandatory – those indicating an action a road user must take, e.g. turn left.

Regulatory signs must be installed to instruct road users of a requirement, restriction or prohibition on traffic at the locations described in the TDC Rule and in the Signage section of the ATCOP.

### 5.1.2 Warning Signs

Warning signs include both permanent and temporary signs and they must comply with the TDC Rule.

#### Permanent

Permanent warning signs must be installed at any place where special care or reduced speed is appropriate, and in particular, consideration needs to be given in terms of appropriateness, for example near the entrance to a school, kindergarten, preschool centre or hospital.

#### Temporary

Temporary warning signs are required where a temporary risk is likely to arise at any place on a road, which may cause:

- Damage to the public or to road workers; or
- Damage to the road.

Temporary signs must be installed in accordance with the Code of Practice for Temporary Traffic Management (COPTTM), incorporated into the TCD Manual. Approval for a temporary sign must be obtained through the CAR process.

### 5.1.3 Advisory Signs

Advisory signs include the following hierarchy of traffic sign types throughout AT's road network:

- Street Name Signs (SNS) or signs that inform road users of the name of the street,
- Guide Signs (GS) or signs that inform and guide road users through the road network, (including advance direction signs (ADS) that are placed on the approach to a junction showing where to turn), and variable message signs (VMS) that provide traffic information for a variety of situations including emergencies, construction, and road closures,
- Tourist Signs (TS) or signs that identify the location of recognised tourist facilities,
- Service Signs (SS) or signs that identify services which are commonly required by travellers and are located adjacent to, or within reasonably close proximity to the road, and
- General Interest Signs (GIS), formerly known as fingerboard signs or signs that identify the location of recognised amenities and facilities of general interest.

AT has applied a specific hierarchy to prioritise these sign types to ensure that low priority signs such as General Interest Signs are not installed at the expense of essential signs such as Street Name Signs. The hierarchy also ensures a consistent arrangement of signs on any post or pole with the highest priority signs (SNS) at the top and the lowest priority signs (GIS) at the bottom. Further details are included in the Signage chapter of ATCOP.

## 5.2 Colour, Text and Shape

An important element of road signage is consistency, particularly in terms of sign colour, text, and shape:

- Street Name Signs (SNS) must show a white legend on a green background,
- Guide Signs (GS) must show a white legend on a blue background,
- Tourist Signs (TS) must show a white legend on a brown background, and
- General Interest Signs (GIS) must show a green legend on a white background (the inverse of SNS).

The size, shape and text used on the road signage must be in accordance with the provisions identified in the Signage chapter of the ATCOP.

### 5.3 Number and Location of Signs

The number of signs that can be supported by a pole depends on the number of directions the signs are facing. The maximum number of signs on a pole must be in accordance with the TCD Manual and the ATCOP.

Signs must be located where they are visible over a distance appropriate to the operating speed of the approach road concerned. The location of new columns for signage purposes must be in accordance with the AT Street Amenities Guidelines and the Signage section of the ATCOP.

Project owners and developers should be aware that if signs are mounted on power poles then these may not be reinstated if the power pole is replaced by Vector or the power is undergrounded. The sign would then be lost as Vector has no obligation to re-erect the sign or return it to AT.

### 5.4 Reflectivity and Illumination

To ensure that signs are always easily visible and recognizable on roads in both day and night time, the retro-reflective material must be used in regulatory signs, warning signs and street name signs. It is important that the minimum retro-reflectivity requirement is maintained and the assessment is done regularly by way of routine inspections and measurements. Where signs are upgraded along a route, consideration should be given to providing consistent reflectivity for the signs.

Where a traffic sign may be made more visible to road users through the use of an artificial light source, the brightness of an illuminated sign should be controlled as detailed in the ATCOP. An excessive lighting of signs should be avoided as it may create difficulties in a road user's perception of the message or nuisance to residents.

### 5.5 Other Signs

#### 5.5.1 Election Hoardings

The AT Election Signs Bylaw (2013) and subsequent amendments identifies the approved locations, density, timing and size of signage used for election purposes. The signs must:

- not obstruct the safe line of sight of any pedestrian crossing, corner, bend, intersection, vehicle crossing or private entrance, nor obscure any traffic control device;
- not be displayed on footpaths, road medians, roundabouts, traffic islands or any other traffic separation structure or kerbed projection;
- be free-standing on their own dedicated structure and must not be attached to any building, tree, litter bin, street furniture, traffic control device, bus shelter, public toilet, power pole, light pole or telephone pole, or post.

#### 5.5.2 Real Estate and Advertising Signs

Provisions relating to real estate and other advertising signage are provided in the relevant legacy bylaws and District Plans until these are united under a new AC bylaw on Signage and an operative Auckland Unitary Plan.



## 5.6 Unauthorised Signs

Many of the legacy Councils had bylaws relating to the installation of unauthorised signs in the road corridor, and in most instances, these remain in place until replaced by a new AC bylaw on Signage.

Only signs approved by AT in accordance with the existing bylaws, may be installed within the road corridor.

All unauthorised signs, including signs on trailers located within the road corridor and advertising placed on grass berms, must be removed immediately by the installer or risk being removed by AC or AT.

## 5.7 Installation and Removal of Signs

Signs are generally installed for safety and operational requirements. When signs are vested from new subdivision, the cost of installation is provided by the developers.

Any other approved third-party sign is manufactured and installed at the applicant's cost, with installation facilitated through AT's Road Corridor Maintenance Contractors. Once installed, the sign will become the property of AT and will be maintained by AT at the applicant's cost. AT may consider waving the cost of installation and maintenance of those signs where there is a significant community benefit.

On some occasions General Interest Signs may need to be removed for various reasons including, but not limited to:

- A higher priority sign being approved for a location that already holds the maximum number of signs
- Road works
- The sign no longer being appropriate due to changing circumstances or policy

If a General Interest Sign is removed, the redundant facility sign will be relocated or held in storage until such time as it can be relocated or scrapped – as appropriate.

It is important that applicants are aware that AT, through its delegated representatives, can remove a sign at any time in the future and that applicants will not be reimbursed for their original cost or any subsequent related costs.

Further information and an application form for the installation of a new sign are included in AT's Approach to Acknowledged Direction, Service and General Guide Signs (AT, 2013).

Applicants should contact the AT Group Manager Services to seek approval for their proposed sign and location. Approval for the sign may be granted by AT where the proposed sign:

- displays the approval number and date clearly on the front
- is to be located immediately adjacent to private property (where the sign belongs to an estate agent and the property is down a long driveway or has limited visibility from the road)
- is to be located to ensure sight lines and visibility along the road corridor is not compromised in any way.

## 6. Monitoring and Review





These guidelines shall be reviewed in 12 months and thereafter as part of the three year review cycle aligned to the Long Term Plan.

## 7. Related Guidelines

The detailed specifications for the provision of signs, renewals and maintenance of signs in the road corridor are given in the AT Road Network Asset Management Plan, the Signage section of the ATCOP and AT Street Amenities Guidelines.

## 8. Document Status

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