
**VOLUME 8 TRAFFIC SIGNS AND
LIGHTING**
**SECTION 2 TRAFFIC SIGNS AND
ROAD MARKINGS**

PART 6

TD 53/05

**TRAFFIC SIGNS TO RETAIL
DESTINATIONS AND EXHIBITION
CENTRES IN ENGLAND AND WALES -
TRUNK ROADS**

SUMMARY

This Standard sets out the requirements and recommendations for the provision of traffic signs to retail destinations and exhibition centres on the all-purpose and motorway trunk road network in England and Wales.

INSTRUCTIONS FOR USE

This is a new document to be incorporated into the Manual.

1. Remove existing Contents pages for Volume 8.
2. Insert new Contents Pages for Volume 8, dated February 2005.
3. Insert TD 53/05 into Volume 8, Section 2.
4. Please archive this sheet as appropriate.

Note: A quarterly index with a full set of Volume Contents Pages is available separately from The Stationery Office Ltd.



THE HIGHWAYS AGENCY



SCOTTISH EXECUTIVE



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Welsh Assembly Government

**WELSH ASSEMBLY GOVERNMENT
LLYWODRAETH CYNULLIAD CYMRU**



**THE DEPARTMENT FOR REGIONAL DEVELOPMENT
NORTHERN IRELAND**

Traffic Signs to Retail Destinations and Exhibition Centres in England and Wales - Trunk Roads

Summary: This Standard sets out the requirements and recommendations for the provision of traffic signs to retail destinations and exhibition centres on the all-purpose and motorway trunk road network in England and Wales.

REGISTRATION OF AMENDMENTS

Amend No	Page No	Signature & Date of incorporation of amendments	Amend No	Page No	Signature & Date of incorporation of amendments

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1. INTRODUCTION

1.1 This Standard provides policy on the provision of traffic signs to retail parks, shopping centres, garden centres and exhibition centres on trunk roads in England and Wales. This Standard shall be implemented with immediate effect.

1.2 The objective of this Standard is to provide policy on signs which are appropriate to meet the needs of road users in general and which is consistent with safe and efficient traffic management and with minimal impact on the environment. Route Managers need to ensure that all these factors are properly taken into account when preparing or updating their signing strategies for a route, as part of the overall Route Management Strategy or general network management responsibilities.

1.3 Until 1995 retail parks, shopping centres and garden centres could only be signed using standard directional signing. In 1995 the revised guidance for tourist signing (CR3/95 [1]) amended the definition of a tourist destination eligible for white on brown signs in England, so that retail establishments were no longer excluded.

1.4 However, this has led to inconsistencies in signing in adjoining areas, or even within a single authority's area, where major retail centres were already signed on standard directional signs as significant local destinations, but new developments were signed with white on brown signs.

1.5 The standard TD 52/04 "Traffic Signs to Tourist Attractions and Facilities in England: Tourist Signing - Trunk Roads" [2] states "Retail parks, shopping centres, garden centres and exhibition centres should not in future be considered for signing from trunk roads using white on brown signs; instead they should be signed as necessary for traffic management or road safety reasons using standard directional signing".

1.6 In this document, the following terms shall have the meaning shown:

- a) "trunk roads" refers to both all-purpose and motorway trunk roads, unless specified otherwise;
- b) "signs" refers to temporary and permanent traffic signs;
- c) "tourist sign" refers to a sign with white legend, on a brown background, with a white border;
- d) "The TSRGD" refers to The Traffic Signs Regulations and General Directions 2002 [3] or as amended;
- e) "Home Traffic Authority (HTA)" refers to the traffic authority for the road which provides the main direct access to the retail destination or exhibition centre;
- f) "serviceable life" refers to the period during which a sign continues to meet the serviceability criteria set out in TD 25/01 [4];
- g) "advance direction sign" refers to a sign giving route information in respect of a junction ahead;
- h) "direction sign" refers to a sign that is located at a junction and pointing along a specific route;
- i) "standard directional signing" refers to the combination of advance direction signs and direction signs, provided to meet the strategic needs of long distance traffic as well as the needs of local traffic, as an aid to navigation;
- j) "retail destination" refers to a retail park, shopping centre or garden centre;
- k) "major retail destination" refers to an establishment where the area of retail premises (excluding public areas, access roads and car parks) exceeds 70,000 square metres;
- l) "exhibition centre" refers to a permanently established venue for staging exhibitions or special events throughout the year;
- m) "major exhibition centre" refers to an exhibition centre with an exhibition area of more than 10,000 square metres;
- n) "sign diagram xxxx" refers to the correspondingly numbered diagram in the TSRGD.

2. SIGNING POLICY

2.1 Retail destinations and exhibition centres shall only be considered for signing where there are clear traffic management or safety reasons. In such cases only standard directional signing as prescribed by the TSRGD shall be used for new or replacement signs.

2.2 Only major retail destinations and major exhibition centres may be considered for signing on motorways.

2.3 The main purpose of providing signs to retail destinations and exhibition centres is to guide drivers to their intended destination along the most appropriate route during the latter stage of their journey, particularly where the destination or entrance may be difficult to find. While it is recognised that traffic signs to retail destinations and exhibition centres are perceived by businesses as useful marketing tools, this is not the purpose for which they are provided. They should not be used as a means to circumvent planning control of advertisements, nor as a substitute for good promotional material. As a general principle, the owner or operator is expected to advertise the retail destination or exhibition centre, the opening times, the location, accessibility by road and public transport, in newspapers and leaflets and on web sites. Signing should only be provided where this will benefit road users (i.e. as an aid to navigation and for safety or traffic management reasons).

2.4 Decisions on the provision of signing to individual destinations should be considered on their merits and will depend on local circumstances. Priority for signing will be given to destinations which attract a large volume of traffic and which cannot be reached simply by following signs to a town or city which appears in their address. Retail destinations and exhibition centres that can be identified with towns or cities signed on a trunk road will not normally be signed on the trunk road unless specific route guidance is needed.

2.5 If a destination merits the provision of signing, then that provision shall be conditional on the removal of any directional advertisement signs adjacent to the highway, together with any unauthorised advertising materials.

2.6 It is essential to ensure that there is consistency and continuity of signing across Highways Agency (HA) and other highway authority boundaries. This is particularly important in large urban areas, where there are many local authorities that may have differing policies and strategies. Therefore, the signing strategy for a destination should be developed after consulting the Route Managers for other affected HA routes, as well as adjoining highway authorities, to agree consistent arrangements for cross-boundary signing.

3. SIGN TYPE AND DESIGN

3.1 Traffic signs must comply with the TSRGD. Guidance on the design of traffic signs is contained in Chapter 7 of the Traffic Signs Manual [5], while guidance on the use of directional signing generally is contained in Local Transport Note (LTN) 1/94 [6].

3.2 Where retail destinations and exhibition centres are included on standard directional signs they should be treated as local destinations for the purpose of sign design. However, they should not normally be shown on route confirmatory signs to diagrams 2030 and 2030.1.

4. SIGNING CONTINUITY AND EXTENT

4.1 Retail destinations and exhibition centres vary in size from small groups of local shops to very extensive areas and will generate traffic according to their size, attractiveness and effectiveness of advertising. The extent of any directional signing that may be required will be dependent on the volume of traffic and location of the retail destination or exhibition centre in relation to the local and trunk road networks.

4.2 The distance from the first sign to the destination should be appropriate to the traffic management and safety requirements. For a local group of shops or small shopping centre, signing at the entrance or additionally from the previous junction is likely to be sufficient. Signing to other retail destinations and exhibition centres should not normally extend more than 2 miles from the destination. However, for a major retail destination or a major exhibition centre, signing from the wider network within the vicinity may be justified where specific route guidance is needed, but this should not normally extend more than 5 miles from the destination.

4.3 There must be continuity and consistency of signing from the first sign to the destination entrance. A retail destination or exhibition centre should only be signed from a trunk road if continuity signing has been provided on the local road network. The route onto which traffic is being directed must be the most suitable link from the trunk road to the destination.

4.4 The number of signs provided should only be sufficient to satisfy the traffic management and safety needs, so that environmental intrusion is minimised.

5. RETAIL DESTINATION OR EXHIBITION CENTRE NAME

5.1 Where appropriate for traffic management or safety reasons, the collective name of a retail destination or exhibition centre may be used on the sign. The name should be concise and easy to assimilate, e.g. 'Bluewater' or 'N.E.C.' Such collective names must be included in the postal address of the individual establishments within the retail destination. Otherwise generic names should normally be used, such as 'Local shops', 'Shopping centre', 'Retail park', 'Supermarket' etc. Individual retail establishments shall not be named on the signs.

5.2 Symbols and logos associated with retail destinations and exhibition centres are not prescribed by the TSRGD and are not likely to be authorised. The non-prescribed garden centre symbol that was authorised before the TSRGD 2002 came into force is no longer to be used.

6. SIGN OVERLOAD

6.1 Retail destinations or exhibition centres should normally be included on standard directional signing, but where such inclusion may cause a sign to have too many destinations, consideration should be given to the removal of one or more of the less important destinations. If this is not feasible, a separate sign sited in accordance with Appendix A of LTN 1/94 may be appropriate.

6.2 In some situations, the use of sign diagrams 2034 or 2915 (of TSRGD) of the type “for destination x follow route y” and their variants may be useful and effective in reducing the number of signs required, particularly for signing major retail destinations or major exhibition centres.

7. FINANCIAL ARRANGEMENTS

7.1 Signing to a new or redeveloped retail destination or exhibition centre should normally be at the expense of the developer, so that the highway authority incurs no financial burden. Section 278 of the Highways Act 1980 [7] provides a means for the highway authority to recover its actual costs, including the installation costs, administration costs and, where appropriate, future maintenance costs.

7.2 Once the signs have been installed, they become the property of the highway authority and are maintained on the same basis as other standard directional signs.

8. REVIEW OF EXISTING SIGNS

8.1 The continuing suitability of existing signs and the possible need for modification, replacement or removal should be kept under review as part of the general network management responsibilities. Where applicable, Route Management Strategies, insofar as they relate to signing strategy, should be reviewed and amended if appropriate to ensure that they are in accordance with TD 52/04 and this Standard.

8.2 An existing sign may have to be replaced for a number of reasons, for example, when it reaches the end of its serviceable life, is damaged, or due to alterations to the highway network. The replacement sign should reflect current circumstances. A sign should not be replaced automatically, but the need for it and all associated signs should be reviewed.

8.3 When a signed retail destination or exhibition centre is closed permanently, the redundant signs should be removed (or the appropriate legend covered up in accordance with the Traffic Signs Manual, Chapter 7, Section 11) as soon as possible.

9. REFERENCES

1. Department of Transport Circular Roads 3/95
Traffic Signs to Tourist Attractions and Facilities
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3. The Traffic Signs Regulations and General
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4. Inspection and Maintenance of Traffic Signs on
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5. Traffic Signs Manual, Chapter 7. The Design of
Traffic Signs. 2003. TSO. ISBN 0 11 552 480 0.
6. Local Transport Note 1/94. The Design and Use
of Directional Informatory Signs. July 1994.
TSO. ISBN 0 11 551 610 7.
7. The Highways Act, 1980.

10. ENQUIRIES

All technical enquiries or comments on this Standard should be sent in writing as appropriate to:

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