

## Design Manual for Roads and Bridges



Road Layout  
General Information

# CG 153

## Traffic signs to retail destinations and exhibition centres

(formerly TD 53/05)

Revision 0

### Summary

This document contains the requirements for traffic signs to retail destinations and exhibition centres.

### Application by Overseeing Organisations

Any specific requirements for Overseeing Organisations alternative or supplementary to those given in this document are given in National Application Annexes to this document.

### Feedback and Enquiries

Users of this document are encouraged to raise any enquiries and/or provide feedback on the content and usage of this document to the dedicated Highways England team. The email address for all enquiries and feedback is: [Standards\\_Enquiries@highwaysengland.co.uk](mailto:Standards_Enquiries@highwaysengland.co.uk)

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## Release notes

Version	Date	Details of amendments
0	Oct 2019	CG 153 replaces TD 53/05. The full document has been re-written to make it compliant with the new Highways England drafting rules.

## **Foreword**

### **Publishing information**

This document is published by Highways England.

This document supersedes TD 53/05, which is withdrawn.

### **Contractual and legal considerations**

This document forms part of the works specification. It does not purport to include all the necessary provisions of a contract. Users are responsible for applying all appropriate documents applicable to their contract.

## **Introduction**

### **Background**

The main purpose of providing signs to retail destinations and exhibition centres is to guide drivers to their intended destination during the latter stage of their journey, particularly where the destination or entrance could be difficult to find.

Traffic signs to retail destinations and exhibition centres can be perceived by businesses as useful marketing tools but this is not the purpose for which they are provided.

### **Assumptions made in the preparation of this document**

The assumptions made in GG 101 [Ref 1.N] apply to this document.

## Abbreviations

### Abbreviations

Abbreviation	Definition
TSRGD	Traffic Signs Regulations and General Directions ( TSRGD SI2016 No.362 [Ref 3.N])

## Terms and definitions

### Terms and definitions

<b>Term</b>	<b>Definition</b>
Exhibition centre	A permanently established venue for staging exhibitions or special events throughout the year.
Retail destination	A retail park, shopping centre or garden centre.

## 1. Scope

### Aspects covered

1.1 The requirements contained within this document shall apply to traffic signs to retail destinations and exhibition centres on the Overseeing Organisations' networks.

*NOTE 1 Overseeing Organisation specific requirements are provided in the National Application Annexes.*

*NOTE 2 All new applications and any resulting works to design, install or alter signs to retail destinations or exhibition centres on motorways and all-purpose trunks roads are funded by the applicants.*

*NOTE 3 Once the traffic signs have been installed, they become the property of the Overseeing Organisation and are maintained on the same basis as other standard directional signs.*

### Implementation

1.2 This document shall be implemented forthwith on all schemes involving signs on the Overseeing Organisations' motorway and all-purpose trunk roads according to the implementation requirements of GG 101 [Ref 1.N].

### Use of GG 101

1.3 The requirements contained in GG 101 [Ref 1.N] shall be followed in respect of activities covered by this document.

## 2. Qualifying requirements

### Eligibility requirements

2.1 Signs to retail destinations and exhibition centres shall be provided only where there are specific, local traffic management or safety reasons.

*NOTE 1 The purpose of signs to retail destinations and exhibition centres is to guide visitors to their intended destination along the most appropriate route during the latter stage of their journey.*

*NOTE 2 Traffic signs are not used as a means to circumvent planning control of advertisements, nor as a substitute for promotional material.*

2.1.1 Signing should not extend more than 5 miles from the destination (as measured along a route) for:

- 1) a retail destination with more than 70,000 square metres of retail space; or,
- 2) an exhibition centre with more than 10,000 square metres of exhibition space.

2.1.2 Signing should not extend more than 2 miles from the destination (as measured along a route) for:

- 1) a retail destination with less than 70,000 square metres of retail space; or,
- 2) an exhibition centre with less than 10,000 square metres of exhibition space.

2.2 Retail destinations or exhibition centres shall only be signed from motorways if:

- 1) a retail destination has over 70,000 square metres of retail space (excluding public areas, access roads and car parks); or,
- 2) an exhibition centre has over 10,000 square metres of exhibition space.

2.3 Only standard directional signing as prescribed by TSRGD SI2016 No.362 [Ref 3.N] shall be used for new or replacement signs for retail destinations and exhibition centres.

2.3.1 Retail destinations and exhibition centres should not be shown on route confirmatory signs.

*NOTE 1 Guidance on the design of traffic signs is contained in TSM Chapter 7 [Ref 4.N].*

*NOTE 2 Guidance on the use of directional signing generally is contained in LTN 1/94 [Ref 2.N].*

*NOTE 3 As a general principle, it is assumed that the owner or operator advertises the retail destination or exhibition centre, its opening times, the location and its accessibility by road and public transport, through the appropriate publicly accessible channels.*

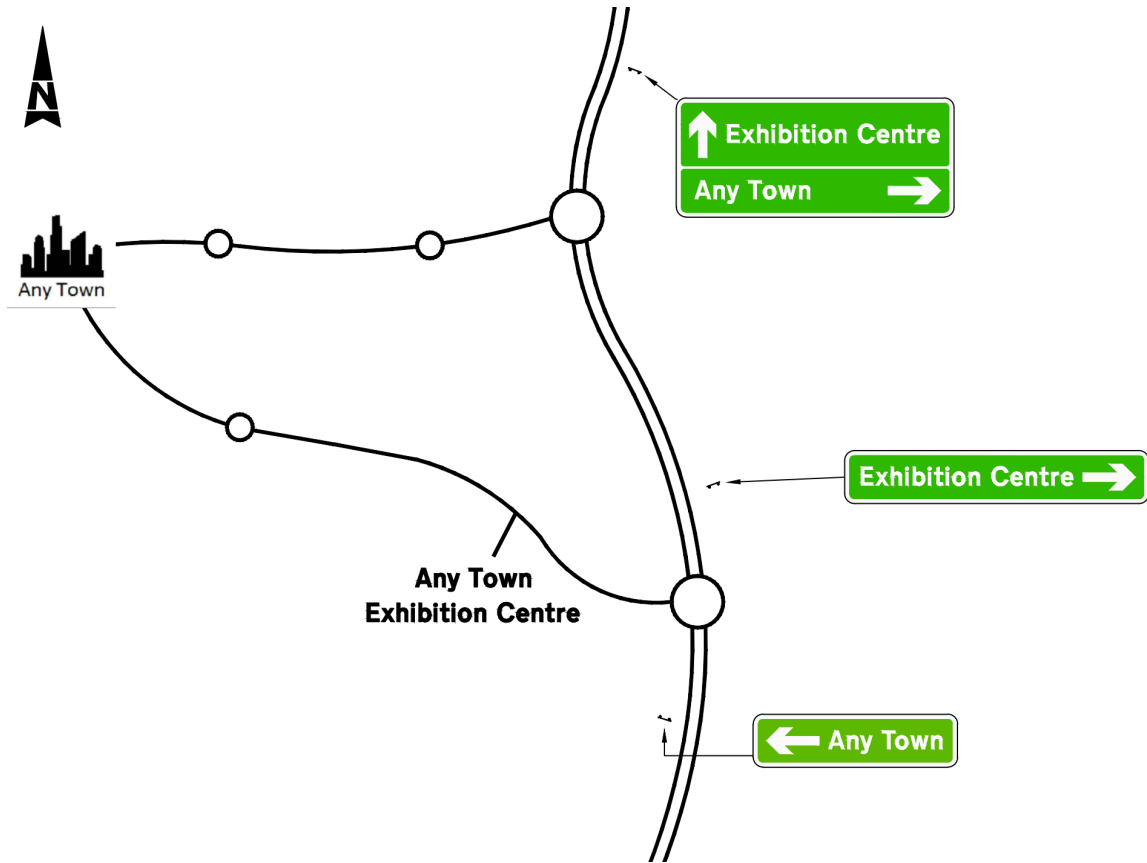
2.4 Traffic signs to retail destinations and exhibition centres shall not be provided along a route, where a retail destination or exhibition centre can be reached by following existing directional signs along that route from the motorway and all-purpose trunk road network to a location which appears on the postal address of the retail destination or exhibition centre.

2.4.1 Traffic signs to retail destinations and exhibition centres may be provided along a route where the location is signed from multiple junctions and there is a need to identify the appropriate junction to direct visitors to the destination.

*NOTE 1 Retail destinations and exhibition centres identifiable with towns or cities signed on a motorway or all purpose trunk road are not normally signed on the motorway or all purpose trunk road unless specific route guidance is needed.*

*NOTE 2 Figure E/2.4.1N2 depicts an example scenario, where those seeking Any Town Exhibition Centre and approaching from the south could find the destination by following existing directional signs to Any Town. However, this would not be the case for those approaching from the north, where exhibition centre signing could be appropriate (subject to other factors).*

Figure 2.4.1N2 Illustrative network example



- 2.5 Traffic signing shall not be provided for retail destinations or exhibition centres which have directional advertisements adjacent to the highway / road.
- 2.6 There shall be consistency and continuity of signing across highway / road authority boundaries.
- 2.6.1 To agree consistent arrangements for cross-boundary signing, and to provide consistent signing across highway / road authority boundaries, the signing strategy for a destination should be developed after:
  - 1) internal consultation with managers of affected routes;
  - 2) external consultation with adjoining highway / road authorities.

**Safe accommodation of signing**

- 2.7 Retail destination and exhibition centre signing shall be allowed only where it can be safely accommodated at the roadside.

**NOTE** *It can be difficult to accommodate retail destination and exhibition centre signing because of physical constraints or the number of other destinations requiring signing in the area, which includes local destinations and regional destinations.*

### 3. Retail destination or exhibition centre signs

3.1 Individual retail establishments shall not be named on a traffic sign.

3.1.1 Where appropriate for traffic management or safety reasons, the collective name of a retail destination or exhibition centre may be used on the directional traffic sign.

3.1.2 The collective name of a retail destination or exhibition centre should be concise and easy to assimilate.

*NOTE Examples of collective names include 'Cheshire Oaks' or 'N.E.C.'.*

3.2 A collective name shall only be used on a directional traffic sign for a retail destination if the collective name is included in the postal address of the individual establishments within the retail destination.

3.3 Where there is no collective name or the collective name does not meet the criteria in this section, generic names for retail destinations or exhibition centres shall be used on a traffic sign.

*NOTE Examples of generic names include 'Local shops', 'Shopping centre', 'Retail park', 'Supermarket', 'Exhibition Centre' etc.*

## 4. Review of existing signs

### Not fit for purpose

- 4.1 Where a sign to a retail destination or exhibition centre is not fit for purpose, the sign shall only be replaced where the owners of the retail destination or exhibition centre submit up to date information in accordance with the eligibility requirements in this document.
- 4.2 Where the owner of the retail destination or exhibition centre fails to provide up to date information, or if the up to date information fails to demonstrate eligibility, then the retail destination or exhibition centre shall no longer be signed.
- 4.3 Where a sign to a retail destination or exhibition centre is removed and was part of a series of signs to a destination, i.e. a continuity sign, then all directions to the retail destination or leisure facility shall also be removed.

### Route alteration

- 4.4 Where a route is to be altered to the extent that it affects the signing eligibility of a retail destination or exhibition centre (such as a bypass increasing signed route mileage), the scheme responsible for the alterations shall contact the retail destination or exhibition centre to discuss ongoing eligibility on the altered route.
- 4.5 Where the retail destination or exhibition centre remains eligible, the installation and maintenance costs of the new signs on trunk roads shall be met by the scheme responsible for altering the route.

### Closed retail destinations or exhibition centres

- 4.6 Where a retail destination or exhibition centre has permanently closed, signs directing road users to such locations shall not be permitted to remain.
  - 4.6.1 Where the sign only directs traffic to the closed retail destination or exhibition centre, it should be removed.
  - 4.6.2 Where the sign directs traffic to other locations as well as the closed location, it should be replaced or have the appropriate legend(s) covered up.

## 5. Normative references

The following documents, in whole or in part, are normative references for this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

Ref 1.N	Highways England. GG 101, 'Introduction to the Design Manual for Roads and Bridges'
Ref 2.N	The Stationery Office. LTN 1/94, 'Local Transport Note 1/94 - The design of directional informatory signs'
Ref 3.N	The National Archives. legislation.gov.uk. TSRGD SI2016 No.362, 'The Traffic Signs Regulations and General Directions 2016'
Ref 4.N	The Stationery Office. TSM Chapter 7, 'Traffic Signs Manual Chapter 7 - The Design of Traffic Signs'

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## CG 153

# England National Application Annex to CG 153 Traffic signs to retail destinations and exhibition centres

(formerly TD 53/05)

Revision 0

### Summary

There are no specific requirements for Highways England supplementary or alternative to those given in CG 153.

### Feedback and Enquiries

Users of this document are encouraged to raise any enquiries and/or provide feedback on the content and usage of this document to the dedicated Highways England team. The email address for all enquiries and feedback is: [Standards\\_Enquiries@highwaysengland.co.uk](mailto:Standards_Enquiries@highwaysengland.co.uk)

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## Release notes

Version	Date	Details of amendments
0	Oct 2019	Highways England National Application Annex to CG 153.

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## CG 153

# Northern Ireland National Application Annex to CG 153 Traffic signs to retail destinations and exhibition centres

(formerly TD 53/05)

Revision 0

### Summary

This National Application Annex sets out the Department for Infrastructure Northern Ireland specific requirements for the provision of traffic signs to retail destinations and exhibition centres.

### Feedback and Enquiries

Users of this document are encouraged to raise any enquiries and/or provide feedback on the content and usage of this document to the dedicated team in the Department for Infrastructure, Northern Ireland. The email address for all enquiries and feedback is: [dcu@infrastructure-ni.gov.uk](mailto:dcu@infrastructure-ni.gov.uk)

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## Release notes

Version	Date	Details of amendments
0	Oct 2019	Department for Infrastructure Northern Ireland National Application Annex to CG 153.

## **Foreword**

### **Publishing information**

This document is published by Highways England on behalf of Department for Infrastructure, Northern Ireland.

This document supersedes TD 53/05, which is withdrawn.

### **Contractual and legal considerations**

This document forms part of the works specification. It does not purport to include all the necessary provisions of a contract. Users are responsible for applying all appropriate documents applicable to their contract.

## **Introduction**

### **Background**

This National Application Annex gives the Department for Infrastructure, Northern Ireland specific requirements for the provision of traffic signs to retail destinations and exhibition centres.

### **Assumptions made in the preparation of this document**

The assumptions made in GG 101 [Ref 1.N] apply to this document.

**NI/1. Traffic signs to retail destinations and exhibition centres**

NI/1.1 CG 153, clause 1.1 shall not apply.

NI/1.2 Applicants requiring the provision of traffic signs to retail destinations and exhibition centres shall contact the Department for Infrastructure Northern Ireland for advice.

*NOTE Further information can also be obtained from the Department for Infrastructure's policy and procedure guide Permanent Direction Signs RSPPG\_E034 [Ref 2.N].*

## NI/2. Normative references

The following documents, in whole or in part, are normative references for this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

Ref 1.N	Highways England. GG 101, 'Introduction to the Design Manual for Roads and Bridges'
Ref 2.N	<a href="https://www.infrastructure-ni.gov.uk">https://www.infrastructure-ni.gov.uk</a> . RSPPG_E034, 'Permanent Direction Signs'

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## CG 153

# Scotland National Application Annex to CG 153 Traffic signs to retail destinations and exhibition centres

(formerly TD 53/05)

Revision 0

### Summary

There are no specific requirements for Transport Scotland supplementary or alternative to those given in CG 153.

### Feedback and Enquiries

Users of this document are encouraged to raise any enquiries and/or provide feedback on the content and usage of this document to the dedicated Transport Scotland team. The email address for all enquiries and feedback is: [TSSStandardsBranch@transport.gov.scot](mailto:TSSStandardsBranch@transport.gov.scot)

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General information

## CG 153

# Wales National Application Annex to CG 153 Traffic signs to retail destinations and exhibition centres

(formerly TD 53/05)

Revision 0

### Summary

There are no specific requirements for Welsh Government supplementary or alternative to those given in CG 153.

### Feedback and Enquiries

Users of this document are encouraged to raise any enquiries and/or provide feedback on the content and usage of this document to the dedicated Welsh Government team. The email address for all enquiries and feedback is: [Standards\\_Feedback\\_and\\_Enquiries@gov.wales](mailto:Standards_Feedback_and_Enquiries@gov.wales)

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## Release notes

Version	Date	Details of amendments
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