

**RTS**

ROAD & TRAFFIC STANDARDS

**3**

# **Guidelines for Establishing Rural Selling Places**

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**SAFETY STANDARDS BRANCH**

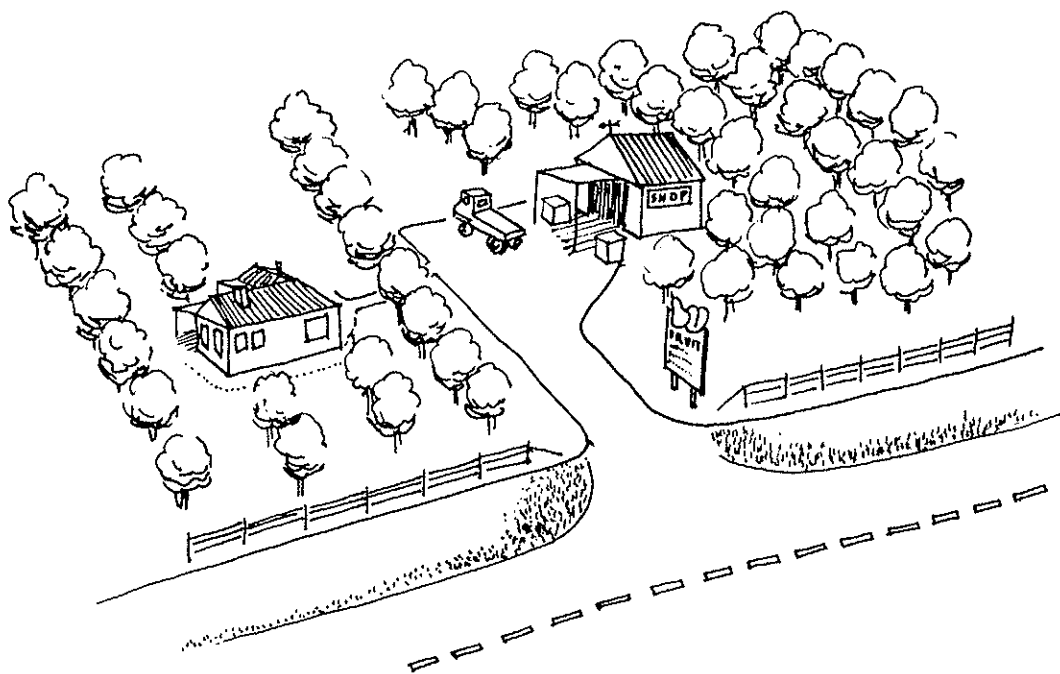
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LAND  
**Transport**  
*Waka Whenua*

**TRANSIT**  
NEW ZEALAND

# Guidelines for Establishing Rural Selling Places



**Road and Traffic Standards Section  
Safety Standards Branch  
Land Transport Division  
Ministry of Transport  
August 1992**

ISSN 1170-5337  
ISBN 0-477-03580-0

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## **FOREWORD**

These guidelines were prepared to assist local authorities and others involved in the location and operation of rural selling places to determine criteria for their safe operation.

The overall intent is to make provision for rural selling, but in places and under conditions which would maintain the safety and efficiency of the roading network.

It is hoped that District and City Councils will adopt these guidelines when reviewing or changing their District Plan and, in doing so, make New Zealand roads safer for all road users.

Allan Kennaird  
General Manager  
Land Transport Division

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## **DEFINITIONS**

### **Major Arterial**

Includes "National Routes" and "Primary Arterials" ie Roads which are either of national strategic importance or of strategic importance between regions or within regions and between districts. Access standards for permitted activities are determined principally on the basis of strategic function and traffic volumes.

### **Minor Arterial**

Roads serving an arterial function within or between districts. Often such roads function also serve as local roads.

### **Collector Route**

Locally preferred routes between or within areas of population or activity. These roads complement district arterials but have property access as a higher priority.

### **Local Road**

All other roads servicing land use activities, with standards appropriate for the traffic use.

### **Rural Selling Place**

"Rural Selling Place" means land, building or part of any building that is used for the supply or sale of produce, handcrafts, artworks, winery and/or restaurant, refreshments or other goods direct to the public on roads in rural areas with speed limit over 50 km/h. The selling place includes roadside stall, trailer, handcart, barrow, or similar structure whether temporary or permanent, and in the case where the purchaser harvests the produce the selling place means any land, building or part of a building in which such produce is weighed, packaged or sold to the public.

### **Sales Area**

"Sales Area" means the area used for the display and sale of produce on the property, relating to a rural selling place. Generally it will take the form of a structure, either permanent or temporary. It does not include access aisles or car park.

### **Setback**

"Setback" means the distance between the front boundary of the property and a line drawn parallel to that boundary on the near edge of the sales area.

### **Signs**

Any placard, poster, handbill, writing, picture, painting, engraving, carving or other device for attracting the attention of passers by.

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## **1.0 INTRODUCTION**

As a result of the recently instituted changes toward a market led economic structure for New Zealand there has been a proliferation of rural selling places in rural areas and on the fringe of urban areas as producers and property owners endeavour to maximise the return they receive from their investment in these properties. In addition, recent changes in farming methods, diversification of crops and farm size have given rise to increased demand for the establishment of rural selling places.

While the freedom to trade with whom one pleases is a cherished right, some control over the exercise of this right is necessary because of the effects of such trading on the general well-being of other members of the community. Planning has addressed some of these effects but to date it has failed to adequately come to grips with the effect of rural selling places on the safety and efficiency of the roading network. In addition, there has been a markedly varying approach to the setting and enforcement of district scheme controls on this land use. It is essential, if the safety and efficiency of the roading network is to be maintained and enhanced, that planning adopt a more consistent and co-ordinated approach to the control of rural selling places.

Responsibility for safety lies with every road controlling authority, every individual and the proprietor of every activity. Councils in their role as planning authorities, however, have special responsibilities. All legislation governing their actions implies that safety is an aspect to be observed at all times. To meet this obligation in relation to roading, and to ensure that socio-economic benefits are maximised, Councils must create and encourage an appropriate environment for interaction between activities and ensure that controls on those activities are directed at maintaining and improving road safety and efficiency.

## **2.0 TYPES OF RURAL SELLING PLACES**

### **2.1 Roadside Stalls**

Roadside stalls are an established part of the economy of most localities in New Zealand. They operate over varying annual time periods and retail varying types and quantities of products.

In general the income derived from such stalls is a supplement to the principal property income but there are instances in which the stall constitutes a principal income earner. The majority of roadside stalls tend to be relatively small scale but located on main traffic routes where they can attract the custom of passing motorists with minimal effort.

While most stalls are established in market garden and orchard areas a recent trend has seen a significant increase in stalls specifically focussed upon the tourist trade. These stalls are notable for the range of goods and produce displayed for sale and the fact that they operate throughout the year and are not governed by the seasons. In addition, there has



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been a trend for stalls to become larger, to sell a wide range of products, and to operate more like a shop than a stall.

## **2.2 Hawkers**

Hawkers, defined as persons who carry about with them goods for sale, are also part of the rural selling place scene in New Zealand. These traders are the most difficult to define and to control but are capable of creating significant effects on the safety and efficiency of the roading network.

The business of a hawker is generally conducted from a vehicle. Primarily, hawkers set up temporary roadside stalls within the road reserve and consequently cannot be controlled in the same way as a more permanently established stall. Only occasionally are they located off the road in a layby or parking area.

Because of the itinerant nature of hawkers they tend to set up as close as practicable to urban areas on roads carrying high traffic volumes and where they are able to obtain maximum exposure to potential customers.

## **2.3 Pick Your Own Sales**

The final type of rural selling place common in many New Zealand localities involves establishments with "pick your own sales" where farmers grow a cash crop that is sold direct to the public without harvesting. These crops are usually susceptible to rapid deterioration and have a short harvest period. These often lead to high traffic volumes for short periods. In addition, there are instances when it is either more profitable for the farmer to allow the public to harvest the product directly, or for harvesting to be finished on a "pick your own" basis after the principal harvest is complete.

Typically with this type of rural selling place there are no established sales point or defined, off-road parking areas and access to the property is usually through a farm gate directly into the area to be harvested. The obvious exception to this is where a farmer permits "pick your own" sales as a way of completing the harvesting of a crop, in which case the stall or sales point is generally either the packing shed or a purpose built structure.



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### 3.0 IMPACT ON SAFETY

The problem being created and/or exacerbated by rural selling places is their effect on the safety and efficiency of the road network. For obvious economic reasons rural selling places are generally located on roads with high traffic volumes however these are the very locations that produce the most serious accident problems.

The number of road accidents on the frontage road caused by manoeuvres associated with a rural selling places can be considerable. The costs of these accidents are very real to society but are not carried by the rural selling places owner. They are borne by other individuals and the wider community through taxes and insurance premiums.

A recent study (see Appendix 1) has indicated that the cost of road accidents associated with selling places on high volume roads can average over \$20,000 per year per rural selling place (1991 dollar values).

All of the following factors, associated with rural selling places are identified in traffic accidents;

- Impulsive stopping without adequate warning signals, due to sudden decisions to purchase.
- Deviation by following traffic to avoid cars which are slowing or stopping thereby resulting in the road centreline being crossed.
- Right turns across opposing traffic streams to effect entry to or exit from rural selling places.
- Pedestrian movements across the road to the rural selling places.
- Distraction of driver attention due to rural selling places signs, the rural selling places themselves, or the activity around them.

The higher vehicle speeds present in rural environments compounds the safety issue in two ways:

- a. Higher speeds require greater stopping distances and reduce a motorists opportunity for safely manoeuvring around a problem or obstacle.
- b. High speeds give rise to higher impact energy so that when an accident occurs the injuries tend to be much more serious.

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## 4.0 PROPOSED CONTROLS

The most effective controls on rural selling places lie in the powers given to local authorities under the Resource Management Act 1991.

### 4.1 Activity Controls

As an activity, rural selling places may be controlled in a District Plan pursuant to one or more of the following categories of rule. Rural selling places may:

- be a **permitted activity** which is an activity allowed by a District Plan without further consent if it complies in all respects with any conditions specified in the District Plan;
- be a **controlled activity** which requires a resource consent. The criteria against which the proposal will be evaluated must be specified in the District Plan;
- be a **discretionary activity** where the activity requires a resource consent. The consenting authority must exercise its discretion to grant consent in accordance with criteria specified in the District Plan and the Act;
- be a **non-complying activity** which is an activity which contravenes a District Plan but is not a prohibited activity;
- be a **prohibited activity** and for which no resource consent may be granted.

To successfully protect the functioning of the road network and to provide for the establishment of rural selling places requires that a number of interrelated performance criteria are put in place against which proposals can be evaluated. It is proposed that the particular criteria to be used in any evaluation should be determined by the classification and traffic volume of the road on to which the proposed selling place will have access.

Road classification provides a measure of the relative importance as seen by a District Council of the arterial function of a road. The activities associated with rural selling places are more appropriate to the functioning of local roads and collector routes than they are to arterials.

The disruption to the smooth flow of vehicles that arises from access to rural selling places can be easily accommodated where the traffic volume on the frontage road is low. At higher traffic volumes this disruption cannot be easily accommodated and often leads to accidents.

The accident study in Appendix 1 indicates a strong correlation between road classification, traffic volume and accident occurrence, reinforcing the comment made above.

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**The recommended activity controls are;**

**(1) Where the proposed access to the rural selling place is either:**

**from a state highway or major arterial with an average daily traffic volume exceeding 5,000 vehicles per day; or**

**from any road where the average daily traffic volume exceeds 10,000 vehicles per day;**

**then it shall be a non-complying activity.**

**(2) Where the proposed access to the rural selling place is either:**

**a. from any other state highway or a major arterial road not defined in (1) above; or**

**b. from any road with an average daily traffic volume between 5,000 and 10,000 vehicles per day;**

**then consent to a controlled activity shall be required.**

#### **4.2 Range of Goods Offered for Sale:**

The right of individual property owners to sell goods produced or grown on the property direct to the public is accepted, but those who broaden their trading to embrace sales of goods or produce from other sources are in quite a different category. The effects of this latter form of activity are potentially significant, could upset generally accepted and established patterns of development for a locality or district and therefore should not be encouraged.

These sellers are, in effect, undertaking an activity similar to that of a general store. Planning authorities which allow this type of activity to become established will find it difficult to prevent other commercial uses, such as cafes and further shops, from being established in non-urban areas. The effect will be an intensification of the visibility and safety problems already described, and could impact on the amenities of the locality.

**Rural selling places provided for in a district plan should be permitted to sell only goods grown or crafted on the property in question.**

**Where it is considered desirable for collective selling places to be established, these should be provided for as a discretionary activity.**

### 4.3 Sales Area

A limit on the sales area a rural selling place can utilise will ensure that some control of operation is maintained. Any proposed extensions to existing rural selling place, could be considered by way of notified application for consent (probably as a discretionary activity), thereby permitting all interested parties to have direct input in to the decision making process.

District Rules should establish an upper limit for the sales area. It will be a somewhat arbitrary limit but it will serve as a measure to control this land use and to keep it subservient to the principal use of the property.

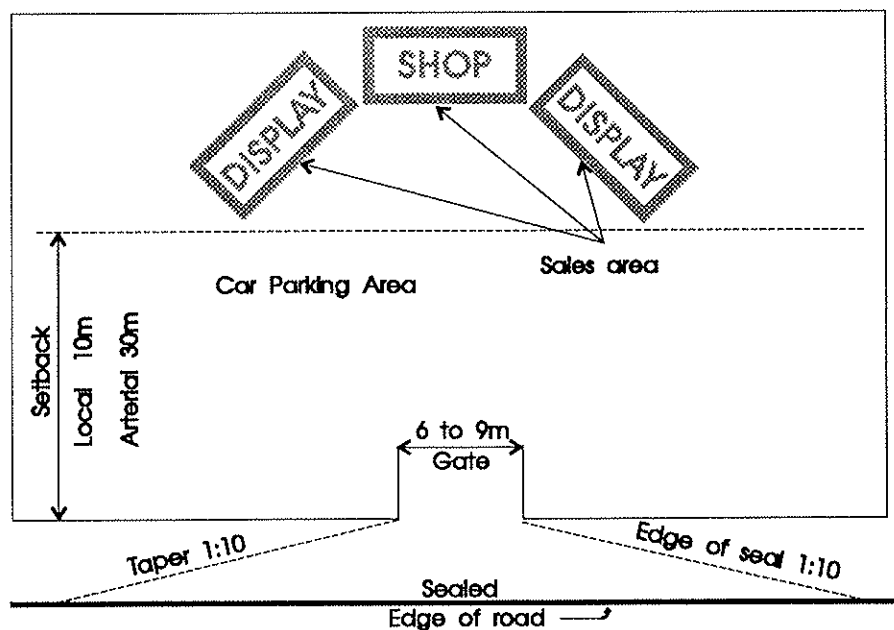
**No sales area shall exceed a total area of 30 square metres unless Council has granted a resource consent for a specified larger area. In general a consent should not exceed 75 square metres.**

### 4.4 Sales Area Set Back

The distance a sale area is set back from the road frontage can be a key element in determining whether motorists drive into the rural selling place or slow down and park on the road shoulder. The greater the distance the more likely motorists are to park on the property and thereby leave the road shoulder free of obstructions. When parking on the road shoulder is prevalent, and there are pedestrians wandering along or across the road, the risk of a traffic accident is significantly increased. This is particularly so on major arterials.

**For local roads and collector routes the sales area should be set back a minimum of 10 metres and for all other roads a minimum of 30 metres.**

Fig 1: Sales Area Layout:



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## 4.5 Driveways

The width of the driveway giving access to the property can best be controlled between the front boundary and the roadway.

On roads with high traffic volumes or speeds, rural selling places may need acceleration and deceleration tapers to be included as part of the driveway design. These may need to extend to the property boundary to ensure that vehicles are removed from the traffic stream without risk of rear end collisions. In such areas road widening will also be required on the opposite side of the road to ensure that the free-flow of through traffic is not interrupted by right-turning vehicles.

Driveways should be kept clear of intersections to avoid confusion to the priority rules and to prevent unexpected manoeuvres near intersections.

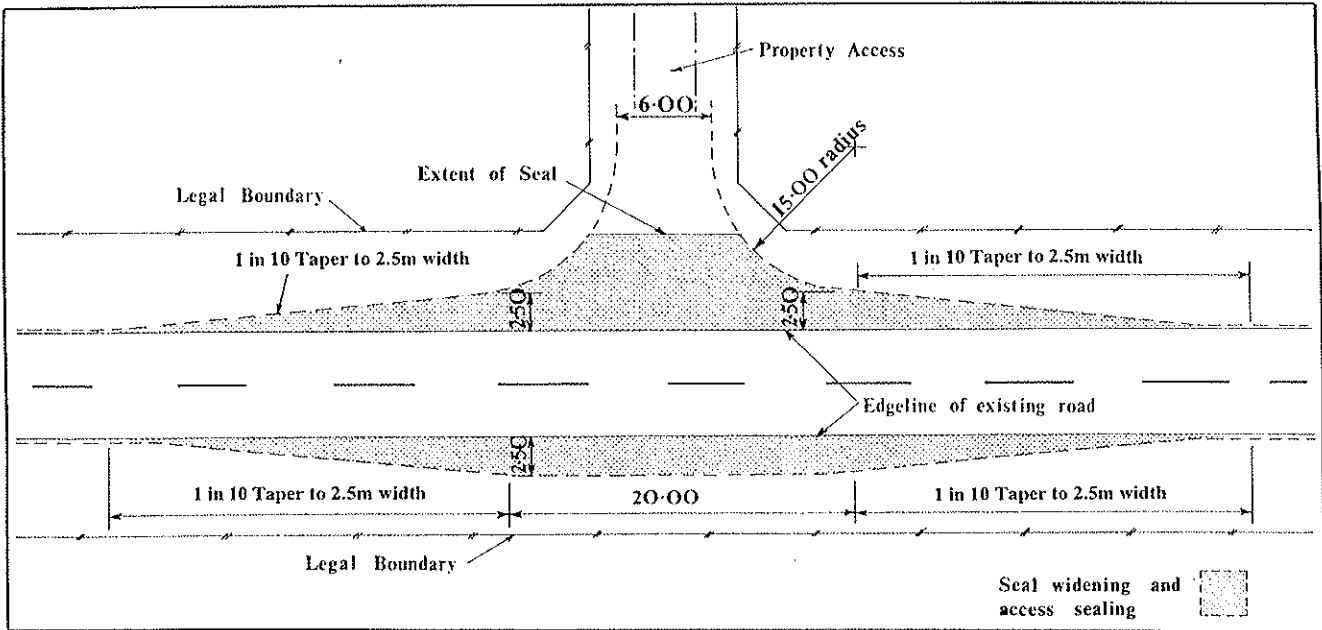
- **All rural selling places should have a maximum driveway width of 9 metres and a minimum width of 6 metres for two way operation.**
- **Acceleration and deceleration tapers should be required for all properties.**
- **For arterial routes the access driveway should be no closer than 60 metres to a road intersection. On local roads and collector routes this distance can usually be relaxed to 30 metres.**
- **The distance between any two driveways to rural selling places should generally be not less than 200 metres.**

## 4.6 Sight Distance

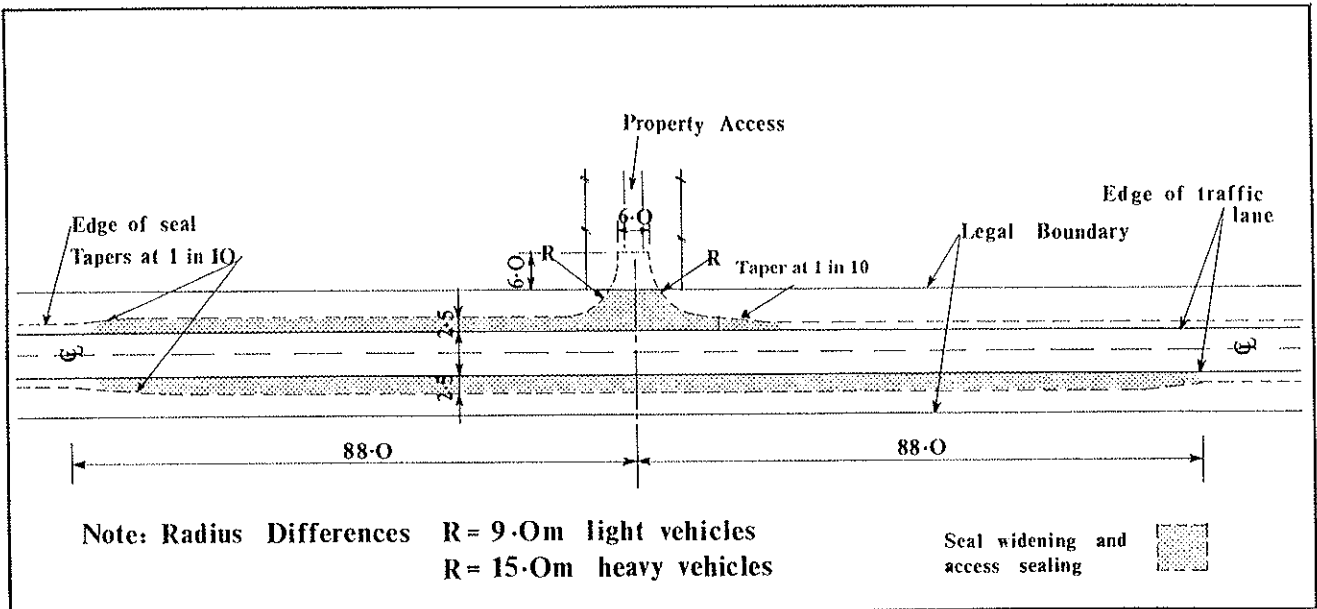
The distance over which there is clear visibility of the road and of the site access, for both drivers of vehicles using the road and for those entering or exiting the site of a rural selling place, is critical if adequate standards of road safety are to be maintained. Rural selling places should not be located near curves or crests where the sight distance along the road is restricted or at locations where drivers will not have a good view of approaching traffic when entering or leaving the selling place.

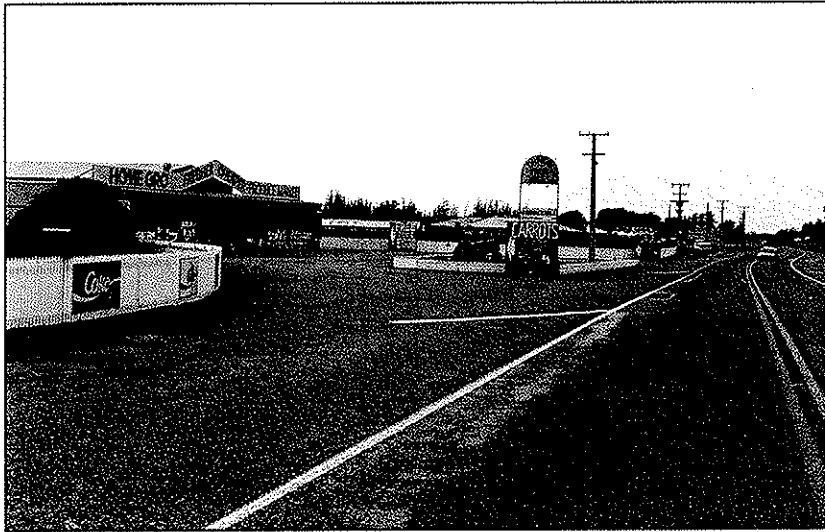
The recommended sight distance standards in this document have been based on reference NAASRA, "Intersections at Grade 1988" pp. 24-25, (bib 5) and mirror the Ministry of Transport "Draft RTS No.6 Guidelines for Access Way Visibility Standard July 1992" (bib 6).

**Fig 2: Access onto Local Roads, Collector Routes and Minor Arterials**



**Fig 3: Access onto State Highways and Major Arterials**





Well defined entrance,  
good setback,  
poor signage

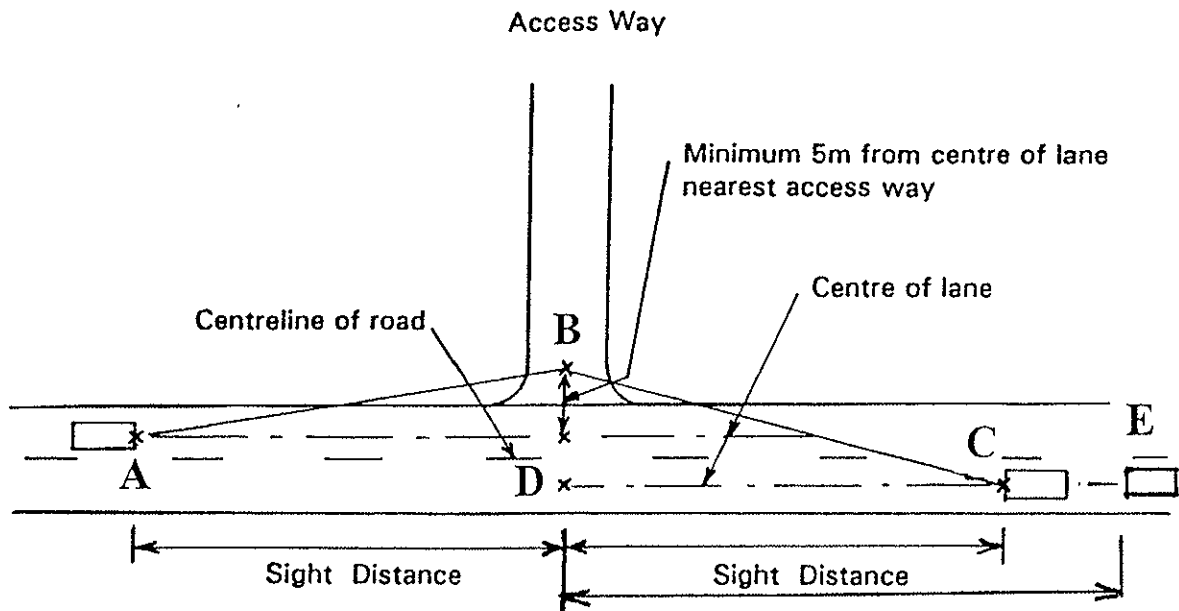
Inadequate setback,  
wide driveway and  
too many signs



Good setback and  
defined driveways,  
too many signs



**Fig 4 : Sight Distance Measurement Locations**



Clear lines of sight from an eye height of 1.15metres to an object height of 1.15metres shall be established along the line BA, BC, and ED as shown in Fig 4. The sight distance is then between these points along the centre of the traffic lane: ie DA, DC, and DE.

Temporary obstructions such as parked cars should be ignored when determining sight lines.

To meet the sight distance standard all three sight distance measurements above should equal or exceed the appropriate values shown in Table 1.

**Table 1 : Sight Distance in metres**

Road Function	85th percentile speed (km/h)									
	40 km/h	50 km/h	60 km/h	70 km/h	80 km/h	90 km/h	100 km/h	110 km/h	120 km/h	
<b>Local/Collector</b>	30	40	55	85	105	130	160	190	230	
<b>Arterial</b>	70	90	115	140	175	210	250	290	330	

The above sight distances use reaction times of 1.5 seconds on local roads and collector routes with operating speeds up to 60 km/h and 2.0 seconds for all other routes and speeds.

The values in Table 1 take into account both the speed of traffic on the frontage road and the function classification of the road. The speed is the 85th percentile speed (ie. the speed which 15% of vehicles would exceed). The use of a functional classification for sight distance reflects driver expectations and the need to provide higher safety standards on arterial routes.

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## 4.7 Effects of Advertising

Advertising signs by their nature seek to attract attention and have the effect of distracting the motorist's attention from the driving task.

Every sign along a highway, whether designed to provide legitimate instruction, guidance or warning for motorists, or merely to advertise information not related to the driving task, will cause some driver distraction. It is therefore essential to keep the amount of extraneous roadside information directed at drivers to an absolute minimum if the highest degree of safety is to be achieved.

The problems caused by poor signage are worsened in localities where there are concentrations of rural selling places with each competing with the others for the passing custom. The only satisfactory way that the seriousness of the problem can be effectively managed is for local authorities to exercise appropriate control over the permanent signage and, where practicable, to enforce District Plan controls on the temporary signs.

Because of the diversity in types, styles and potential locations for signs and advertising it is essential that any performance standard is comprehensive, setting out as clearly as practicable the required standard and at the same time leaving open the way for innovation and individuality.

For this reason it is necessary for the standard to specify how many signs will be permitted, where they may be located, the information that may be displayed, colours that may be used and the size of lettering permitted.

**The following criteria would ensure signs are simple and legible:**

- a. **Maximum number of signs per property;**
  - **one double sided sign size 3m<sup>2</sup> advertising product**
- b. **Minimum letter height;**
  - **100mm suitable on low speed roads**
  - **300mm desirable for high speed roads**
- c. **Minimum gap between lines; 20mm**
- d. **Maximum number of words and symbols ;**
  - **words only = 10**  
**(for Major Arterials, 5 words)**
  - **words and symbols = 11**  
**(for Major Arterials, 6 words & symbols)**

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e. **Information to be displayed restricted to;**

- **The name of the owner or firm.**
- **A general description of items for sale eg. berryfruit, crafts, nursery.**
- **Directional information eg. Drive-in.**
- **Whether the operation is open or closed. This closed sign could be designed to fold up and cover up the two previous ones.**

f. **No signs shall;**

- **be constructed in retro-reflective material.**
- **use flashing or animated devices.**
- **be illuminated unless the premises are open for business.**

(Further guidelines are given in bib 1).

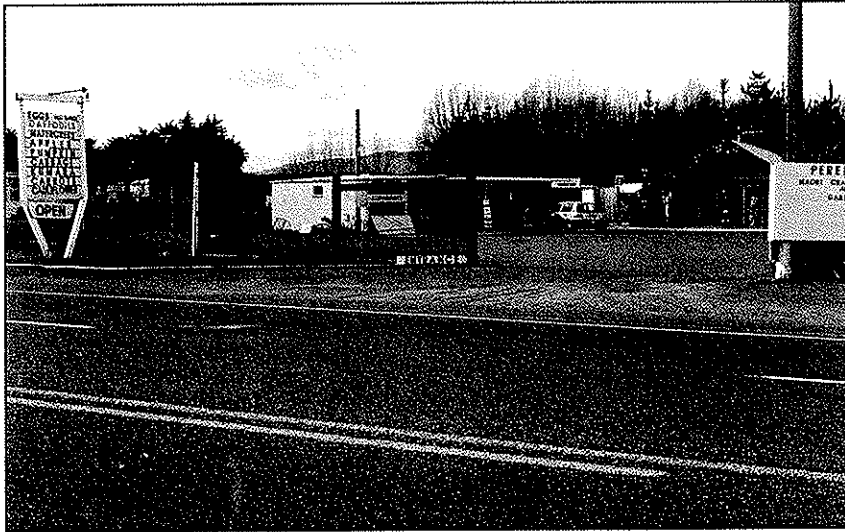
## **5.0 CONTROLS ON HAWKERS**

Hawkers are part of the most difficult of the rural selling places to define and control under District Plans. Hawkiers are primarily rural selling places operating within the road reserve, and consequently do not / cannot have the same stringent restrictions required as permanent traders.

The problem with Hawkiers is generally their location. They are nearly always on a major arterial close to an urban area. Their business is conducted from a vehicle or a temporarily deposited drop. There are often no acceleration or deceleration tapers and their activity can lead to rapid shoulder deterioration and the likelihood of loss of control accidents endangering other vehicles and pedestrians. Parking space around Hawkiers is often at a premium, with motorists making erratic stopping and turning manoeuvres. It is not uncommon to see hawkiers operating out of layby/rest areas.

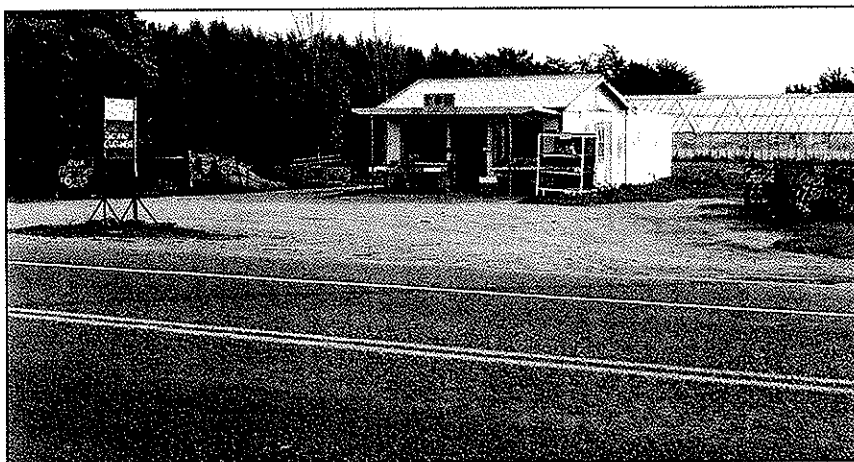
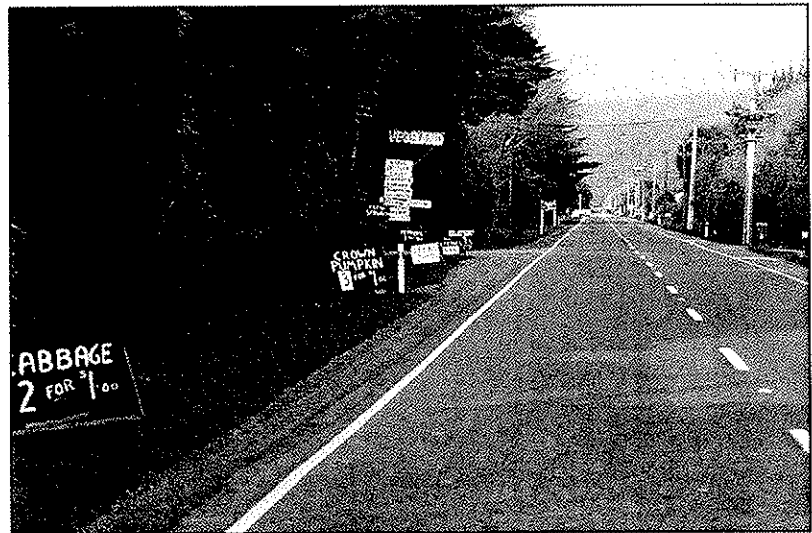
- **In general hawkiers should be prohibited from operating on major arterials.**
- **When hawkiers are permitted they should be licensed to certain locations, day(s) and time periods.**
- **Local authorities should set aside new enterprise areas if hawkiers are to be permitted to operate within their jurisdiction. This should be an area with adequate offroad parking, defined access points, good sight distances, and ideally be in an urban or semi urban environment. Hawkiers should be restricted to a limited product range.**

An example of a licence to operate as a hawker is provided in Appendix 3.



Well defined entrance with good setback and adequate parking

Too many signs and inadequate seal widening near entrance



Old style stall with open frontage not meeting current standards

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## 6.0 CONTROLS ON PICK YOUR OWN FACILITIES

It is not uncommon in rural areas for farmers to grow a cash crop that is sold direct to the public without harvesting. These crops are usually bulky tender crops that have a short harvest period and suffer deterioration quickly. Because of the labour intensiveness of harvesting these crops it can be more profitable to allow the public to directly select the product in its maturing state.

Typically there is no established sales point such as a building but sales are carried out from the back of a vehicle - tractor/trailer, van/car and trailer - or from a temporary structure such as a picnic table and umbrella or movable shed.

Access is usually through a farm gate directly into the cropped area, often with minimal parking provided.

While the length of time such facilities may operate is relatively limited, when compared with a more permanently established rural selling place, they are significant generators of negative off-site effects unless they are properly established. Any District Rules governing rural selling places should also make provision for the control of pick your own facilities.

The provisions specified in sections 4.1, 4.2, 4.4, 4.5, 4.6 and 4.7 should also apply to "pick your own" operations, but in determining appropriate rules the following matters should be included:

- **The access shall be no greater than 9 metres wide and the road boundary fully fenced to discourage pedestrian movement from the roadside.**
- **There shall be adequate off road parking for 90 percent of the anticipated weekend peak traffic demand.**

## 7.0 ACKNOWLEDGMENTS

The preparation of the technical material for this document was by Simon Robson and Mike Jockett at the Wellington Office of the Road and Traffic Standards Section. Assistance was given by Ian Cox and Ed Borton, Transit New Zealand, Wellington; Bill Pearson, Kapiti Coast District; Denise Anderson, Transit New Zealand Dunedin; Peter Constantine, Constantine Coutts Ltd; and Hastings District Council officers. For editorial comment thanks go to Peter Farrington, Transit New Zealand, Head Office and Ministry of Transport, Road and Traffic Standards Section.

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5. NAASRA., Guide to Traffic Engineering Practice Part 5 "Intersections at Grade", Sydney 1988 and Part 8 "Traffic Control Devices".
6. Ministry of Transport RTS No.6 "Guidelines for Visibility At Access Ways", July 1992 (Draft)
7. Ministry of Transport RTS No.2 "Guidelines for Street Name Signs", November 1990

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## **APPENDIX 1**

### **ACCIDENTS AT RURAL SELLING PLACES**

#### **1.0 INTRODUCTION**

This study presents statistical data on the reported injury accidents associated with rural selling places over the years 1981 to 1990.

Not all injury accidents are reported (about 50%) and not all reported accidents have sufficient detail to identify them with a rural selling place. For this reason the accidents in the study will tend to underestimate the true safety impact of rural selling places.

#### **2.0 METHOD**

The study encompassed the horticultural areas of Auckland, Hamilton, Napier, Hastings, Horowhenua, Tasman, Marlborough, Christchurch and Dunedin.

The rural selling places in each area were located either from Council records or from site inspections. The great majority of the selling places were roadside stalls or craft shops. In keeping with the term Rural, only sites where the speed limit was 70km/hr or more were included.

For every road where a rural selling place was located the following information was collected;

- the traffic volume of the road
- the hierarchy classification of the road
- the number of rural selling places on the road
- the number of reported injury accidents where the presence of a rural selling place was a contributing factor.

From this data the number of reported injury accidents per 100 selling places was obtained for various road classifications and traffic volumes.

#### **3.0 RESULTS**

##### **3.1 Number of Accidents**

In the areas studied there were 8 fatal, 57 serious and 123 minor injury accidents identified as being either directly or indirectly attributable to the presence of a rural selling place.



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## 3.2 Accident Trends

There has been a general increase in frequency of accidents associated with roadside stalls over the years 1981 - 1990. (see fig 1). This is particularly evident in the pattern since 1985.

## 3.3 Accident Movements

The accident movement types at roadside stalls are shown in fig 2.

- The most common type of accident accounting for 55% of all accidents was the "G" type movement (ie. a rear end accident where the front vehicle was slowing and/or turning off the road).
- The second most common accident was the "LB" type accident. (ie. one vehicle turning into a stall across the path of another vehicle travelling in the opposite direction). This type accounts for 15% of all roadside stall accidents.

Other accident types include:

- |  |     |
|--|-----|
| • Rejoining the traffic (J & K types ) | 10% |
| • Manoeuvring (M type)                 | 7%  |
| • Pedestrian                           | 3%  |

## 3.4 Arrivals versus Departures

Accidents involving a vehicle arriving at a rural selling place outnumbered accidents involving a vehicle departing by a ratio of 6:1. This result is at first surprising until the mechanisms of the two processes are considered.

An arrival at a rural selling place will often be marked by uncertainty, distraction while reading advertising signs, and possibly impulsive behaviour with a sudden decision to stop. The drivers will often have been travelling in a queue of traffic so that adjustments by other traffic may be required.

In contrast the exit can be made in a more orderly fashion with little disruption by choosing a suitable gap in the traffic before moving off.

## 3.5 Accident Risk

A risk index of accidents / 100 stalls / year was coined to express the relative accident risk associated with stalls on different classes of roads. The risk varies from near zero on Local Roads and Collectors Routes to a peak of 7.9 accidents / 100 stalls / year on Major Arterials carrying over 10,000 v.p.d. (see Table 1). Using current (1991) costing methods and values the average accident costs associated with a rural selling place vary from

around TABLE 1: ACCIDENTS AT ROADSIDE STALLS

NUMBER OF STALLS

Road	Traffic Volume				All Volumes
	<1000 vpd	1-5000 vpd	5-10,000 vpd	> 10,000 vpd	
Local/Collector	360	130	-	-	490
Minor Arterials	8	96	32	56	192
Major Arterials	16	130	86	122	354
All Roads	384	356	118	178	1036

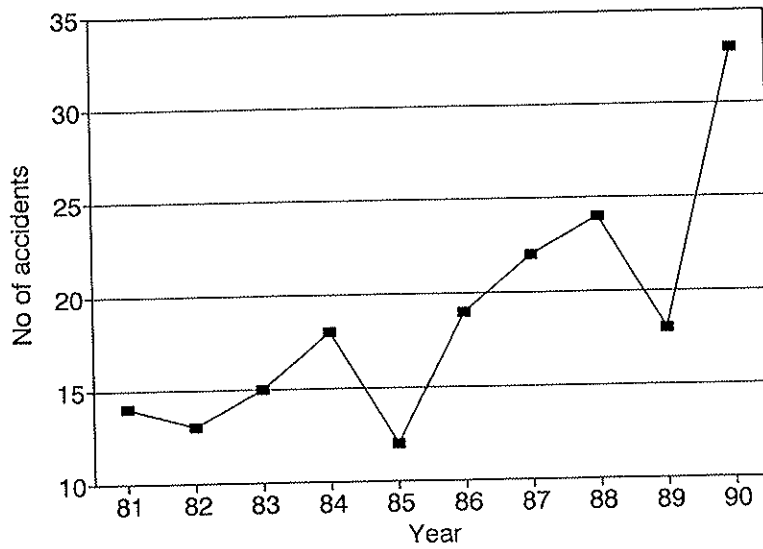
NUMBER OF ACCIDENTS

Road	Traffic Volume				All Volumes
	<1000 vpd	1-5000 vpd	5-10,000 vpd	> 10,000 vpd	
Local/Collector	-	2	-	-	2
Minor Arterials	-	20	7	12	39
Major Arterials	2	19	31	96	148
All Roads	2	41	38	108	189

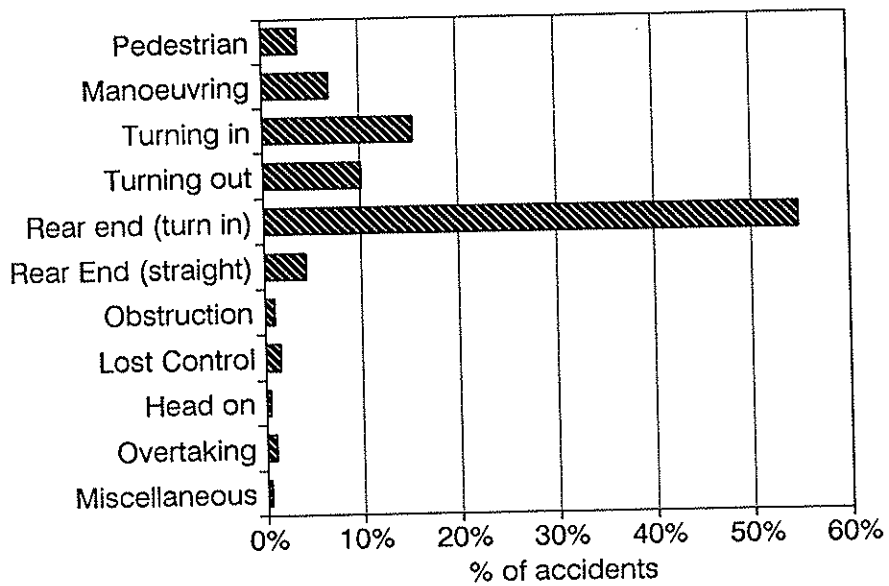
ACCIDENTS / 100 STALLS / YEAR

Road	Traffic Volume				All Volumes
	<1000 vpd	1-5000 vpd	5-10,000 vpd	> 10,000 vpd	
Local/Collector	-	0.2	-	-	0.0
Minor Arterials	-	2.1	2.2	2.1	2.0
Major Arterials	1.3	1.5	3.6	7.9	4.2
All Roads	0.1	1.2	3.2	6.1	1.8

**Fig 1 : Roadside Stall Accidents by Year**



**Fig 2 : Roadside Stall Accidents by Movement**



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\$100 per year for stalls on Local or Collector Roads to around \$20,000 per year for stalls on Major Arterials carrying over 10,000 v.p.d. These costs are carried by the public and governmental bodies such as A.C.C., M.O.T., Police and Hospitals. They are not costs that the stall owners incur and are therefore not considered when a stall owner sets up a stall.

## 4.0 CONCLUSIONS

4.1 In the areas studied the problem of accidents at rural selling places has sharply increased. Since 1985 the number of accidents has increased by an average of 20% per year.

4.2 The risk of an accident occurring at a rural selling place increases as:

- The traffic volume on the frontage road increases; and
- The arterial function increases.

On safety grounds planning controls should be graduated to favour rural selling places on low volume, collector routes and discourage or prohibit them on high volume, major arterials.

4.3 Accidents at rural selling places typically occur when the customer arrives at the stall (85% of accidents) not on departure.

This high proportion of accidents on arrival suggests a need to encourage a more ordered, less impulsive arrival behaviour at rural selling places. Measures which could be applied include:

- avoiding distraction due to sign clutter
- provision of deceleration tapers on the frontage road
- restrictions on the number of entrances to a stall
- providing narrow, well defined entrance ways
- avoiding sites with limited visibility

Road and Traffic Standards  
Ministry of Transport  
WELLINGTON

April 1992



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## APPENDIX 2

# DRAFT PERFORMANCE STANDARD FOR RURAL SELLING PLACES

### Definitions

#### Major Arterial

Includes "National Routes" and "Primary Arterials" ie Roads which are either of national strategic importance or of strategic importance between regions or within regions and between districts. Access standards for permitted activities are determined principally on the basis of strategic function and traffic volumes.

#### Minor Arterial

Roads serving an arterial function within or between districts. Often such roads also serve as local roads.

#### Collector Route

Locally preferred routes between or within areas of population or activity. These roads complement district arterials but have property access as a higher priority.

#### Local Road

All other roads servicing land use activities, with standards appropriate for the traffic use.

**Rural Selling Place** means land, building or part of any building that is used for the supply or sale of produce, handcrafts, artworks, winery and/or restaurant, refreshments or other goods direct to the public on roads in rural areas with speed limit over 50 km/h. The selling place includes roadside stall, trailer, handcart, barrow, or similar structure whether temporary or permanent, and in the case where the purchaser harvests the produce the selling place means any land, building or part of a building in which such produce is weighed, packaged or sold to the public.

**Sales Area** means the area used for the display and sale of produce on the property, relating to a rural selling place. Generally it will take the form of a structure, either permanent or temporary. It does not include access aisles or car park.

**Setback** means the distance between the front boundary of the property and a line drawn parallel to that boundary on the near edge of the sales area.

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## Consent Required:

(1) Where the proposed access to the rural selling place is either:

- (a) from a state highway or major arterial with an average daily traffic volume exceeding 5,000 vehicles per day; or
- (b) from any road where the average daily traffic volume exceeds 10,000 vehicles per day;

then it shall be a **non-complying activity**.

(2) Where the proposed access to the rural selling place is either:

- (a) from any state highway or major arterial road not defined in (1) above;  
or
- (b) from any road with an average daily traffic volume between 5,000 and 10,000 vehicles per day;

then consent to a **controlled activity** shall be required.

## Performance Criteria:

### General

- 1) No existing rural selling place shall be substantially reconstructed, altered or added to unless the site meets the following criteria or makes a substantial movement towards meeting the criteria.
- 2) For local roads and collector routes the sales area should be set back a minimum of 10 metres and for all other roads a minimum of 30 metres.
- 3) No selling place shall sell any produce or handcraft which has not been grown, reared, produced or crafted on the property or adjacent properties on which the selling place is situated. An applicant wishing to sell other goods may request a resource consent from Council to do so.
- 4) All advertising shall be confined to that permitted pursuant to the General Ordinance on Advertising.
- 5) All buildings, access drives, parking areas, signs and other features shall be designed, constructed and maintained to the satisfaction of the Council.



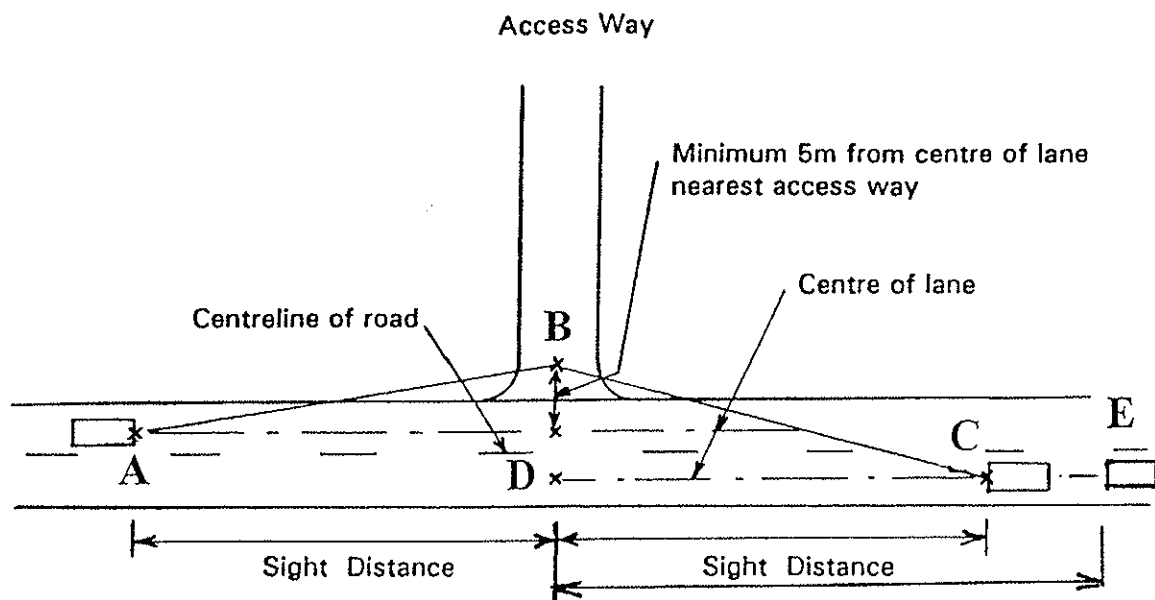
- 6) No selling place shall be located in a position in relation to an urban area or other selling place which would tend to disrupt traffic flow or extend urban growth into rural areas.

### Sales Area

No sales area shall exceed a total area of 30 square metres unless Council has granted a resource consent for a specified larger area. In general a consent would not exceed 75 square metres.

### Sight Distance

**Fig 1 : Sight Distance Measurement Locations**



Clear lines of sight from an eye height of 1.15metres to an object height of 1.15metres shall be established along the line BA, BC, and ED as shown in Fig 4. The sight distance is then between these points along the centre of the traffic lane: ie DA, DC, and DE.

Temporary obstructions such as parked cars should be ignored when determining sight lines.

To meet the sight distance standard all three sight distance measurements above should equal or exceed the appropriate values shown in Table 1.

**Table 1 : Sight Distance in metres**

Road Function	85th percentile speed (km/h)								
	40 km/h	50 km/h	60 km/h	70 km/h	80 km/h	90 km/h	100 km/h	110 km/h	120 km/h
<b>Local/Collector</b>	30	40	55	85	105	130	160	190	230
<b>Arterial</b>	70	90	115	140	175	210	250	290	330

The above sight distances use reaction times of 1.5 seconds on local roads and collector routes with operating speeds up to 60 km/h and 2.0 seconds for all other routes and speeds.

The values in Table 1 take into account both the speed of traffic on the frontage road and the function classification of the road. The speed is the 85th percentile speed (ie. the speed which 15% of vehicles would exceed). The use of a functional classification for sight distance reflects driver expectations and the need to provide higher safety standards on arterial routes.

### Driveways

- 1) Driveway width shall be not greater than 9 metres.
- 2) The distance from any driveway to any road intersection shall be not less than 60 metres on arterial routes or 30 metres local roads and collector routes.
- 3) Driveway design: the driveway shall be designed and constructed to ensure no adverse effect on the roadside stormwater drainage system, to minimise the migration of gravel on to the traffic lane and to prevent edge break. Where the access is from a minor arterial road that is sealed, the driveway shall be designed and constructed in accordance with Figure 2. Where the access is from a major arterial road it shall be a requirement that road widening is constructed in accordance with Figure 3. This road widening shall be sealed.
- 4) Driveway spacing: The spacing between driveways shall be such that the function of the through road is not impaired. For rural arterials where the speed limit is 100kph, the minimum spacing shall be not less than 200m.
- 5) Intersection angle: the driveway shall intersect with the road within 15° of a right angle.
- 6) Where these standards cannot be met then Council will consider the application as a notified application for consent pursuant to s.72 of the Act.

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## Advertising and Signs (Rural)

### Definitions:

In this ordinance unless the context otherwise requires "sign" includes: every sign placed or affixed (whether by painting or otherwise) as advertising matter upon a site and visible from off the site, and the board, hoarding or other structure which supports such signs, except that where the sign is free standing, the area of any pole or poles which support the sign above ground level shall not be included in any calculations of the sign area.

### General Requirements:

- Illuminated signs shall require consent as a conditional use except in the rural zones where such signs are not permitted. Reflective signs are not permitted.
- The lettering or symbols on all signs shall be bold, concise and easy to read from a moving vehicle. Signs in rural areas will generally need to be visible for a minimum distance of 220 metres.
- The number of words, or information, displayed on any sign shall be a concise and as simple as possible.
- All signs are to be generally restricted to two colours only: one colour for the lettering and one for the background. The following colour combinations are recommended:

green on white  
blue on white  
white on black  
black on white  
yellow on black

The following colour combinations are prohibited due to their conflict with official traffic regulatory and warning signs:

black on yellow  
black on orange  
red on white  
white on green  
white on blue  
white on red

The use of fluorescent or "dayglo" paints and/or colours will not be permitted.

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**Number of Signs:**

The number of signs shall not exceed one double sided sign with each side not exceeding 3.0 square metres in area; except that where it would be more appropriate from a road user visibility point of view to have two single sided signs then each separate sign shall have only one 3.0 square metre face upon which the advertising is placed.

**Location:**

The sign shall be located on the property from which the rural selling place or visitor attraction is operating and shall be positioned adjacent to the access point, except that where it would be more appropriate from a road user visibility point of view to shift the signs away from the access point this shall be permitted.

**Information to be Displayed:**

The information to be displayed on the sign(s) shall be limited to that given in (a) and (b) below, and shall include: the NAME of the property, the TYPE of goods, produce, or service for sale (eg. vegetables, fruit, crafts, etc). In addition removable boards with the words OPEN or CLOSED may be affixed to the sign as appropriate.

- a. On State Highways and Major Arterials a maximum of 5 words, or 6 words and symbols will be permitted.
- b. On all other roads a maximum of 10 words, or 11 words and symbols will be permitted

**Lettering Size:**

The lettering size for the four messages shall have the following minimum heights:

Name of Operation	150 - 200mm
Type of goods, produce, etc	200 - 300mm
Open/Closed board	100 - 150mm

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## **APPENDIX 3:**

### **EXAMPLE OF A LICENCE TO OPERATE AS A HAWKER**

#### **LICENCE TO OPERATE MOBILE FISH SHOP STATE HIGHWAY NO.1: PAEKAKARIKI SOUTH**

In response to your letter, approval is hereby given to operate your mobile fish shop (truck) on Transit New Zealand land at the rest area adjacent side of State Highway No.1 at Reference Position 935/0.7.

This licence is subject to the following conditions:

1. This licence will expire on 31 March 1991.
2. This licence may be cancelled at any time by notice in writing.
3. The shop shall be parked as far away from the edge of the highway as reasonably practicable, a minimum distance of 10 metres from the white edge line for this rest area.
4. The shop shall only be operated during daylight hours and all rubbish from the shop shall not be dumped in the area, but be removed from the site.
5. A consent must be held under the Transit New Zealand Bylaw 1987/3 before any sign is displayed and for this licence to be valid.
6. All signs are to be physically removed from the site on cessation of the operation on any particular day.
7. Any damage to the area caused by the operation of the mobile shop shall be made good at the licensee's expense.
8. A current approval shall be held from the Kapiti Coast District Council Health Inspector prior to commencing the operation of the shop.
9. All relevant Local Authority regulations shall be complied with prior to commencing the operation of the shop.
10. A copy of this licence shall be kept in the shop during all operating hours. Failure to do so will constitute an unlicensed shop and under the terms of this licence such shop shall be deemed to be trespassing.
11. The licensee must display his name somewhere on his mobile shop for ready

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identification and the name must be able to be seen from the State Highway.

12. Any request by a Traffic Officer to relocate the shop within the rest area shall be complied with.
13. The operation of the mobile shop (truck with trailer, trailer or caravan etc) shall be deemed to be self contained, that is all produce is to be displayed on the mobile shop and at no time is the mobile shop to inhibit the public from using the rest area.
14. The mobile shop must be able to be moved immediately at any time upon request by a Traffic Officer or approved agent of Transit New Zealand.
15. This licence is not transferable.
16. Any notice to be served upon the licence shall be deemed to be served upon him/her if posted to his/her last known residential address and shall be deemed to have been served at the time the letter would have arrived at that address in the ordinary course of post.

Failure to comply with any or all of the above conditions will result in cancellation of the licence and further use of the site shall be deemed to be trespass under Sections 3 and 4 of the Trespass Act of 1980.

An administration fee of \$250.00 plus GST is payable for this licence and an invoice is attached. This licence shall be deemed cancelled if the account is not paid within twenty days (20) of the date of this letter.

Yours faithfully

Regional Manager





