

From: Claudia Jones [<mailto:Claudia.Jones@nzta.govt.nz>]

Sent: Tuesday, 09 April 2019 4:00

To: murray@kivell.co.nz; Adrienne Wilcock <wdajwilcock@hotmail.com>; Donna Arnold <donna.bruce@farmside.co.nz>

Cc: Mark Hamilton <MHamilton@mpdc.govt.nz>; Rodney Albertyn <Rodney.Albertyn@nzta.govt.nz>

Subject: Private Plan Change 50- Hobbiton (Signage and intersection speed zone matters)

Hi there,

As per today's hearing, attached is the NZ Transport Agency's Safety Engineer response in regards to the proposed Hobbiton Movie Set Tourist Signs. I have also attached a response to questions raised by Mayor Jan Barnes in regards to signage for Hobbiton from February 2017.

In terms of the "Intersection Speed Zone" Safe Alliance Project that is to be implemented at the SH29/Hopkins Road intersection, I am still awaiting information on the dates of installation. Once I have received this information I will send it through as soon as possible.

Kind regards,

Claudia Jones / Consultant Planning Advisor

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* Please Note that I contract to NZTA Tuesday-Thursday only.

25 July 2017

Cameron Stanley
Bloxam Burnett & Oliver Ltd
PO Box 9041
Hamilton 3240

Dear Cameron

Hobbiton Movie Set Tourist Signs Request

Thank you for meeting with us on 23 June 2017 regarding the Hobbiton Development Concept Plan. This letter is to respond to your request to install brown tourist signs for "Hobbiton Movie Set" at the State Highway 1 & 29 intersection and the State Highway 27 & 29 intersection.

As we advised during the meeting, tourist signs alone however are not intended to fully meet all the desires and needs of road users. They merely form part of the overall traffic sign system working in conjunction with the directional and route signs. For consistency, and to control the number of signs on the state highway network, tourist signs for a specific facility should only be used in the immediate vicinity of the tourist facility, which is generally from the nearest state highway or main road to the facility. We note that there are existing tourist signs for "Hobbiton Movie Set" on State Highway 29, which is a significant national state highway that tourists are able to easily find using a map or GPS device.

We have considered your request to install "Hobbiton Movie Set" tourist signs at the State Highway 1 & 29 intersection and State Highway 27 & 29 intersection, and from the information received, our current view of the situation is that these signs are not necessary.

However, in relation to your request we are going to:

- Modify the existing guide sign at the State Highway 27 Firth Street intersection at our cost to include "Hobbiton Movie Set" to provide guidance for motorists travelling from Matamata to Hobbiton.
- Consider adding Matamata to the guide signs at the State Highway 1 & 29 intersection when the intersection is upgraded.
- Continue to work with BBO and Hobbiton to improve the driving information provided to customers.

In future when applying for tourist signs, we have a tourist signs application form available on our website: <http://www.nzta.govt.nz/resources/tourist-signs-on-state-highways/>

Please contact me if you have any queries regarding this matter.

Yours sincerely

Mark Lilley

Mark Lilley

Safety Engineer

Response to Questions raised by Mayor Jan Barnes at 13 February 2017 Waikato RTC re Hobbiton

Signs at the SH1 Karapiro Road intersection:

The NZ Transport Agency does not support adding signs for Hobbiton at the SH1 Karapiro Road intersection. To control the amount of signs on State highways, brown tourist signs are generally only approved in the immediate vicinity of a tourist facility, and we only approve installing tourist signs directing motorists along a State highway in exceptional circumstances. If a sign saying "Hobbiton straight ahead" were to be installed at the SH1 Karapiro Road intersection, it would require several reassurance signs to be installed at intervals along both SH1 and SH29. With SH1 planned to be upgraded to an expressway in the future, these Hobbiton signs may not be able to be accommodated on the future expressway. We also have been advised that less than 10% of visitors use this road to access Hobbiton, so a sign saying "Hobbiton straight ahead" is only likely to re-direct a very small number of their visitors. As an alternative, we have suggested that a sign could be installed on Karapiro Road saying "road not suitable for campervans," and a map sign at the pullover area 150m from SH1 displaying the SH29 route.

Signs at the SH1/29 intersection at Piarere:

The NZ Transport Agency also does not support adding signs for Hobbiton at the SH1/29 intersection. This intersection is situated in a high speed environment with high traffic volumes, and there has been a recent fatal crash at this intersection. To minimise the distraction to drivers, the amount of signage at major intersections is limited to essential warning and guide signs. We note that Hobbiton is accessed from a side road of State Highway 29, which is a significant national state highway which tourists should not have difficulty finding if they use a map or GPS device.

Other improvements to Buckland Road:

Buckland Road is between SH1 at Karapiro and Hobbiton. NZ Transport Agency staff are willing to assist Matamata Piako District Council to identify and prioritise low cost improvements for Buckland Road to improve the safety of tourists using this route (for example, traffic signs and road marking improvements). We also have a visiting drivers project in progress in the lower South Island, which has trialled education and engineering initiatives which also may be of use on Buckland Road.