

Technical requirements for a sign

continued

Location of the sign

The sign must :

- be located on the site to which the sign relates
- be located so there is an unrestricted view to the motorist depending on speed
- be at least 100m in urban areas and 200m in rural areas from an official sign or traffic signal
- not obscure driver visibility at accesses or intersections
- be at right angles to the state highway and positioned to avoid vehicle headlight reflection
- be placed to ensure there is only one advertising sign located on or adjacent to the property to which it relates.

Other safety requirements

- The sign supports must meet the requirements regarding strength, rigidity and impact performance as described in our Traffic signs performance based specification (also known as specification P/24) available from our website (www.nzta.govt.nz).
- We strongly discourage the inclusion of detailed information on signs, eg prices and opening/closing times.

Chapter 3 'Advertising signs' of our *Traffic control devices manual* can also be used when assessing the suitability of a sign.

Tourist and motorist service signs

Please contact your local NZTA office for further information.



Further information

We also have brochures that cover access to state highways and reverse sensitivity. You can obtain a copy of these documents from our website (www.nzta.govt.nz) or from one of our regional offices:

Whangarei

Level 2, ANZ Building
16 Rathbone Street
PO Box 1899
Whangarei 0140

Phone: 64 9 430 4355
Fax: 64 9 470 2390

Auckland

Level 11, HSBC House
1 Queen Street
Private Bag 106602
Auckland 1143

Phone: 64 9 969 9800
Fax: 64 9 969 9813

Hamilton

Level 1, Deloitte Building
24 Bridge Street
PO Box 973
Waikato Mail Centre
Hamilton 3240

Phone: 64 7 958 7220
Fax: 64 7 957 1437

Tauranga

405 Cameron Road
PO Box 430
Seventh Avenue
Tauranga 3140

Phone: 64 7 927 6009
Fax: 64 7 578 2909

Napier

Level 2, Dunvegan House
215 Hastings Street
PO Box 740
Napier 4140

Phone: 64 6 974 5520
Fax: 64 6 974 5529

Palmerston North

Level 3, 43 Ashley Street
PO Box 1947
Palmerston North Central
Palmerston North 4440

Phone: 64 6 953 6396
Fax: 64 6 953 6203

Wellington

Level 9, PSIS House
20 Ballance Street
PO Box 5084
Lambton Quay
Wellington 6145

Phone: 64 4 894 5200
Fax: 64 4 894 3305

Blenheim

Marlborough Roads
Level 1, The Forum
Unit 2.4, Market Street
PO Box 1031
Blenheim 7240

Phone: 64 3 520 8330
Fax: 64 3 577 5309
Please note: we do not
provide licensing at this office

Christchurch

Airport Business Park
Unit C
92 Russley Road
PO Box 1479
Christchurch 8140

Phone: 64 3 964 2800
Fax: 64 3 964 2793

Dunedin

Level 2, AA Centre
450 Moray Place
PO Box 5245
Moray Place
Dunedin 9058

Phone: 64 3 951 3009
Fax: 64 3 951 3013

NZTA national office

For general enquiries and contact information for the NZ Transport Agency, please check our website www.nzta.govt.nz or email us at info@nzta.govt.nz

NATIONAL OFFICE
Victoria Arcade
50 Victoria Street
Private Bag 6995
Wellington 6141
New Zealand
Telephone: +64 4 894 5400
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State highways - advertising signs

If you're thinking about putting up an advertising sign or device alongside a state highway, you need to consider some important factors. Contact your local NTZA office and your local authority to understand what these factors are.



Signs can reduce the safety and efficiency of highways if they are poorly located, distract drivers' attention or restrict visibility. They may also have an adverse effect on the environment.

As the NZTA has the job of providing safe and efficient state highways that meet the needs of road users and communities, we need to reduce any such possible effects.

What is an advertising sign/device?

An advertising sign or device is any sign, placard, handbill, writing, picture, painting, engraving, carving, blimp, laser display, tri-vision device or any other device for attracting the attention of passers-by.

This sign or device might be fixed to, incorporated in or painted on any building, parked vehicle or trailer, post or other structure. It also may be permanent or temporary.

Applying to erect a sign

To erect a sign, you will need to supply the following information:

1. a site diagram showing your property boundaries and access to your property, as well as the sign location in relation to the state highway
2. a diagram of your proposed sign showing the colours, dimensions and lettering height, and the height and width of your sign when mounted
3. the legal description of your property and the property where the sign is to be placed
4. a description of the proposed activity you wish to advertise.

Contact your NZTA regional office as early as possible for information and advice (see the back of this brochure).

Determining whether an advertising sign can be put up

This table will help you understand whether you can erect your sign and who you may need to contact.

Location of sign	Information you'll need	Who to approach
On private property adjacent to state highways in all speed limit areas (we discourage advertising signs in locations remote from their business premises)	Your local authority will be able to tell you if you require a resource consent. If you do, your local authority will decide whether your sign is going to be approved, with our input as an affected party.	Contact your local authority in the first instance. You should also contact us, as we'll advise on all applications for private signs adjacent to state highways that don't comply with the local authority rules (ie controlled, discretionary or non-complying activities that require a resource consent).
Within the state highway reserve area* where the speed limit is 70km/h or lower	Your sign may be permitted behind the kerb line (at the edge of the road). Your local authority will be able to tell you if you require a resource consent. If you do, it will decide whether your sign is permitted, with our input as an affected party.	Contact your local authority in the first instance. Should you then require our input, contact your local NZTA office (see the back of this brochure).
Within the state highway reserve area* where the speed limit is above 70km/h	Your sign is not permitted.	Contact your regional NZTA office (see the back of this brochure) if you require further information.
On the state highway carriageway	It is illegal to place your sign on the carriageway (ie the part of the road set aside for use by, or reasonably useable for, wheeled traffic). This policy is enforced. Signs include devices such as sandwich boards, 'open home' signs and flags.	

* The state highway reserve area includes the road and the roadside area - usually between fence-lines. Advertising signs within the state highway reserve are controlled through the New Zealand Transport Agency (Signs on State Highways Bylaw) 2010. This bylaw does not apply to areas within a 50km/h speed restriction unless the local authority has adopted the bylaw. Contact your local authority to check.

Technical requirements for a sign

See below and over the page for the technical requirements for signs on or adjacent to state highways that help us provide and maintain safe and efficient highways for all road users.

The sign itself

- Signs should have messages that are clear, concise and easily read, and assist drivers to locate entrances and activities on land adjacent to state highways.
- Signs should have a minimum lettering height of 120mm where the speed limit is lower than 70km/h, or 160mm where the speed limit is 70km/h or higher.
- Signs should have a maximum of 6 words and/or symbols, with a maximum of 40 characters.
- Signs should use a colour combination for the background, wording and legend that are not similar to those used for any official road sign or traffic sign.
- Signs should not use reflective materials, internal or external illumination, or variable, flashing, rotating or animated parts.