

04 August 2017

Dear Candidate

## **Electioneering Signs Adjacent to State Highways**

New Zealand Transport Agency (NZTA) as road controlling authority for State highways throughout New Zealand seeks the co-operation of your party in controlling the location of electioneering signs adjacent to those highways.

The NZTA Board continues to be concerned with the potential for driver distraction arising from signs, particularly those adjacent to intersections and along higher speed arterial routes carrying high traffic volumes. It is clear from New Zealand and overseas experience that there is a direct correlation between poorly located signage and road crashes. The NZTA is keen to ensure that electioneering signs do not contribute in any way to reversing the current trend which sees the road toll decreasing on New Zealand roads.

With this in mind there are some fundamental considerations we would ask you to make when erecting electioneering signs adjacent to state highways. These are:

In **rural** areas (where speed limits are 70km/h or above)

- Signs should be located off the highway reserve. You will, of course, need to consult with property owners and the appropriate local authority to gain any necessary consent.
- Signs must not be reflectorised or erected in such a location that will create an obvious conflict with existing road signs.
- Signs must not imitate or be of a form similar to any traffic signs. (This is a legal requirement in terms of the Land Transport Act 2003.)
- The location of signs must give consideration to visibility and other traffic safety aspects.
- Signs must be located **at least 200m** from intersections, bends in the highway and from other regulatory signs
- Signs are not permitted on or adjacent to motorways.

Signs erected on rural State highways in a location or manner likely to cause distraction or danger to road users may be removed by NZTA or its agents without prior notice. Where a sign is removed the party will then be advised of the action taken and that the sign may be redeemed for a fee of \$50 to cover NZTA costs.

- For the above noted safety reasons, vehicle mounted signs situated on State Highways are not permitted.

In **urban** areas (where speed limits are 70 km/h or less) you should seek the local authority's approval for erection within or adjoining the road reserve.

Thank you for your cooperation.

If you have any further queries please contact Jude Ward NZTA on (03) 964 2813 or [jude.ward@nzta.govt.nz](mailto:jude.ward@nzta.govt.nz).

Yours sincerely

*Peter Connors*

Peter Connors  
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NZ Transport Agency



## GUIDELINES FOR MANAGING ELECTIONEERING SIGNS ON STATE HIGHWAYS

This statement is a guideline for NZ Transport Agency (NZTA) regional staff/delegated local authority staff and their consultants.

The guideline objectives are to minimise the potential for road crashes arising from drivers being distracted by indiscriminate installation of electioneering signs and to ensure consistency of application of NZTA policy on such signs with minimal involvement by NZTA.

### 1. On Rural State Highway Reserves [NZTA to Manage]

- 1.1 Signs should generally be located off state highway reserves. In exceptional circumstances only, signs may be erected within the State highway reserve with the **written approval of the Highway Manager**.
- 1.2 For the exceptional circumstance to apply, the applicant must be able to demonstrate that all other options have been exhausted and that there is no other appropriate safe location for the sign.
- 1.3 Signs must:
  - not be reflectorised;
  - be located generally giving consideration to visibility and traffic safety;
  - not be on or adjacent to motorways;
  - not be erected in a manner that will create distraction or danger to road users; and
  - not imitate any official traffic signs.
- 1.4 For safety reasons, vehicle mounted signs situated on state highway reserves are not permitted.
- 1.5 To minimise staff involvement, NZTA shall:
  - act quickly on inquiries from political parties and the public;
  - instruct network consultants to inspect all state highway's for compliance every 7 to 10 days;
  - phone/fax the parties/candidates where there is non compliance, requesting action/removal within 48 hours; and
  - instruct consultants to remove the signs if there is no action after 48 hours.

- 1.6 Where any sign is erected without NZTA approval in an obviously unsafe location it must be removed immediately and stored undamaged. The party must then be advised of the storage location for retrieval at a fee of \$50 to cover NZTA costs.

**2. On Property Adjoining Rural State Highways and On Urban State Highway Reserves and Adjoining Property [Local Authorities to Manage]**  
*(Where urban areas relate to State highway's with speed limits of 70 km/h or less)*

- 2.1 NZTA shall refer all applicants/parties to the appropriate local authority.
- 2.2 Although it is expected that local authorities will administer their own controls in terms of district plans, NZTA should make known its views that any signs should meet the NZTA policy requirements set out in paragraphs 1.3 and 1.4 above.
- 2.3 Beyond appropriate liaison with local authorities to convey the above policy, NZTA shall have no other involvement with signs in these areas.