

## TOURIST SIGNS

For traffic sign purposes, tourist establishments are commercially operated enterprises catering mainly for tourists. They must be of genuine interest to tourists, and have some interpretive value such as guided tours or working demonstrations.

Examples of tourist establishments include museums, historic homes and gardens, tourist farms, fauna parks and zoos, wineries, craft centres, potteries and art galleries, theme parks and adventure sports facilities.

In order to justify permanent brown tourist signs, the establishment is expected to have information relating to its purpose, features, operating hours, etc. readily available through the internet, information centres, brochures or other media.

Further information about tourist signs and the full criteria can be found in the NZ Transport Agency *Traffic Control Devices Manual Part 2: Direction, Service and General Guide Signs*, Section 6.0: Tourist Signs

[www.nzta.govt.nz/resources/traffic-control-devices-manual](http://www.nzta.govt.nz/resources/traffic-control-devices-manual)

## COMPLETED APPLICATION FORM

Please send your completed application form to your nearest NZ Transport Agency office listed below or email to [info@nzta.govt.nz](mailto:info@nzta.govt.nz)

### WHANGAREI

Level 1, Walton Plaza  
4 Albert Street  
Whangarei 0140  
P: 64 9 430 4355

### AUCKLAND

Level 11, HSBC House  
1 Queen Street  
Private Bag 106602  
Auckland 1143  
P: 64 9 969 9800

### HAMILTON

Level 1, Deloitte Building  
24 ANZAC Parade  
PO Box 973  
Waikato Mail Centre  
Hamilton 3240  
P: 64 7 958 7220

### TAURANGA

Level 3, Harrington House  
32 Harrington Street  
PO Box 13 055  
Tauranga 3110  
P: 64 7 927 6009

### NAPIER

Level 2, Dunvegan House  
215 Hastings Street  
PO Box 740  
Napier 4140  
P: 64 6 974 5520

### PALMERSTON NORTH

Level 3,  
43 Ashley Street  
Private Bag 11777  
Palmerston North 4440  
P: 64 6 953 6396

### WELLINGTON

Level 5,  
Majestic Centre,  
100 Willis Street  
PO Box 5084  
Lambton Quay  
Wellington 6145  
P: 64 4 894 5200

### BLENHEIM

Marlborough Roads  
Level 1,  
The Forum  
Unit 2.4,  
Market Street  
PO Box 1031  
Blenheim 7240  
P: 64 3 520 8330  
*Please note: we do not provide licensing at this office*

### CHRISTCHURCH

Level 1, BNZ Centre,  
120 Hereford Street  
PO Box 1479  
Christchurch 8140  
P: 64 3 964 2800

### DUNEDIN

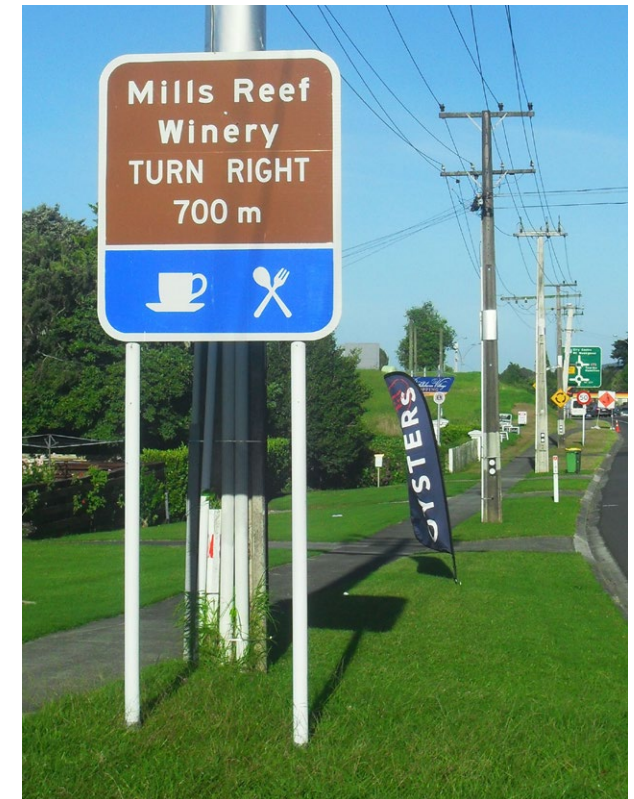
Level 2, AA Centre  
450 Moray Place  
PO Box 5245  
Moray Place  
Dunedin 9058  
P: 64 3 951 3009

## TRANSPORT AGENCY NATIONAL OFFICE

For general enquiries and contact information for the NZ Transport Agency, please check our website [www.nzta.govt.nz](http://www.nzta.govt.nz) or email us at [info@nzta.govt.nz](mailto:info@nzta.govt.nz)

### NATIONAL OFFICE

Victoria Arcade  
50 Victoria Street  
Private Bag 6995  
Wellington 6141  
New Zealand  
Phone: +64 4 894 5400



## INFORMATION AND APPLICATION FORM FOR TOURIST SIGNS ON STATE HIGHWAYS

This brochure should be read in conjunction with the NZ Transport Agency *Traffic Control Devices Manual Part 2: Direction, Service and General Guide Signs*, Section 6.0: Tourist Signs

# TOURIST SIGNS APPLICATION FORM

NAME OF APPLICANT

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ADDRESS OF APPLICANT

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WORK PHONE

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EMAIL

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NAME OF ESTABLISHMENT

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ADDRESS OF ESTABLISHMENT

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WEBSITE

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## In order to qualify for tourist signs, the establishment should meet these criteria:

*Tick if applicable*

- 1 Have tourism as a core business activity?
- 2 Provide a tourism experience in addition to, or as part of, any commercial/retail activity (ie the experience must be for the purpose of education or demonstration of the manufacture of goods, or demonstration of crafts, as distinct from retail sales or other major use of the premises, and must be available on a regular basis at all times when the establishment is open)?
- 3 Have all relevant government and council licences and approvals to operate as a tourist facility?

- 4 Open to the public without prior booking during the facility's normal opening hours?
- 5 Open on weekends and at least three other days of the week, plus public and school holidays?
- 6 Open for a minimum of seven hours per day on the days the attraction is open?
- 7 Display clearly at the entry point the days and hours of opening?
- 8 Provide clean and conveniently located toilets, including those suitable for disabled users?
- 9 Provide adequate all-weather off-street parking, including dedicated spaces for disabled visitors, also for coaches and other large vehicles if such vehicles are ever expected?
- 10 Have an entrance to the above parking which is in a safe location and designed to appropriate standards for the amount of traffic using it and the traffic volume along the road?
- 11 Have information about the facility available at nearby and regional visitor information centres; with opening hours, admission prices, location and directions?
- 12 Promote the location and clear directions to the facility for visitors from outside the local area, utilising electronic and print media?
- 13 Is appropriately signed within the property line, including clear indication about parking, so that it is easily identifiable to passing road users?
- 14 Have appropriately trained visitor contact staff providing high standards of customer service?
- 15 Does not, and cannot, have advertising signing visible from the State highway?

## Please include the following with your application

- Government and council licences
- Photographs and/or maps of existing and proposed signs
- Any promotional material

## General conditions

- An approval is valid for five years.
- Signs will be installed at NZ Transport Agency approved location(s) and will comply with the NZ Transport Agency Traffic Control Devices Manual Part 2: Direction, Service and General Guide Signs, Section 6.0: Tourist Signs.
- The applicant will pay all costs of manufacture, installation and replacement of the signs.
- If there are any existing signs in the location then the applicant may be required to fund the cost of aggregating the existing signs.
- The applicant shall not alter the approved sign(s).
- The signs may be removed by the NZ Transport Agency if the establishment ceases to operate, or no longer operates as an eligible tourist establishment.
- If the section of road where the sign is located is bypassed or upgraded to either motorway or expressway then the NZ Transport Agency reserves the right to remove the sign(s) at this time.

## I agree to the general conditions listed above

SIGNATURE OF APPLICANT

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DATE

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