



# Sign Standards

## Kaipara District Council 2024



**The Sign Standards are made under clause 7 of the Signs Bylaw.**

**Sign Standards**

<b>Category</b>	Council	<b>Business Unit</b>	Policy
<b>Author</b>	Policy Analyst	<b>Bylaw</b>	Signs Bylaw 2024
<b>Type</b>	Non-Statutory	<b>Date first adopted</b>	3 April 2024
<b>Authorised</b>	Council	<b>Review cycle</b>	As required
<b>Last review date</b>	NA	<b>Next review date</b>	As required
<b>Published</b>	KDC Website		

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## Introduction

Signs have an important function as a communication tool within the District. They advertise goods and services, provide notice of forthcoming events, warn of hazards, identify premises, direct and control traffic, and pedestrians. Signs enable businesses, community groups and other organisations to support the social, economic, and cultural wellbeing of the District.

It is appropriate to have signs, however, the number, size, location, and visual prominence of signs needs to be balanced against the potential nuisance they can cause and the impact they can have on health and safety and visual amenity.

The Signs Bylaw and these Signs Standards made under the provisions of the Bylaw manage signs located on Council owned or controlled land and property, including Council roads, road reserves, and the State Highway road reserves within the 70km per hour or less speed limited zone. These Standards should be read in conjunction with the Signs Bylaw.

The [New Zealand Transport Agency \(Signs on State Highways\) Bylaw 2010](#) controls signs located on State Highways within the 70km per hour or more speed limited zone and is administered by Waka Kotahi/NZ Transport Agency.

The District Plan applies to permanent and temporary signs on private land and property including business, commercial or industrial and residential.

### Related Information

The Signs Bylaw and Sign Standards compliment rather than duplicate provisions for signs in the Kaipara District Plan and the [New Zealand Transport Agency \(Signs on State Highways\) Bylaw 2010](#) by defining clear lines of jurisdiction between the three regulatory mechanisms.

There may be instances where the location of your sign will require approval from another Authority before a permit may be granted under these Standards.

## Preliminary matters

### 1. Interpretation

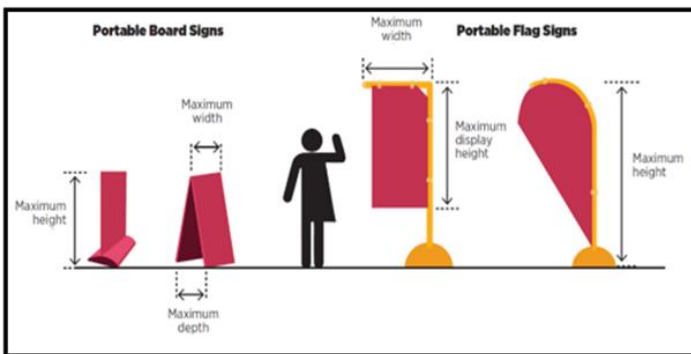

1.1. Where a definition is provided in the Kaipara District Council Signs Bylaw, that definition applies to these Sign Standards.

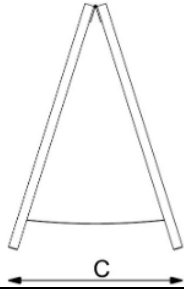
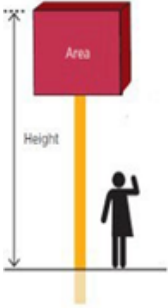
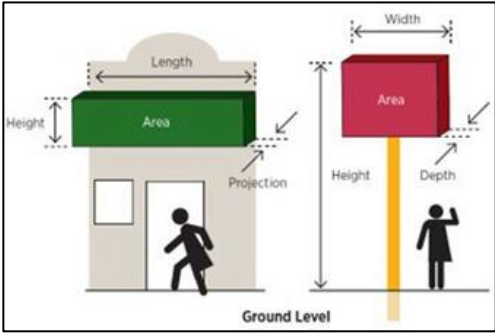
1.2. In these Sign Standards, unless the context otherwise requires:

<b>Advertising Sign</b>	means any surface or structure with characters, letters or illustrations applied to it; and displayed in any manner anywhere outdoor for the purposes of: <ul style="list-style-type: none"> <li>• advertising or giving information on goods and services available for purchase; or</li> <li>• to attract the public to any place, person, public performance, article, or merchandise, and</li> <li>• includes the surface or structure it is attached or fixed to within the jurisdiction of the Council.</li> </ul>
<b>Approval</b>	means permission in writing from Kaipara District Council to carry out an activity as provided in these Standards. May require a permit and may be subject to conditions.

<b>Authorised Officer</b>	<p>means</p> <ul style="list-style-type: none"> <li>• a person authorised by Council to perform duties under the Signs Bylaw; or</li> <li>• a person appointed by Council as an enforcement officer under <a href="#">section 177 of the Local Government Act 2002</a>.</li> </ul>
<b>Banner Sign</b>	<p>means a sign made of flexible material suspended in the air by poles, or cables.</p>
<b>Community Organisation / Group</b>	<p>means organisations or groups that are:</p> <ul style="list-style-type: none"> <li>• not-for-profit;</li> <li>• operate a service or activity beneficial to the community; including providing recreation, cultural or community service or activity; and</li> <li>• Includes voluntary organisations, local groups, church groups, sports clubs, social clubs, marae committee, environmental groups, schools, charitable trusts, or similar groups.</li> </ul>
<b>Community Sign</b>	<p>Means a sign with the intention of being displayed for the sole purpose of promoting a community organisation, community event, or providing community information without the components of an advertising sign.</p>
<b>Digital Sign</b>	<p>means a sign that is internally lit, and which displays electronic (text) messages and or images that can be changed remotely on or off site. The sign can be illuminated or flashing.</p>
<b>Directional Real Estate Sign</b>	<p>means signs providing direction to a building or land that is available to the public for inspection for the purpose of sale, lease, or auction.</p>
<b>Display</b>	<p>means to construct, erect, install or maintain any sign or to cause any sign to be constructed, erected, installed, or maintained in a location, so that it can be readily seen.</p>
<b>Display Area</b>	<p>means the total surface area of a signs content, including all lettering, wording, designs, symbols, background, and frame, but does not include any support structure or bracing incidental to the sign.</p>
<b>Display Board</b>	<p>means a Council owned notice board that is installed and located to facilitate a general communication point for the use and benefit of that community and its members to primarily:</p> <ul style="list-style-type: none"> <li>• promote community events;</li> <li>• provide community information;</li> <li>• advertise community businesses and services; and</li> <li>• display official public notices.</li> </ul>
<b>District Plan</b>	<p>means the Kaipara District Plan</p>
<b>Election Sign</b>	<p>means a temporary advertising sign associated with an election, by-election, poll or referendum identified in the <a href="#">Electoral Act 1993</a>, and the associated <a href="#">Electoral (Advertisement of a Specified Kind) Regulations 2005</a>; or the <a href="#">Local Electoral Act 2001</a>, and any legislation that enables a referendum.</p>
<b>Event</b>	<p>means an organised temporary activity that brings people together for the primary purpose of participating in a community, cultural, commemorative, recreational, sport, art, educational, or entertainment experience and includes an organised gathering, outdoor market, political meeting, parade, protest, festival, filming, concert, celebration, or sporting event of a significant scale.</p>

<b>Event Sign</b>	<p>means a temporary sign that promotes or advertises a:</p> <ul style="list-style-type: none"> <li>• major event, an event of national or international interest which provides substantial sporting, cultural, social, economic, or other benefits;</li> <li>• regional / district event, an event which attracts participants from, or has significance, throughout the Kaipara District, or a substantial part of the Kaipara District;</li> <li>• community event, an event that is not a major or regional event and which attracts participants from, or has significance to, a local area; or</li> <li>• temporary sale of used goods from a residential premises that belong to the owner or occupier of those premises, including a garage sale but excluding sale of goods associated with a home business; and</li> <li>• excludes real estate signs.</li> </ul>
<b>Fee</b>	means the charge for issuing a permit under these Standards.
<b>Free-Standing Sign</b>	means a self-supporting sign that is fixed on or into the ground, and that is independent of or does not use a wall, building, fence, other structure, or tree for the purposes of providing the sign with support. Excludes portable signs, flags on flagpoles and poster signs.
<b>Footpath</b>	means a path or way principally designed for, and used by, pedestrians; and includes a footbridge under the control of Council.
<b>Flashing Sign</b>	means a sign or a portion of the sign which changes light intensity or switches on and off in a constant pattern or contains motion or the optical illusion of motion by use of electrical energy.
<b>Good Condition</b>	means a sign that is in such condition that it does not become unsafe or detract from the visual amenity of the area. The sign must be structurally sound and not create a risk to public health or safety.
<b>Located / Location</b>	means the position placement of the sign within a site.
<b>Off-Site Sign</b>	means any temporary sign that is used to inform people of activities, goods and services that are not undertaken, sold, or provided on the site where the sign is located.
<b>On-Site Sign</b>	means a sign that is used to inform people of activities, good and services that are undertaken, sold, or provided on the site where the sign is located.
<b>Owner</b>	means the person who the sign belongs to and is responsible for.
<b>Person</b>	<p>means an individual, a corporation, a body corporate, and an unincorporated body, and includes:</p> <ul style="list-style-type: none"> <li>• the person who wishes to display a sign;</li> <li>• the person who displays a sign (for example the person who installs a wall mounted sign on a building or locates a portable sign on a footpath);</li> <li>• the owner, occupier, or manager of the premises where the sign is located (for example the manager of a store that has a portable sign located on the adjoining footpath or the owner for a sign that must be removed because the business has ceased to trade); and</li> </ul> <p>any other person responsible for the sign (for example the event organiser for an event sign displayed on the road reserve).</p>
<b>Permit</b>	means approval from the Council with or without conditions and fees and

	<p>includes where applicable:</p> <ul style="list-style-type: none"> <li>• A permit issued under these Sign Standards;</li> <li>• A resource consent; and</li> <li>• A building consent.</li> </ul>
<b>Portable Footpath Board</b>	means a sign with a fillable base for stability in an outdoors environment, primarily used on the footpath connected to the premises frontage to advertise the goods and services that the premises offers.
<b>Portable Sign</b>	<p>means a sign that can be readily moved by a single person using their hands or a hand trolley not propelled by mechanical power. includes but is not limited to:</p> <ul style="list-style-type: none"> <li>• sandwich boards</li> <li>• flag or banner signs</li> <li>• portable footpath board</li> <li>• inflatable-air-dancer or any other similar device.</li> </ul> 
<b>Poster Sign</b>	means a temporary sign made from paper and fixed to a Council owned or controlled structure without the need for a supporting device.
<b>Real Estate Sign</b>	means a sign that is erected for the sale, rental, lease or auction of a private property.
<b>Road</b>	<p>means</p> <ul style="list-style-type: none"> <li>• a street - sealed and unsealed;</li> <li>• a beach;</li> <li>• a place to which the public have access, whether as of right or not; and</li> <li>• all bridges, culverts, ferries, and fords forming part of a road or street.</li> </ul>
<b>Sandwich Board</b>	<p>means a freestanding advertising sign consisting of two placards/boards fastened together at the top.</p> 
<b>Sign</b>	means any device, character, graphic or electronic display, which is for the purposes of identification or, or information about::

	<ul style="list-style-type: none"> <li>• any activity,</li> <li>• property or structure:</li> <li>• an aspect of public safety;</li> <li>• providing directions; or</li> <li>• promoting goods, services, or events; and <ul style="list-style-type: none"> <li>• is projected onto, or fixed or attached to, any structure or natural object; and</li> <li>• includes the frame, supporting device and any ancillary equipment that functions to support the message or notice.</li> </ul> </li> </ul>
<b>Sign Depth</b>	<p>means the maximum space between the two placards/boards mounted in opposite direction.</p> 
<b>Sign Height</b>	<p>means the maximum physical height of a sign measured from its lowest point to its highest point in metres (m), noting that the term 'high' has the same meaning and that a sign includes any frame and support structures from ground level.</p> 
<b>Sign Size</b>	 <p>means the maximum physical dimensions, proportions, magnitude, or extent of a sign including –</p> <ul style="list-style-type: none"> <li>• the maximum display area (area) of a sign measured in square metres (m<sup>2</sup>) noting that this includes any frame;</li> <li>• the maximum width, length, depth, or projection of a sign in metres (m).</li> </ul>
<b>Sign Type Specifications</b>	<p>means a description of individual sign's qualities and the conditions and requirements that the sign must meet to ensure public health and safety and avoid public nuisance.</p>
<b>Sign Width</b>	<p>means the horizontal measurement taken at right angles to the length of the sign.</p>
<b>Site</b>	<p>means</p>



	<p>a. an area of land comprised in a single record of title as per Land Transfer Act 2017; or</p> <p>b. an area of land which comprises two or more adjoining legally defined allotments in such a way that the allotments cannot be dealt with separately without the prior consent of the council;</p> <p>c. the land comprised in a single allotment or balance area on an approved survey plan of subdivision for which a separate record of title as per Land Transfer Act 2017 could be issued without further consent of the Council;</p> <p>d. except that in relation to (a) to (c), in the case of land subdivided under the Unit Title Act 1972 or 2010 or a cross lease system, a site is the whole of the land subject to the unit development or cross lease.</p>
<b>State Highway</b>	<p>means a road that is declared to be a state highway under section 11 of the National Roding Act 1953, section 60 of the Government Roding Powers Act 1989, or under section 103 of the <a href="#">Land Transport Management Act 2003</a>.</p> <p>The three State Highways in the Kaipara District are:</p> <ul style="list-style-type: none"> <li>• State Highway 1</li> <li>• State Highway 12; and</li> <li>• State Highway 14</li> </ul>
<b>Structure</b>	<p>means any building, equipment, device, or other facility, made by people and which is fixed to land.</p>

1.3. Words implying the singular include the plural and vice versa.

1.4. Any related information is contained in the 'Relevant Information' boxes. They are for information purposes, and do not form part of the Standards. They may be inserted, amended, or revoked without formality.

## General Provisions

### 2. Application

2.1. The Sign Standards apply to signs as provided for in clause 3 of the Signs Bylaw.

#### Related information - Clause 3 of the Signs Bylaw

#### 3. Application

3.1 This Bylaw applies to signs located on or within:

- i. Council owned or controlled land and property, including public places;
- ii. Council controlled roads, and road reserves; and
- iii. a State Highway road reserve within the 70km per hour or less speed limited zone.

3.2 This Bylaw does not apply to:

- i. official signs; or
- ii. signs located in or on private property; or
- iii. a sign for which a resource consent has been issued by Council.

### 3. Non-permitted signs

3.1. The following signs are not permitted in any of the applicable locations provided for in the Signs Bylaw and these Standards:

- i. digital signs;
- ii. facia signs;
- iii. flashing signs;
- iv. land development signs; and
- v. signs that require a building consent.

#### Related Information

The Bylaw does not control signs on private property, including business, industrial and residential premises, this is regulated under the Kaipara District Plan.

New Zealand Transport Agency (Signs on State Highways) Bylaw 2010 controls signs that are located or that can be seen from any State Highway road in area that have any speed limit of more than 70km per hour. Council administers signs on State Highways where the speed limit is less than 70km per hour.

### 4. Permits

4.1. A person or owner of a sign to which these Sign Standards apply may only locate a sign if:

- i. they have an approval from Council;
- ii. any associated fees have been paid; -
- iii. the sign complies with the general and traffic safety provisions provided in clauses 5 and 6 and applicable sign type specifications in clauses 7 and 12; and
- iv. the sign always complies, with any conditions of a permit, or approval.

4.2. The Council reserves the right to decline a permit application if in the opinion of the Authorised Officer the sign would contravene the purpose of the Bylaw due to:

- i. the existing number of signs within a site;
- ii. the proposed location of the sign;
- iii. sign content; or
- iv. any other relevant considerations deemed appropriate to achieve the purpose of the Bylaw.

### 5. General conditions

5.1. All signs provided for under the Bylaw and these Sign Standards must meet the following general conditions to receive approval in addition to the sign type specifications:

- i. contain/display the sign owner's contact details;
- ii. be constructed, fixed, and located in accordance with the approval and must comply with any conditions set out in a permit;
- iii. be maintained and in good condition;
- iv. be clearly legible;
- v. comply with the requirements of the [Building Code clause 8](#) under the [Building Regulations 1992](#);
- vi. not have content that explicitly or implicitly discriminates, or advocates discrimination based

on one or more of the prohibited grounds of discrimination set out in the [Human Rights Act 1993](#);

- vii. not be objectionable within the meaning of the [Films, Videos and Publications Classification Act 1993](#);
- viii. not be offensive, threatening or insulting; and
- ix. not explicitly or implicitly incite or counsel any person to commit any offence.

## 6. Traffic Safety

- 6.1. A sign must not be located where in the opinion of an Authorised Officer, the sign would create a traffic hazard or traffic safety issue. This includes, but not limited to any sign that:
- i. obstructs, obscures, or impairs the line of sight of any corner, bend, intersection, vehicle crossing, pedestrian crossing, or view of any traffic control device;
  - ii. obstructs or hinders the safety or movement of persons or vehicles using the footpath or any other part of the road;
  - iii. resembles, or is likely to be mistaken for, a traffic control device;
  - iv. is directed at a person driving a vehicle on a road and cannot be read safely by a person travelling at the legal speed limit of that road; and/or
  - v. uses any method of illumination that may adversely affect traffic safety, including but not limited to, reflective materials, lasers, flashing or revolving lights.

### Related information

The sign owner will be responsible for the construction, and ongoing maintenance of that sign to ensure that it always remains in good condition.

## Sign type specifications

### 7. Free-standing sign type

7.1. Free-standing signs must:

- i. stand on its own and be independent from any building or structure and be fixed into or onto the ground to ensure the sign can withstand strong wind gusts for that location. not exceed three metres (3m) in height; and
- ii. not exceed a total display area of six squared metres (6m<sup>2</sup>).

7.2. In addition to the provisions of clause 7.1, if the sign is located within a Council controlled road reserve the sign must be:

- i. located five metres (5m) from the roads edge;
- ii. must not be located within five metres (5m) of an intersection; and
- iii. located at least two metres (2m) from any access way, service lane, or vehicle crossing.

7.3. Free-standing advertising signs must:

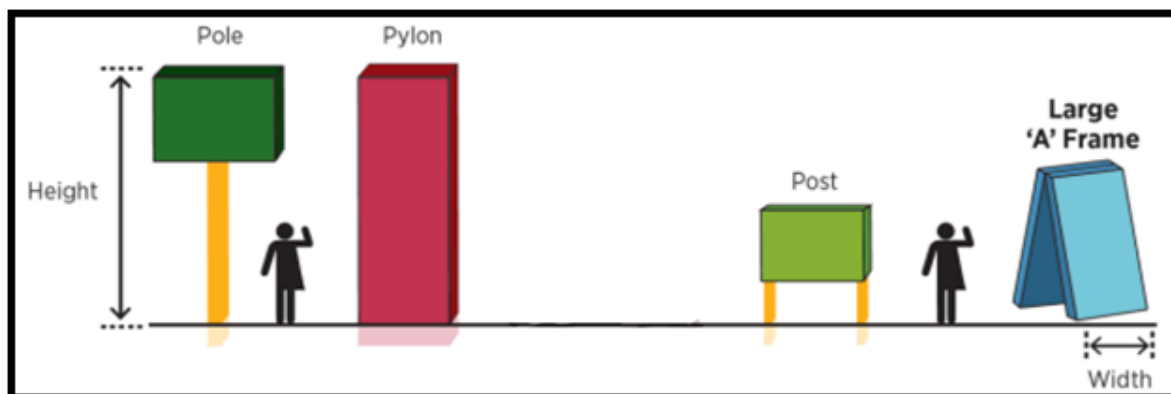
- i. meet the provisions of clause 7.1 and if applicable clause 7.2; and
- ii. only advertise the services, goods, products, activities and/or events directly related to the primary use or occurring in the vicinity of the location of the sign (for example, things you can buy or do on or within the vicinity of the site where the sign is located).

7.4. Approval for free-standing off-site signs will only be issued for events sign that are endorsed by Council and which meet the provisions of clause 12.

### Related information

All free-standing signs must be suitably fixed into the ground (or secured to the ground for Large 'A' Frame signs) and constructed to ensure that they do not become a public hazard or nuisance.

Below are examples only of free-standing signs.



## 8. Portable signs

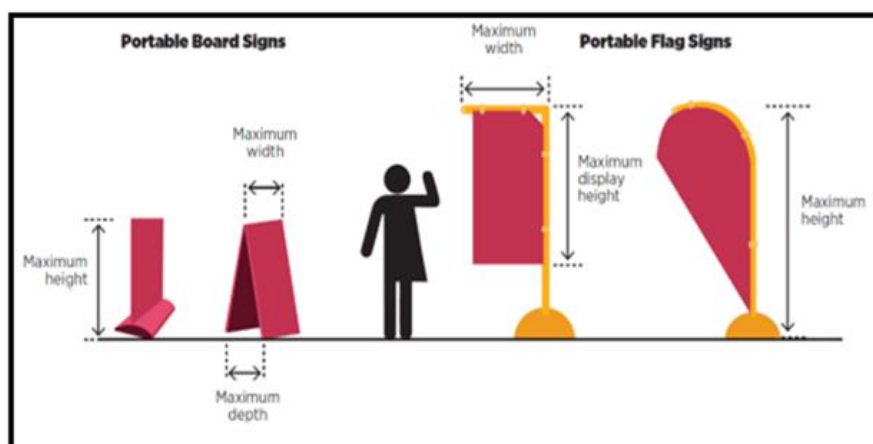
8.1. Portable signs on Council owned or controlled land and property must:

- i. only advertise the services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site of the sign's location (for example things you can buy or do on the site);
- ii. ensure that there is an unobstructed walking path or footpath width of at least 1.6m;
- iii. must maintain a distance of 0.6m from a kerb; and
- iv. be secured to the ground to ensure public safety or in the case of a portable footpath board that the base is filled with either sand or water.

8.2. Portable signs within a Council controlled road reserve or State Highway road reserve the sign must be:

- i. located five metres (5m) from the roads edge;
- ii. not be located within five metres (5m) of an intersection;
- iii. located at least two metres (2m) from any access way, service lane, or vehicle crossing;
- iv. secured into the ground in such a way to ensure public and traffic safety;
- v. only be displayed during the hours that the business or event is open to the public; and
- vi. must be removed from the location immediately at the:
  - a. close of business; or
  - b. end of the event; and
  - c. whenever the sign could become displaced due to adverse weather conditions.

8.3. A portable sign must comply with the maximum sign sizes contained in the table below:



Sign Type Specification	Maximum sign measurements		
	Sign height	Sign width	Sign depth
Portable footpath sign	1.2 metres	0.6 metres	NA
Sandwich board	1.2 metres	0.6 metres	0.46 metres
Banner sign	2.2 metres	0.5 metres	NA
Portable flag sign	2.2 metres	0.5 metres	N/A
Off-site signs for community and sale of used goods event signs	1.2 metres	0.6 metres	N/A

## 9. Poster signs

- 9.1. Poster signs affixed to a Council owned or controlled structure, including a display board must:
- not exceed the maximum sign size of 420mm x 297mm (A3 paper size) or display area of 0.125 square metres (0.125m<sup>2</sup>);
  - not be displayed more than two calendar months prior to the event beginning and must be removed no later than 3 days after the event has ended.

## 10. Real Estate signs

10.1. A person may display a free-standing or portable directional real estate sign on a Council road reserve if the sign:

- is advertising the sale of a property directly adjacent to the sign; or
- is off-site due to a requirement to advertise the sale of a property remotely.

10.2. Free-standing real estate signs must:

- must comply with the provisions of clause 6 and clause 7.2 of these Standards;
- not exceed a total area of three squared metres (3m<sup>2</sup>); and
- must be removed:
  - after being located at the site for two (2) calendar months; or
  - 7 days after the property has sold (whichever is sooner).

10.3. Portable directional real estate signs must:

- not exceed 1 metre in height;
- not exceed a total display area of 0.3 square metres (0.3m<sup>2</sup>);
- be located on the day of the open home or auction; and

- iv. must be removed the same day that the open home or auction has finished.

#### **Related Information**

If a Real Estate sign is located on a State Highway road reserve, between the 70km or higher speed limited zone, an approval will be required from NZTA under [New Zealand Transport \(Signs on State Highways\) Bylaw 2010](#).

## **11. Election Signs**

11.1. Subject to the legislative framework that provides for election signs, the following provisions also apply:

- i. An Authorised Officer may remove any election sign they consider to be:
  - a. unauthorised; or
  - b. unsafe.

11.2. All election signs must:

- i. not exceed the maximum sign size of three-square metres (3m<sup>2</sup>);
- ii. not look like a traffic sign in shape or colour;
- iii. not have moving parts; and
- iv. not contain:
  - a. reflective material; or
  - b. artificial illumination.

#### **Related Information**

Election signs are allowed to be located on private property subject to the consent of the property owner and compliance with any rules in the Operative District plan.

Council has a list of pre-approved locations for election signs, candidates will receive this list together with a permit issued under these Sign Standards once they are confirmed as Candidates.

## **12. Event signs**

12.1. Event signs must:

- i. comply with the applicable sign type specifications for the sign being used;
- ii. be located on site no earlier than two (2) calendar months prior to the temporary event start date; and
- iii. be removed from the site no later than seven (7) calendar days after the event has ended.

12.2. Event signs must be located within a site associated with that event, or on a Council approved site as provided for in the conditions of an issued permit.

#### **Related Information**

Generally Council will only issue permits for event signs that are located not further than three kilometres (3km) in all directions of the event site.