

Ko ngā Ture Pānui Kōwhiringa
a te Rohe o Waikato

Election Signage Rules in the Waikato Region

May 2025



**VOTE
2025**
LOCAL ELECTIONS

**PŌTI
2025**
NGA PŌTITANGA Ā-ROHE

Relevant web links

HCC campaign signage information: [Stand | Hamilton City Council](#)

HCC elections information: [Elections and representations | Hamilton City Council](#)

Campaign signage

Physical election signs are permitted on private property only (with the landowner's consent) within three months preceding election day (Saturday 11 October 2025) but must be removed by midnight, Friday 10 October 2025.

Election signs are not permitted on any council property, including road reserve, parks or places controlled by the council.

The maximum number of signs permitted is on a 'per site' basis, not for each candidate (including other non-election temporary signs). Two signs are permitted per site, or two signs per frontage in case of a corner site.

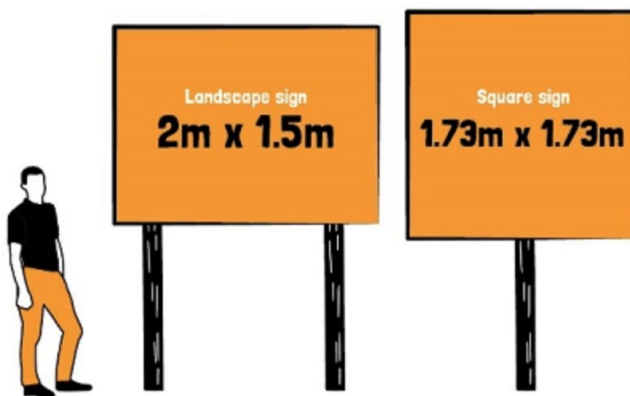
It's important that you and your campaign team understand the rules for physical election signage, and make sure any property owners are compliant. Under the District Plan rules and Resource Management legislation, is the responsibility for compliance and payment of any infringement fines sits with the property owner.

Any questions or feedback on campaign signage should be sent to elections@hcc.govt.nz.



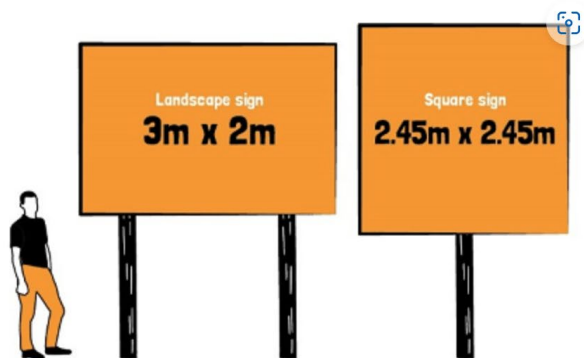
Residential zones

Signs may be up to 3m²

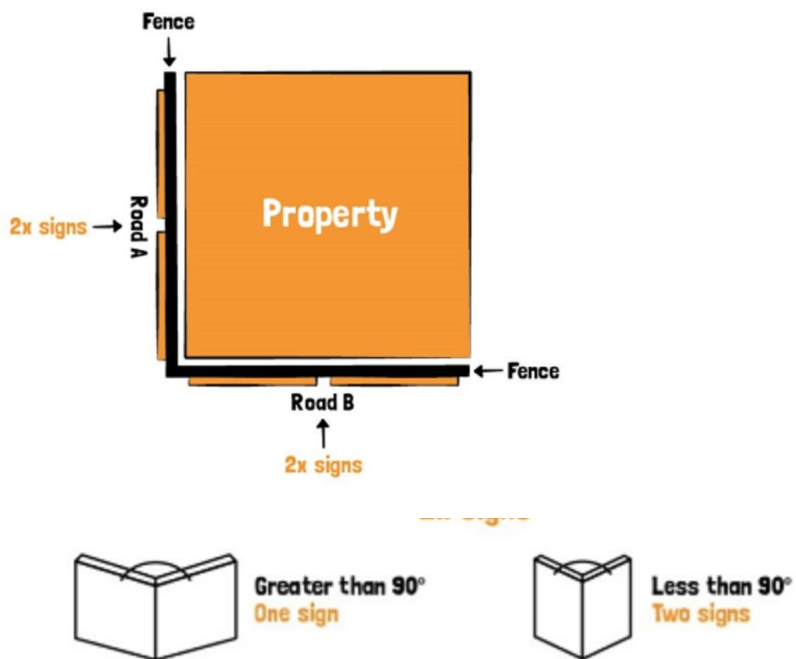


Business and industrial zones

Signs may be up to 6m²



Signs on corner properties



Angle must be less than 90° to have two signs per side.

Relevant web links

HDC elections information: [Elections - Hauraki District Council](#)

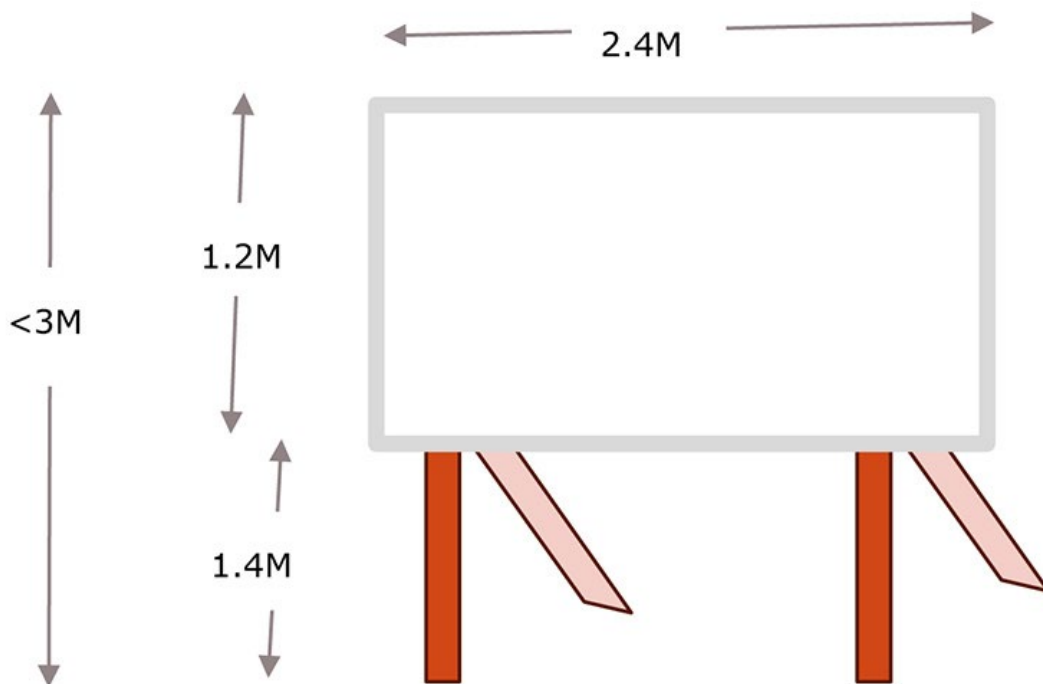
Election sign guidelines

Election signs can be referred to as hoardings, posters, signs or other similar type promotions that are used to display information relating to the election of a candidate/s.

Hauraki District Council has based these requirements on the general requirements for election signs used for previous elections, and section 7.6.7 of Council's District Plan.

Requirements for erecting signs

Candidates can put up electoral signs provided that they meet the following requirements:



- Temporary elections signs are a '*controlled activity*' subject to compliance with various performance standards.
 - Signs can only be displayed during the period beginning 3 months before polling day and ending at midnight the day before polling day i.e. 9th July 2025 to midnight 10 October 2025.
 - Signs must not exceed 3m² in area (e.g. 2.4m x 1.2m sheet).
 - Signs must not exceed 3m in height (from ground level).
 - Free standing signs must have a ground clearance of 1.4m under the sign.
 - All signs must be securely braced/suitably supported from the ground up to carry wind loads for 60 days.
 - Form and letter height must be consistent with the specifications set out in clauses 5, 6, 7 and 8 of the Electoral (Advertisement of a Specific Kind) Regulations 2005.
 - All signs must be located on private property with the consent of the property owner. Signs are not permitted in a public place, on a public building or any road reserve including any Council tree, fence, parks furniture or sign.
 - Election signs cannot be within 100 metres of a place where advance voting happens.
- Signs should not obscure any other sign (election or otherwise)

Signs cannot obstruct a driver's vision, cause confusion or distraction to drivers or create a situation hazardous to the safe movement or direction of traffic.

- Where there is an impact on the State Highway network, consent of Waka Kotahi (NZTA) is required.
- The sign shall be located:
 - No less than 300 metres from any major intersection (Arterial/State Highway, Collector/Arterial);
 - No less than 200 metres from any other intersection;

- No less than 50 metres from any other sign; and
- No less than 200 metres from any other road feature which requires full driver attention, such as sharp bends in the road.

Election signage on or near state highways

If you are erecting a sign on or near a state highway please refer to [NZ Transport Agency Waka Kotahi](#)

Non-compliant signs will be removed

Any election hoarding or signs erected on council or Waka Kotahi (NZTA) land (including road reserve) will be removed. Any non-complying signs, or signs deemed to be unsafe, will be removed by the controlling authority and enforcement costs will apply. Read more about the rules and regulations for election signs below.

Apply for permission to erect an election sign

A temporary election sign application form will also need to be completed and emailed to info@hauraki-dc.govt.nz.

- [Election Sign Guidelines \(PDF, 199.7KB\)](#)
- [Election Sign Application form \(PDF, 196.5KB\)](#)

Relevant web links

MPDC elections information: [Elections](#)

District Plan – 3.9 Signage – all zones

The control over signs exercised in this Plan is in addition to, and not in substitution, for the issuing of permits and control by the bylaws. Where there is an inconsistency between a bylaw and this rule, the rule shall prevail.

For the avoidance of doubt signage shall include all symbols, artwork and structures including balloons, blimps, banners and flags designed to attract the attention of the public and/ or advertise the goods, services or activities on the site. Freestanding signage shall include any structure including balloons, blimps, banners and flags separate from and not supported by any building on the site.

Where roading, parking, information or warning signs are provided as part of the traffic management functions, the design, installation and location of the signage shall be in accordance with the Development Manual.

	Zone	Type of sign permitted	Total site signage
1.	Any zone	Official signs	No maximum
2.	Any zone	Public utility, public information signs, and protected areas and reserve identification signs	3.0m ²
3.	Any zone	A sign giving name and related information concerning places of assembly, education or accommodation facilities, community facility and marae complex.	2.0m ² 20% of the sign area may include acknowledgment of a sponsor.
4.	Any zone	Temporary signs for sale of land/buildings and auction.	1.5m ²
5.	Any zone	Temporary signs for tradesman's/ consultants construction sites.	3.0m ²
6.	Residential zone and Medium Density Residential Zone and PREC1 - Lockerbie	A sign stating name, profession, occupation or trade or property name.	0.3m ²
7.	Rural and Rural-Residential zone and Māori Purpose Zone	A sign stating name, profession, occupation or trade or property name.	1.5m ²
8.	Business and Industrial zones	Signs related to permitted activities established on the site for the advertisement or identification of the established permitted activities.	1.0m ² per metre of site frontage in the case of signs attached to or forming part of the principal building to its walls or canopies.

	Zone	Type of sign permitted	Total site signage
			<p>In addition, free standing signs are permitted where the surface area viewed from any one direction does not exceed the following:</p> <ul style="list-style-type: none"> - For each site frontage less than or equal to 24.0m: 6.0m² - For each site frontage greater than 24.0 metres: 0.25m² for every metre of site frontage up to a maximum of 16m². <p>Notwithstanding the above: One planned arrangement of free-standing signs where more than one rear site shares a common accessway, maximum area of sign shall be: 12.0m².</p>
9.	General Industrial Zone	Signs related to permitted activities established on the site for the advertisement or identification of the established permitted activities	<p>1.0m² per metre of site frontage in the case of signs attached to or forming part of the principal building to its walls or canopies.</p> <p>In addition, free standing signs are permitted where the surface area viewed from any one direction does not exceed the following:</p> <ul style="list-style-type: none"> - For each site frontage less than or equal to 24.0m: - 6.0m² - For each site frontage greater than 24.0 metres: 0.25m² for every metre of site frontage up to a maximum of 16m². <p>Notwithstanding the above: One planned arrangement of free-standing signs where more than one rear site shares a common accessway, maximum area of sign shall be: 12.0m².</p> <p>For sites within 20m of the road reserve of a State Highway the above signage shall:</p> <ul style="list-style-type: none"> (i) Not be located on the façade of the building facing a State Highway; and/or (ii) Not be a free-standing sign that is directly visible from the State Highway, unless located on an adjoining local road frontage
10.	Any zone	Signs whose sole purpose is to direct traffic within a site.	No maximum

	Zone	Type of sign permitted	Total site signage
11.	Any zone	<p>Temporary signs for local and general elections PROVIDED THAT:</p> <ul style="list-style-type: none"> - They are erected no sooner than two months prior to polling day and removed no later than the close of the day before polling day. - They are not located in a public place, on public buildings or any road reserve. - Consent of property owner is obtained. - Their form and letter height is consistent with the specifications set in Sections 3, 5, 6, 7 and 8 of the Electoral (Advertisements of a Specified Kind) Regulations 2005 for a sign that is visible from any road (includes both state highways and local roads). 	3.0m ²
12.	Neighbourhood Node (refer to relevant Structure Plan in Appendix 9).	Signs related to permitted activities established on the site for the advertisement or identification of the established permitted activities	1.0m ² per metre of site frontage in the case of signs attached to or forming part of the principal building to its walls or canopies.
13.	Settlement Zone (Residential Precinct)	A sign stating name, profession, occupation or trade or property name.	0.5m ²
14.	Settlement Zone (Industrial and Commercial Precinct)	Signs related to permitted activities established on the site for the advertisement or identification of the established permitted activities.	6m ²

3.9.2 General controls relating to signs

- i. Notwithstanding that a particular sign is a permitted sign under this rule, Council will require modification or relocation of the sign if the proposed sign will detrimentally affect traffic safety and control by:
 1. Obstructing driver's vision; or
 2. Causing confusion or distraction for driver's; or
 3. Creating a situation hazardous to the safe movement or direction of traffic.
- ii. The Council will require the removal of any sign which is offensive, poorly made, painted, or maintained, or is in any other way a detraction from the amenities of the neighbourhood or obtrusively visible from any residential, deferred urban, future Residential or Rural zones.
- iii.
 1. All signs are to be located on the site to which they relate;
 2. Through the restricted discretionary activity consent process, signs may not be located on a property to which they do not relate but over which the owner of the property to which the signs relate, has access rights or shared use formalised by legal agreement, lease, easement or similar means.

Relevant web links

ODC elections information: [Elections | Ōtorohanga District Council | Ōtorohanga | Waikato | NZ](#)

ODC campaign signage information: [Electoral Signs | Ōtorohanga District Council | Ōtorohanga | Waikato | NZ](#)

Roading and land use planning guidance on electoral signs (General Election)

General election signs are classified as 'temporary signs' under the District Plan. These requirements only apply during the 9 weeks before Election Day.

Signs up to 3m²

Signs up to 3m² in size may be erected as of right when the following standards are complied with:

1. Lettering size:
 - Speed limit less than 70 km/hr: At least 120 mm
 - Speed limit 70 km/hr or more: At least 160 mm
2. Spacing:
 - Spacing between lines of text: At least 50 mm
3. Reflective materials:
 - Signs must not be made of materials likely to reflect headlights from an approaching vehicle.
 - Signs are not internally or externally illuminated.
4. Colour/layout:
 - Must not be similar or the same as any traffic sign in shape and colour, and unlikely to be mistaken for a traffic sign or signal. Signs are sign written to a professional standard.
5. Moving Parts
 - No moving parts, flashing or revolving mechanisms to attract attention permitted.
6. Separation:

Signs are separated from other signs in accordance with the following:

 - Speed limit less than 70 km/hr: No restriction
 - Speed limit 70 km/hr or more: At least 80 metres
 - Signs are not to be located on known archaeological sites.

Signs exceeding 3m²

Electoral signs exceeding 3m² in size are subject to District Plan rules (Section 20) and resource consent may be required.

If you wish to erect a sign on, or visible from, an Ōtorohanga District Road reserve or State Highway within Ōtorohanga urban boundaries, you will need to supply Ōtorohanga District Council with the following information:

1. A description of the proposed activity being advertised.
2. A site diagram showing the sign's location in relation to the road, property boundaries and property access.
3. The property address, legal description of the property where the sign is to be placed and landowners written consent prior to the erection of signs.
4. A diagram of the proposed sign showing the colours, dimensions and lettering height, and the height and width of the sign when mounted.
5. A description of how the sign will be mounted (sandwich board, on a fence, on posts etc).

This information can be sent to the Ōtorohanga District Council Roading Team at engineering.admin@otodc.govt.nz.

Any sign that is erected that does not comply with the standards above will be required to be removed.

Signs on State Highways during an Elections

Please refer to Waka Kotahi (NZTA)'s requirements for general election signage on or near state highways on their website.

[View Waka Kotahi \(NZTA\) website.](#)

Relevant web links

RLC signage information: [Council guidelines on election hoardings or signage](#)

Election sign guidelines

Election signs can be referred to as hoardings, posters, signs or other similar type promotions that are used to display information relating to the election of a candidate/s.

The Rotorua Lakes Council has based these requirements on the general requirements for election signs used for previous elections, and the Council's Signs on Roads Bylaw 2015.

Candidates may put up electoral signs in the Rotorua Lakes Council area provided that they meet the following requirements.

- Signs can only be displayed during the period beginning 9 weeks before polling day and ending at midnight the day before polling day.
- All signs must be located on private property with the consent of the property owner. Signs are not permitted in a public place, on a public building or any road reserve including any Rotorua Lakes Council tree, fence, parks furniture or sign.
- Form and letter height must be consistent with the specifications set out in clauses 3, 5, 6, 7 and 8 of the Electoral (Advertisement of a Specific Kind) Regulations 2005.
- Free standing signs must have a ground clearance of 1.4m under the sign.
- Signs must not exceed 3m in height (from ground level).
- Signs must not exceed 3m² in area (2.4m x 1.2m sheet).
- All signs must be securely braced /suitably supported from the ground up to carry wind loads for 60 days.
- Signs should not obscure any other sign (election or otherwise).
- Signs cannot obstruct a driver's vision, cause confusion or distraction to drivers or create a situation hazardous to the safe movement or direction of traffic.
- Where there is an impact on the State Highway network, consent of the New Zealand Transport Agency is required.

Any election hoarding or signs erected on Council or New Zealand Transport Association (NZTA) land including road reserve will be removed. Any non-complying signs, or signs deemed to be unsafe, will be removed by the Rotorua Lakes Council officers and enforcement costs will apply.

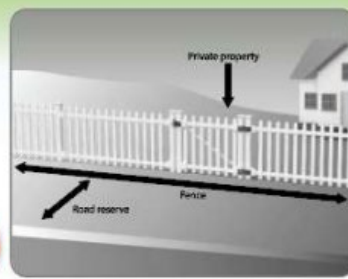
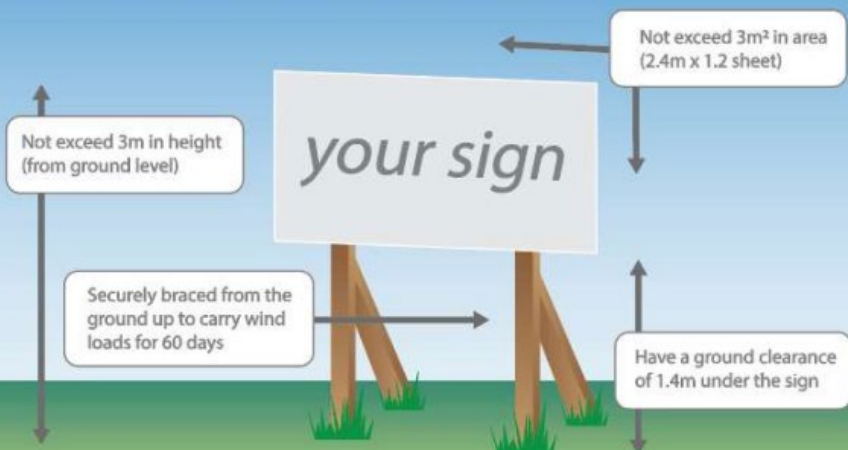
Note 1. For enforcement of A. contact Council's Compliance Solutions Department phone 07 348 4199.

Note 2. All election advertising must also contain "the true name of the person or persons for whom or at whose direction it is published and the address of his or her place of residence or business" (Local Electoral Act 2001, Part 5A – Electoral advertising)

ELECTION SIGNAGE

These requirements are based on the general requirements for election signs used for previous elections, and the Council's Signs on Roads Bylaw 2015.

Candidates may put up electoral signs in the Rotorua Lakes Council area provided that they meet the requirements:



South Waikato District Council

The South Waikato District Council supports in principle some of its properties, parks and reserves being used for election signs and hoardings, but approval must first be obtained. If you wish to install a sign in a location owned by council, please submit details to governance@southwaikato.govt.nz.

Details must include a specific site location plan, as not all locations or dimensions of signs will be granted approval. It is imperative that the following are complied with:

- Electoral signs are not to exceed 3m² per sign.
- Only one sign per candidate per site.
- A maximum number of ten signs per candidate is permitted in total across council property in the South Waikato District.
- Election signs and hoardings can be installed within the nine-week period before election day. All hoardings must be removed prior to midnight the day before election day.
- Posts and boards are to be removed from the site and the ground reinstated by backfilling holes following the removal of the posts. Candidates shall confirm in writing the removal of hoardings and backfilling of holes in turf has been completed by emailing governance@southwaikato.govt.nz
- Additional signs are permitted on private property with the permission of the property owner. These signs must adhere to District Plan rules around size (as detailed in this section).

When planning to dig holes to install hoardings and signs alongside roads and on other public land, it is advisable to contact the owners of cables and pipelines (eg, electricity and gas line companies) to ascertain whether any are buried in that location. You could also contact BeforeUDig on 0800 248 344 or visit www.beforeudig.co.nz.

- For further information or to seek approval for signs on local roads, reserves etc, please email governance@southwaikato.govt.nz
- For siting of signs alongside State Highways within the South Waikato District, visit the New Zealand Transport Agency's website here: <https://www.nzta.govt.nz/resources/third-party-advertising-signs/> or email environmentalplanning@nzta.govt.nz.

The following is a list of locations that will NOT BE APPROVED for election hoardings and signage, for reasons of commemoration, traffic safety and historical significance.

TOKOROA

Dunham Park
Maureen Siepolt Reserve
Elizabeth Park
Tokoroa War Memorial Sportsground
Ireland Reserve
Strathmore Park

PUTĀRURU

Constance Tulloch Reserve
Garden of Memories
Glenshea Park
Totara Park
Lorraine Moller Arboretum

It is imperative that council as an organisation remains politically neutral during the election period. For this reason, election hoardings and signage (or any other promotional material, e.g, posters, flyers etc) will not be permitted in any council office, library, pool facility, depot, treatment plants and the South Waikato Sport and Events Centre gardens, surrounds and buildings.

The table on the next page is a list of the locations that will generally be acceptable, subject to siting (site location plan). Please note that if the site is ticked alongside, approval MUST also be sought from the New Zealand Transport Agency/Waka Kotahi (NZTA). These sites were selected for visibility, vehicular and foot traffic. Council reserves the right to require the removal of signs that:

- have not been approved.
- have become damaged or unsightly.
- have not been removed before election day.

When applying to council for permission to install signage, you are required to provide the name and contact number of the installers so that council can follow up with any non-compliance issues around installation and removal (backfilling). Should removal by the owner not occur, council will remove the sign and recover costs from the owner of the signs.

Location in the South Waikato	Requires NZTA approval
Arapuni	
Grassed area north of the toilet on Arapuni Street (alongside the parking bays)	
Pioneer Reserve, Pioneer Crescent	
Tirau	
Corner Okoroire Street/Prospect Avenue	
Prospect Avenue–railway side berm	
Sewerage Treatment Plant frontage–SH27	✓
Council reserve SH1, north of SH27 intersection	✓
Matamata County Reserve (SH1 end)	✓
Tokoroa	
Baird Road Reserve	
Grampian Reserve	
St Andrews Drive Reserve	
Lake Moananui Reserve (opposite Kahu Street)	
Cobham Crescent Reserve	
Inman Avenue Reserve	
Matarawa Park	
Lake Moananui Reserve (Maraetai Road end)	
Glenkill Park	
Kauri Reserve	
Papanui Reserve	
Tokoroa Skate Park (Cnr Roslin St/O'Sullivan Drive only)	
Putāruru	
Reserve on western side of SH1 (Taupo Street) opposite Sholson Street	✓
Vacant Council property, south side of Hammer Hardware, Princes Street (opposite Arapuni Street)	
Berm on the northern side of the Russell Terrace/SH1 intersection (opposite the Putāruru town entry sign)	✓

New Zealand Transport Agency/Waka Kotahi (NZTA) Guidelines for Managing Electioneering Signs on State Highways 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. With this in mind, there are some fundamental considerations 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.
- If the sign requires resource consent, approval will likely be required from Waka Kotahi as an affected party under Section 95 of the Resource Management Act, your local authority will be able to advise on this.
- 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 100m from intersections, bends in the highway and from other regulatory signs.
- Signs are not permitted on or adjacent to motorways.
- 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 of signs within or adjoining the road reserve.

Signs erected on rural State Highways in a location or manner likely to cause distraction or danger to road users may be removed by Waka Kotahi 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 Waka Kotahi costs. If you have any further queries, please email environmentalplanning@nzta.govt.nz.

Relevant web links

TDC elections information: [Elections 2025 - Taupō District Council](#)

Hoardings

Candidates need to adhere to the following guidelines:

- Landowner's consent is needed to erect and site a sign [before sign is erected]
- Election signs can be displayed for a maximum of two (2) months before the date of the election (i.e. from 11 August 2025)
- All signs must be removed by midnight on Friday 10 October 2025 •
- Only one (1) sign per site per candidate is permitted
- Maximum permitted sign size is (i.e. total coverage area) is 3 square metres
- Any structures and signs are to be removed if they are considered by Council Enforcement Officers to be unsafe or constitute a traffic hazard
- Signs must comply with the Building Act.

There are no council reserves, streets or other council administered property sites available for the siting of signs. This includes land owned by council but leased to another organisation.

Content of election signs

Queries regarding content of election signs including authorisations are to be made to the Electoral Officer.

The Electoral Officer will make a candidate aware of any campaign material that does not have an appropriate authorisation.

Queries regarding the placement, size, construct, size of lettering or non-compliant hoardings are to be made to Council's compliance department.

Such complaints may result in the sign being removed by Council staff.

Thames-Coromandel District Council

Relevant web links

TCDC elections information: [Elections | TCDC](#)

TCDC advertising and signs information: [Advertising and Signs Bylaw - Te Ture a-Rohe mō Nga Tohu | TCDC](#)

Advertising and Signs Bylaw - Te Ture a-Rohe mō Nga Tohu

The Council adopted an amended version of this Bylaw on 16 May 2023 and these amendments are operative from 23 June 2023. The amended Bylaw is available below under Related Information and a copy can be downloaded [here](#).

1 Title

This bylaw is the Advertising and Signs Bylaw.

2 Explanatory notes

Text in boxes headed 'Explanatory note' in this bylaw is included for information purposes only, and –

- (a) does not form part of this bylaw; and
- (b) cannot be considered in the interpretation or application of a provision of this bylaw; and
- (c) may be inserted, amended or removed without any formality.

3 Commencement

This bylaw comes into force on 1 December 2017.

4 Application

This bylaw applies to the district of the Thames-Coromandel District Council as defined in the Local Government (Waikato Region) Reorganisation Order 1989, Gazette 1989, p 2460.

Explanatory note

This bylaw is not the only legislative document relating to activities in public places. Nothing in this bylaw removes the need to comply with any duty, power or responsibility arising from any other Act, regulation, bylaw or rule.

In particular, this bylaw should be read in conjunction with bylaws relating to public places along with relevant Council policies.

Words which refer to the singular include the plural and the plural includes the singular.

Reference to any Act or provision of any Act includes any amendment to that Act or any Act passed in substitution for it. Areas of control prescribed by this legislation including the Local Government Act 2002, Reserves Act 1977, Land Transport Act 1998, the Government Roadway Powers Act 1989 and Electoral Act 1993 outline some of the powers and requirements of the Council. They are not necessarily repeated within this bylaw, but relevant Acts should be read in conjunction with it.

Any resolution of Council may be amended, rescinded or reinstated by a further resolution of Council. The most recent resolution of Council shall be the operative resolution. A power for the Council to make a resolution includes the power to amend or revoke the resolution or to revoke it and replace it with another.

5 Purpose

The purpose of this bylaw is to manage the erection, maintenance, and display of signs to:

- (a) ensure signs do not present a hazard, obstruction, or danger to public safety;
- (b) allow businesses, activities and events to be advertised or promoted; and
- (c) protect the public from nuisance, including by maintaining and protecting amenity values.

6 Interpretation

(1) In this bylaw, unless the context otherwise requires —

approval means an approval, permit or licence granted under this bylaw and includes all conditions to which the approval is subject.

changeable message sign means an internally lit sign that displays electronic messages and/or images.

Council means the governing body of the Thames-Coromandel District Council, or any person delegated to act on its behalf.

directional signs in relation to real estate signs, means publicly visible signs providing direction to a building or land that is available to the public for inspection for the purpose of sale, lease, rent or auction.

event means an organised temporary activity or occasion and includes but is not limited to an organised gathering, parade, protest, wedding, or private function (which is independent of premises), outdoor market, meeting, festival, gala, carnival, filming, concert, celebration, sports competition, including fun run, marathon, duathlon or triathlon.

illuminated static sign means any static sign with a specifically designed means of illumination of the whole or any portion of its visible area. Includes internally illuminated and externally illuminated (floodlit) signs, reflective signs; but does not include changeable message signs.

portable or movable sign means any sign which is intended to be movable or capable of being moved, whether or not on wheels or other special supports, including but not limited to sandwich board or “A frame” type signs. Portable or movable signs also include flags, placards, signs, banners or similar devices attached to vehicles for advertising purposes, unless such devices are an integral part of such vehicle used in the normal course of business.

other agency means a public sector agency, department, ministry or local authority, including but not limited to:

- (a) the Department of Conservation
- (b) Fire and Emergency New Zealand; and
- (c) the Waikato Regional Council

publicly visible sign means a sign on, or visible from, a road or public place, where “public place” has the same meaning as in the Activities in Public Places Bylaw.

Explanatory note

Signs within the state highway reserve are controlled through the [New Zealand Transport Agency \(Signs on State Highways\) Bylaw 2010](#), other than areas within a 50km/h speed restriction. For areas within a 50km/h speed restriction, the Thames-Coromandel District Council Advertising and Signs Bylaw 2017 applies.

The Thames-Coromandel District Council Advertising and Signs Bylaw also applies to private land that is visible from a state highway.

real estate sign means publicly visible signs that are advertising for sale, lease, rent or auction the whole or part of land or premises.

reserve has the same meaning as in section 2(1) of the Reserves Act 1977.

Explanatory note

The term “reserve” in this bylaw includes a reserve that is commonly referred to as a park.

road has the same meaning as in section 2(1) of the Land Transport Act 1998 and its amendments.

roadway has the meaning given in the Land Transport (Road User) Rule 2004.

Explanatory note

As at May 2023, the Land Transport (Road User) Rule 2004 defines ‘roadway’ as: ‘that portion of the road used or reasonably usable for the time being for vehicular traffic in general’.

road frontage means the extent of a property boundary adjoining a road.

sign means any symbol, display or device intended to attract attention. It includes those affixed to, painted on, protruding beyond the face of a wall, fence, building, structure, or incorporated within the design of a structure or building. It also includes any structure erected specifically to support or enhance the sign.

structure means something built, constructed or installed by people. It excludes vegetation, earthworks, and minor gardening structures that can easily be removed by hand.

traffic control device has the same meaning as in the Land Transport Rule: Traffic Control Devices 2004.

vehicle has the meaning given in the Land Transport Act 1998.

Explanatory note

As at 28 October 2021, the Land Transport Act 1998 defines ‘vehicle’ as:

(a) means a contrivance equipped with wheels, tracks, or revolving runners on which it moves or is moved; and

(b) includes a hovercraft, a skateboard, in-line skates, and roller skates; but

(c) does not include—

(i) a perambulator or pushchair:

(ii) a shopping or sporting trundler not propelled by mechanical power:

(iii) a wheelbarrow or hand-trolley:

(v) a pedestrian-controlled lawnmower:

(vi) a pedestrian-controlled agricultural machine not propelled by mechanical power:

(vii) an article of furniture:

(viii) a wheelchair not propelled by mechanical power:

(ix) any other contrivance specified by the rules not to be a vehicle for the purposes of this definition:

(x) any rail vehicle

verandah signs means a publicly visible sign on a verandah including any side, frontage (fascia) or under a verandah, portico, balcony or awning over a road including a footpath or other public place.

(2) The Legislation Act 2019 applies to this bylaw.

Explanatory note

This means that words or phrases used in this bylaw that are defined in the Legislation Act 2019 have the meanings given in that Act. For example –

- section 13 of that Act defines “person” as “includes a corporation sole, a body corporate, and an unincorporated body”; and
- section 33 of that Act states that words in the singular include the plural and words in the plural include the singular.

Part 2: Publicly visible signs

7 General requirements

(1) A person must not display or fix any signs on any Council owned or controlled property except with the prior written approval of Council.

(2) A person must not erect a sign in breach of this bylaw, unless they have first obtained an exemption under Clause 16.

(3) A publicly visible sign must comply with the controls in the Schedules to this bylaw, listed below —

(a) Schedule 1: Additional controls for signs contained within specified areas;

(b) Schedule 2: Additional controls for portable and movable signs;

(c) Schedule 3: Verandah signs;

(d) Schedule 4: Real estate signs;

(e) Schedule 5: Additional controls for changeable message signs

(4) To avoid doubt, any sign that is managed under any of the specific restrictions in Schedule 5 must also comply with the restrictions in Schedule 1. If there is a conflict between the restrictions in Schedule 1 and the restrictions in Schedule 5, the specific restrictions in Schedule 5 prevail.

(5) To avoid doubt, compliance with this bylaw does not remove the need to:

(a) comply with all other requirements, duties, power or responsibilities arising from any other Act, regulation, bylaw or the District Plan; or

(b) obtain consent or permission from the relevant landowner, manager or controller of the land, for the display of a sign on that land.

Explanatory note

In the Thames-Coromandel District, signs are mostly managed by this bylaw rather than the District Plan. However, the District Plan contains the following sections with rules that relate to signs —

- Section 31 Historic Heritage;
- Section 32 Outstanding Natural Features and Landscapes;
- Section 32A Natural Character of the Coastal Environment.

Regarding signs on reserves, 4.9 of the Council’s General Policies Reserve Management Plan apply in addition to the clauses of this bylaw.

8 Public safety, traffic safety and maintenance requirements

(1) A person must not erect or display any publicly visible sign unless it is placed, secured, braced, anchored, constructed, affixed or displayed in such a way that it does not, or is not likely to, cause an obstruction or endanger public health or safety.

(2) Any publicly visible sign must be maintained in such a condition that it does not become dilapidated, unsafe, structurally unsound, or endanger public health or safety.

(3) A person must not display any publicly visible sign that —

(a) obstructs, obscures or impairs the line of sight of any corner, bend, intersection, vehicle crossing, pedestrian crossing, or view of any traffic control device. Schedule 1 and Schedule 4 contain some specific controls for the proximity of publicly visible signs to intersections;

(b) obstructs or hinders the safety or movement of persons or vehicles using the footpath or any other part of the road;

(c) resembles, conflicts with, detracts from, or is likely to be mistaken for, a traffic control device;

(d) could distract a person driving a vehicle on a road because the text cannot be read safely by such a person travelling at the legal speed limit. Schedule 1 contains text size and sign size controls depending on the applicable speed limit;

(e) uses any method of illumination that may adversely affect traffic safety, including, but not limited to, reflective materials, lasers, flashing or revolving lights; or

(f) is located within the roadway, unless the sign —

i. is attached to a motor vehicle and is an integral part of the motor vehicle when the vehicle is used in its normal course of business, and

ii. the vehicle is being used genuinely for travel and is parked, incidentally, in the course of such travel.

9 Removal of signs once no longer required

A publicly visible sign must be removed as soon as reasonably practicable once the sign is no longer required for advertising purposes.

10 Responsibility for signs

In the absence of proof to the contrary, the owner, occupier and manager of any premises or property on which publicly visible signs are displayed are jointly and separately responsible for compliance with this bylaw.

11 Content of signs

(1) A person must not display, place, or allow to remain in place or on display any publicly visible sign that —

(a) is discriminatory or advocates discrimination based on one or more of the prohibited grounds of discrimination in the Human Rights Act 1993;

(b) is objectionable within the meaning of the Films, Videos and Publications Classification Act 1993; or

(c) incites or counsels any person to commit any offence.

12 Additional controls for changeable message signs and illuminated static signs

1. Changeable message signs must comply with the controls in Schedule 5 of this bylaw.

2. Illuminated signs must:

(a) have all floodlights or concealed lighting directed solely on to the advertisement and its surrounds

(b) have any light source shielded so that glare does not extend beyond the advertisement

(c) with the exception of neon signs, have no light source visible to passing motorists with a light output greater than that of a 65W incandescent bulb.

(d) not be illuminated in a way that makes the sign appear to move, shimmer, flash, strobe, sparkle or revolve.

(e) not be illuminated in a way that it causes a nuisance or traffic hazard.

Explanatory notes

Staff will refer to the guidance in Waka Kotahi New Zealand Transport Agency [Traffic Control Devices Manual - Part 3 Advertising Signs](#) when determining what constitutes a nuisance or traffic hazard.

13 Additional controls for event signs

Event signs must be removed no later than 10 working days after the event.

14 Additional controls for real estate signs

(1) Real estate signs must comply with the controls for real estate signs in Schedule 4 of this bylaw.

(2) Real estate signs must be located within the boundary of the property to which they relate, or flush on the wall or fence of that property except if the property does not have direct road frontage in which case signs may be displayed on the grass berm of the road reserve immediately adjacent to the property.

(3) Sub-clause (2) does not apply to —

(a) any real estate directional sign, so long as the sign complies with the requirements for directional real estate signs in Schedule 4 of this bylaw and complies with Clause 8 of this bylaw; or

(b) any real estate flag or banner attached to, or secured by, a vehicle during the time of an open home or on-site auction, so long as the sign complies with the requirements for real estate flags or banners in Schedule 4 of this bylaw and complies with Clause 8 of this bylaw

Part 3: Exemptions

15 General exemptions

(1) This bylaw does not apply to —

(a) traffic, emergency services, network utility operators, direction, information, and naming signs erected by or with the approval of the Council;

(b) signs indicating hazardous substances used at a hazardous facility;

(c) signs erected by other agencies, except that any other agency that wishes to erect a sign on Council owned or controlled land must first obtain permission from the Council; or

(d) signs that are authorised by a resource consent. This bylaw does not affect any conditions placed on signs by a resource consent.

Explanatory note

For more information about how to apply for an application for a specific exemption, visit the Council's website.

16 Application for specific exemptions

(1) A person may apply in writing to the Council for a specific exemption from the requirements of this bylaw and the Council may grant the exemption with any conditions it considers appropriate to achieve the purpose of this bylaw. An application for an exemption will only be granted if the Council is satisfied that granting the exemption will not significantly prejudice the achievement of the purpose of this bylaw. Circumstances where an exemption may be considered include but are not limited to —

(a) the sign is in substantial compliance with the bylaw and further compliance is unnecessary;

(b) a requirement in the bylaw is unreasonable or inappropriate in the particular case; or

(c) events have occurred that make compliance with a requirement in the bylaw unnecessary or inappropriate in the particular case.

(2) The Council may require that applicants for specific exemptions pay any relevant application fee set in the Council's Schedule of Fees and Charges.

Part 4: Enforcement, offences and penalties

17 Enforcement, offences and penalties

1. The Council may use its powers under the Local Government Act 2002 and the Land Transport Act 1998 to enforce this bylaw.
2. Every person who breaches this bylaw commits an offence and is liable to a penalty under the prevailing legislation.
3. The Council may, pursuant to section 163 of the Local Government Act 2002, remove or alter a work or things that is, or has been, constructed in breach of this bylaw and may recover the costs of removal or alteration from the person who committed the breach.
4. This clause does not prevent the Council from having recourse to other legal remedies, as it sees fit, to enforce the provisions of this bylaw.

Explanatory note

A person who is convicted of an offence against this bylaw is liable to one or more of the following –

- a fine not exceeding \$20,000 under section 242 of the Local Government Act 2002 (as reprinted on 26 March 2020); or
- a fine not exceeding \$1,000 under Schedule 1 of the Land Transport (Offences and Penalties) Regulations 1999.

Part 5: Savings and transitional provisions

18 Approvals under a previous version of this bylaw

All approvals that were made, given or issued under a previous version of this bylaw, or that were continued by that bylaw, and are continuing at the commencement of this bylaw, will continue, and be treated, as if they are approvals granted by the Council under this bylaw.

19 New requirements in bylaw amendments must be complied with

Where an amendment is made to this bylaw, any publicly visible signs erected prior to the amendment must comply with any amendments from the date that they come into force; unless an exemption or approval applies.

Schedule 1: Additional controls for signs located within specified areas

For the purpose of this Schedule –

- (a) **free standing sign** means any publicly visible sign that is fixed on or into the ground and that is standing on its own, independent of any building or structure for its primary support.
- (b) **flat mounted wall sign** means any publicly visible sign that is attached to, painted onto, or protruding beyond the face of a wall, fence or building.
- (c) **protruding sign** means any publicly visible signs that are attached to, or projecting beyond the face of a wall, fence or building.

Table 1 - Additional controls for signs located within the Residential Area (areas within a Coastal Living, Extra & Low Density Residential, Residential, Village and Waterfront Zones as defined in the District Plan)

Type	Placement	Size and height	Number permitted
------	-----------	-----------------	------------------

Free standing sign.	Must be inside the property boundary to which the sign relates.	Maximum height above ground level of 3.5 metres.	Maximum of 1 per premise.
Flat mounted wall sign.	Can either be affixed to a building, boundary wall or fence to which the sign relates.	Maximum combined sign/s area of 3 square metres.	
Protruding sign.	Must not protrude more than 1 metre from the connecting wall.	Maximum size of 2 square metres. Minimum height above ground level of 3 metres. Maximum height above ground level of 8 metres.	Maximum of 1 per premise.

Table 2 - Additional controls for signs located within the Industrial and Commercial Areas (areas within an Industrial, Light Industrial, Marine Service and Commercial, Gateway and Pedestrian Core Zones as defined in the District Plan)

Type	Placement	Size and height	Number permitted	Minimum text size in millimetres (mm) for message letters
Free standing Sign.	<p>Must be inside the property boundary to which the sign relates.</p> <p>Minimum distance from intersection:</p> <p>Signs in zones < 70km/h - no minimum distance</p> <p>Signs in a 70km/h zone – 149 metres</p> <p>Signs in an 80km/h zone –181 metres</p> <p>Signs in a 100km/h zone – 253 metres.</p>	Maximum height of 8 metres, and up to 3 metres in width.	<p>Signs in a 70km/h zone – Spaced up to one per 60 metres of road frontage</p> <p>Signs in an 80km/h zone – Spaced up to one per 70 metres of road frontage</p> <p>Signs in a 100km/h zone – Spaced up to one per 80 metres of road frontage</p>	<p>Signs in a 70km/h zone – Main text - 200 Secondary text - 100</p> <p>Signs in a 80km/h zone – Main text - 250 Secondary text - 125</p> <p>Signs in a 100km/h zone – Main text - 300 Secondary text - 150</p>
Flat wall mounted sign.*	Can either be affixed to a building, boundary fence or wall on or within the front yard boundary fence or wall to which the sign relates.	Maximum height of 3.5 metres, and up to 3 metres in width.	Signs in a 70km/h zone – Spaced up to one per 60 metres of road frontage	<p>Signs in a 70km/h zone – Main text - 200 Secondary text - 100</p> <p>Signs in a 80km/h zone –</p>

	<p>Minimum distance from intersection:</p> <p>Signs in zones < 70km/h - no minimum distance</p> <p>Signs in a 70km/h zone – 149 metres</p> <p>Signs in an 80km/h zone –181 metres</p> <p>Signs in a 100km/h zone – 253 metres.</p>		<p>Signs in an 80km/h zone – Spaced up to one per 70 metres of road frontage</p> <p>Signs in a 100km/h zone – Spaced up to one per 80 metres of road frontage</p>	<p>Main text - 250</p> <p>Secondary text - 125</p> <p>Signs in a 100km/h zone –</p> <p>Main text - 300</p> <p>Secondary text - 150</p>
Protruding sign.	<p>Must not protrude more than 1 metre from the connecting wall or structure.</p>	<p>Maximum size of 2 square metres.</p> <p>Minimum height above ground level of 3 metres.</p> <p>Maximum height above ground level of 8 metres.</p>	Maximum of 1 per premise.	

* Signs that are incorporated into the design of a building are exempt from conditions relating to flat wall mounted signs.

Table 3 - Additional controls for signs located within Rural and Recreation Areas (areas within a Rural, Rural lifestyle, Recreation Active & Passive, Open Space and Airfield Zones as defined in the District Plan)

Type	Placement	Size	Number permitted	Minimum text size in millimetres for message letters
Free standing sign.	<p>Must be inside the property boundary to which the sign relates.</p> <p>Minimum distance from intersection:</p> <p>Signs in a 70km/h zone – 149 metres</p> <p>Signs in a 80km/h zone –181 metres</p> <p>Signs in a 100km/h zone – 253 metres</p>	<p>Maximum height of 6 metres, and up to 3 metres in width.</p>	<p>Signs in a 70km/h zone – Spaced up to one per 60 metres of road frontage</p> <p>Signs in a 80km/h zone – Spaced up to one per 70 metres of road frontage</p> <p>Signs in a 100km/h zone – Spaced up to one per 80 metres of road frontage</p>	<p>Signs in a 70km/h zone – Main text - 200mm</p> <p>Secondary text - 100mm</p> <p>Signs in a 80km/h zone –Main text - 250mm</p> <p>Secondary text - 125mm</p> <p>Signs in a 100km/h zone –Main text - 300mm</p> <p>Secondary text - 150mm</p>

Flat wall mounted sign.	<p>Can either be affixed to a building, boundary fence or wall on or within the front yard of the property to which the sign relates.</p> <p>Minimum distance from intersection:</p> <p>Signs in a 70km/h zone – 149 metres</p> <p>Signs in a 80km/h zone – 181 metres</p> <p>Signs in a 100km/h zone – 253 metres</p>	Maximum height of 3.5 metres, and up to 3 metres in width.	<p>Signs in a 70km/h zone – Spaced up to one per 60 metres of road frontage</p> <p>Signs in a 80km/h zone – Spaced up to one per 70 metres of road frontage</p> <p>Signs in a 100km/h zone – Spaced up to one per 80 metres of road frontage</p>	<p>Signs in a 70km/h zone –</p> <p>Main text - 200mm</p> <p>Secondary text - 100mm</p> <p>Signs in a 80km/h zone –</p> <p>Main text - 250mm</p> <p>Secondary text - 125mm</p> <p>Signs in a 100km/h zone –</p> <p>Main text - 300mm</p> <p>Secondary text - 150mm</p>
Protruding sign.	<p>Must not protrude more than 1 metre from the connecting wall or structure.</p> <p>Minimum height above ground level of 3 metres.</p> <p>Maximum height above ground level of 8 metres.</p>	Maximum size of 2 square metres.	Maximum of 1 per premise.	

Schedule 2: Additional controls for portable and movable signs

Type of sign	Size and height	Number permitted
Board sign (including sandwich boards)	<p>Maximum height from the ground of 1.2 metres high and the base 0.6 metres wide x 0.6 metres deep.</p> <p>Maximum area of 0.72 square metres per side of the board.</p>	<p>Maximum of 1 board sign per business or commercial activity.</p> <p>Maximum of 2 signs of any kind per business or commercial activity (1 may be a board sign).</p>

Flag sign (including teardrop style)	Maximum total height from base to top of the sign: 2.5 metres.	A businesses or commercial activity without direct or ground floor frontage may have 1 additional sign of any type directing people to the business or commercial activity, providing the sign complies with other requirements of this bylaw and does not cause an obstruction or endanger public health or safety.
---	--	--

Schedule 3: Verandah signs

Type of verandah sign	Placement, size and height	Number permitted
Sign placed on side or frontage (fascia)	<p>Minimum ground clearance of 2.7 metres.</p> <p>Must not protrude beyond the edges of the connecting structure.</p> <p>Must not have a projecting thickness exceeding 25 centimetres from the connecting structure.</p>	Maximum of 1 on each side or frontage (fascia) of the verandah.
Sign placed under verandah (hanging)	<p>Must hang at 90 degrees to the wall to which the verandah is attached.</p> <p>Minimum height clearance above ground level of 2.7 metres.</p> <p>Maximum thickness of 25 centimetres.</p> <p>The end of the sign must be at least 50 centimetres inside the external edge of the connecting structure.</p>	Maximum of 1 hanging underneath the verandah.

Schedule 4: Real estate signs

Type	Placement	Size	Duration in place	Number permitted
Boards	<p>Must be inside the property boundary or on the property fence to which the sign relates.</p> <p>Properties without direct road frontage</p>	<p>Maximum sign area if single agency of 1.8 square metres.</p> <p>Maximum sign area if multi-agency of 0.6 square metres (per sign).</p>	<p>Must be removed within 10 working days of the date that:</p> <ul style="list-style-type: none"> the property is sold; or the property is taken off the 	1 per agency.

	may display signs on the grass berm of the road reserve immediately adjacent to the property.	Maximum height above ground level of 2 metres.	market for another reason.	
Boards for auctions and tenders	Must be inside the property boundary or on the property fence to which the sign relates.	Maximum sign area if single agency of 9 square metres. Maximum sign area if multi-agency of 3 square metres (per sign). Maximum height above ground level of 3.5 metres.	Must be removed within 10 working days of the date that: <ul style="list-style-type: none"> the property is sold; or the property is taken off the market for another reason. 	1 per agency.
Flags or banners for open homes and auctions	Must either be on the property or secured to a parked vehicle directly outside that property so long as the flag/banner does not protrude from the side of the vehicle on the roadside or protrude so as to obstruct the footpath or pavement.	Maximum total height of 2.5 metres from the base to the top of the sign.	May only be displayed for the day of the open home or auction. (Must be removed on the same day as the open home/auction.	1 per agency.
Directional signs for open homes and auctions	At a maximum of 6 signs leading to the property.	Maximum height of 0.9 metres from ground level.	May only be displayed for the day of the open home or auction. Must be removed on the same day as the open home/auction.	Maximum of 6 per property to which the open home/auction relates.

Schedule 5: Additional controls for changeable message signs

Topic	Control
Illusion of movement	The sign and its contents must not scroll, continuously move or appear to be moving, be animated, or appear to shimmer or sparkle. For the avoidance of doubt, a changeable message sign is limited to transitions between static images.

Dwell time	The dwell time must not exceed the greater of 30 seconds or the dwell time required to ensure that no more than 5% of road users view a change in the image or display while using the portion of the road network from which the changeable message sign is visible.
Transition time	Must have a transition time of no more than 1 second and no less than 0.5 seconds between each image or display.
Number of images	Each static message must convey the complete message within a single image or display. Messages must not be displayed across more than one image or display
Adjust to ambient light	Must not use an artificial light source unless it is controlled by an appropriate system that automatically adjusts brightness in response to ambient light conditions.
Maximum luminance	Must not use an artificial light source that exceeds a luminance of – <ol style="list-style-type: none"> 1. 5,000 cd/m² (candelas per square metre) at any time; and 2. 250 cd/m² between sunset and sunrise.
Image content	<p>Image content: In low-speed environments (70 km/h and less) at all times the changeable message sign should include no more than ten individual elements; of which words may only make up eight elements. Additionally, each line of text shall contain a maximum of 40 characters.</p> <p>In higher speed environments (more than 70 km/h) these content controls halve. At all times the changeable message sign should include no more than five individual elements; of which words may only make up four elements. Additionally, each line of text shall contain a maximum of 20 characters.</p>

Relevant web links

WDC elections information: [Elections](#)

WDC public place bylaw: [public-places-bylaw.pdf](#)

20. RESTRICTIONS APPLYING TO SIGNAGE AND ELECTORAL ADVERTISING

20.1 No election sign shall be placed on any reserve or public place without prior written approval of Council;

20.2 Any person who displays an election sign must comply with the following:

- a) Election signs must be removed before midnight on the day before election day;
- b) Election signs for elections under the Electoral Act 1993 must not be displayed on election day;
- c) Election signs must not exceed 3 square metres in area;
- d) Election signs and their supporting structures must be securely braced and anchored, and constructed, fixed or displayed in a manner so that they will not come loose under normal weather conditions.

20.3 No sign shall be placed or be allowed to remain where in the opinion of Council (or New Zealand Land Transport Authority) that sign would:

- a) Obstruct or be likely to obstruct the view of any corner, bend, intersection, vehicle crossing, traffic sign or traffic signal;
- b) Distract unduly or be likely to distract unduly the attention of road users;
- c) Resemble or likely to be confused with any traffic sign or signal;
- d) Give rise to excessive levels of glare, use flashing or revolving lights or use reflective material that may interfere with a road user's vision;
- e) Constitute or be likely to constitute in any way a danger to road users.

20.4 Advisory note: Nothing in this bylaw authorises any matters/activities which will result in a non-compliance with the Waikato District Plan (operative or proposed).

Relevant web links

WDC elections information: [Elections - Waipa District Council](#)

WDC public places information: [Public Places Bylaw 2023](#)

Summary of District Plan Rules For Election Signs

DISTRICT PLAN RULES APPLICABLE TO ALL ZONES		
<ul style="list-style-type: none"> Shall not be internally illuminated, flashing, incorporate fluorescent or moving materials or be painted in colours that are used on traffic signals. Where attached to a building, no part protrudes above the eaves or parapet, or where attached to a fence or wall, no part protrudes above the top of the fence or wall. A freestanding sign shall be placed so that no part is more than 2m above ground level, except for the Airport Business Zone and the Mystery Creek Events Zone where freestanding signs shall be placed so that no part is more than 4m above ground level. Shall be placed so that they do not block sight distances at entranceways and shall be no closer than 20m to a road intersection. Shall be displayed not more than 90 days before and removed within three days of the conclusion of the event 		
ZONE	SIZE OF SIGN	SUMMARY OF OTHER REQUIREMENTS
Rural	Maximum area of 3m ²	There is a setback at least 15 m from any strategic road One sign per site
Residential, Medium Density Residential & Marae Development Zone	Total combined area of 3m ² visible in all directions.	There is a setback at least 15 m from any strategic road
Large Lot Residential	Total combined area of 3m ² visible in all directions.	There is a setback at least 15 m from any strategic road One sign per site
Commercial	Total combined area of 3m ² visible in all directions	There is a setback at least 15 m from any State Highway
Industrial	-	Signs within the Hautapu Industrial Structure Plan Area must be; <ul style="list-style-type: none"> Oriented to face the road from which vehicle access is obtained Not visible from the SH1 Cambridge Bypass Placed so that where visible from Hautapu Road, Peake Road and Victoria Road or adjacent to the Hautapu cemetery, they are setback from the road boundary by 15m.
Airport Business	Total combined area of 3m ² visible in all directions	There is a setback at least 15 m from any strategic road Signs shall be oriented towards the road from which the site obtains its vehicular access.
Mystery Creek Events	Signs shall not exceed 3m ²	There is a setback at least 15 m from any strategic road Signs shall be oriented towards the road from which the site obtains its vehicular access.
St Peters School Zone	Total combined area of 3m ² visible in all directions	There is a setback at least 15 m from Hamilton Road.
COMPLIANCE		
If you are unsure whether your sign complies with the District Plan, please refer to the District Plan on Council's website, or contact Council's Planning Department.		
If an election sign does not comply with the District Plan rules, a resource consent will be required. An application, along with the appropriate fee, must be made to Council prior to the sign being erected on site. You should allow 20 working days for the resource consent to be processed once an application has been lodged.		

PART 2 –SIGNS AND ACTIVITIES IN PUBLIC PLACES

5. Requirements for Signs in Public Places

5.1. Subject to clauses 6.1 and 6.2, no person may, without Council approval, erect, install, or display a sign in a public place.

Guidance Note:

Clause 25 of this Bylaw sets out the process for obtaining Council approval under this Bylaw. Public Places Bylaw 2023

5.2. No person may erect, install, or display a sign in a public place for the purpose of advertising or promoting any political party, political opinion or candidate in any election.

6. Exceptions to Requirements for Signs

6.1. Clause 5.1 does not apply to the erection, installation or display of a sign in a public place:

- (a) by Council;
- (b) that is authorised pursuant to any enactment;
- (c) that is authorised pursuant to a resource consent granted under the Resource Management Act 1991;
- (d) by an emergency service in the course of official duty;
- (e) for the purpose of advertising or giving directions to an event, or to advertise market days, open homes, garage or at-home sales, where the sign:
 - i) is displayed for no more than 8 weeks in any 12-month period, and
 - ii) meets the requirements of Schedule 2;
- (f) for the purpose of advertising or promoting a business or commercial service, where that sign is located immediately adjacent to the location of that business or commercial service and:
 - i) the sign meets the requirements of Schedule 2; and
 - ii) no other sign is located in a public place outside of that business or commercial service.

6.2. Clauses 5.1 and 5.2 do not apply to the erection, installation or display of a sign on a vehicle, whether moving or stationary, where:

- i) the vehicle is not being primarily used for the purpose of exhibiting the sign;
- and
- ii) the sign does not protrude from the vehicle.

Waitomo District Council

Relevant web links

WDC elections information: [Local Elections 2025 - Waitomo District Council](#)

In the Waipā District, the requirements for election signs are governed by the Public Places Bylaw 2023, the Operative District Plan and the Local Electoral Act 2001. This section explains what these requirements are.

In this section, **Election Signs** include hoardings, posters and signs used to display information relating to the election of candidates and/or choice of political party and/or the promotion of issues relating to a referendum or poll.

No Election Signs in Public Places

The Public Places Bylaw 2023 prohibits the erection, installation or display of election signs in public places. This means that election signs are not permitted in road reserves, state highways, parks, reserves, footpaths, public car parks or Council buildings.

Signs on Vehicles

Under the Public Places Bylaw 2023, an election sign is only permitted on a vehicle in the district if:

- the vehicle is not primarily used for the purpose of exhibiting the sign, and
- the sign does not protrude from the vehicle.

Signs on Private Property

Election signs are permitted on private property if the relevant property owners have consented to the display of the sign and the signs comply with the rules of the District Plan and the NZ Transport Agency Waka Kotahi (if near a state highway or motorway).

District Plan

The District Plan contains rules for the display of election signs in the Waipā District. These include the following requirements:

- election signs may only be displayed no more than 90 days before and three days after the election
- election signs must be no more than 3m² in size
- election signs must not be internally illuminated, flashing, incorporate fluorescent or moving materials or be painted in colours that are used on traffic signals
- election signs must not block sight distances at entranceways
- election signs must not be closer than 20m to a road intersection

See overleaf for further details on the District Plan requirements for election signs.

Content of election signs

Section 113 of the Local Electoral Act 2001 which requires that any advertisement (including signs) should contain a statement setting out the true name of the person(s) for whom or at whose direction it is published and their contact details.

Queries regarding content of election signs including authorisations are to be made to the Electoral Officer. The Electoral Officer will make a candidate aware of any campaign material that does not have an appropriate authorisation. Queries regarding the placement, size, construct, size of lettering or non-compliant hoardings are to be made to Council's resource management department. Such complaints may result in the sign being removed by Council staff.

Best Practice Guidelines for Election Signs

For public safety reasons, the following recommendations should also be complied with:

- Signs should be securely braced from the ground up to carry wind loads for the duration of their erection.
- Signs should not be affixed to any tree;
- Signs should not be placed under the drip line of protected trees;
- The grassed area damaged by the hoardings/signs i.e. support holes, should be reinstated;
- Candidates should regularly (daily if possible), monitor all their election signs with the view to reinstating any vandalised or storm damaged signs.

Complaints

To assist Council in the prompt processing of any election sign complaint, it would be appreciated if all candidates/parties register a contact name and phone number with Waipā District Council's Electoral Officer, for each ward within Waipā District where signs are to be erected.

Any queries relating to election signs should be directed to: Electoral Officer, Warwick Lampp, iro@electionz.com or ph. 0800 398 683.

New Zealand Transport Agency: Guidelines for Managing Electioneering Signs on State Highways

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.

There are some fundamental considerations 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.
- If the sign requires resource consent, approval will likely be required from Waka Kotahi as an affected party under Section 95 of the Resource Management Act, your local authority will be able to advise on this.
- 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 consider visibility and other traffic safety aspects.
- Signs must be located **at least 100m** from intersections, bends in the highway and from other regulatory signs
- Signs are not permitted on or adjacent to **motorways**.
- 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 of signs within or adjoining the road reserve.

Signs erected on rural State highways in a location or manner likely to cause distraction or danger to road users may be removed by Waka Kotahi 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 Waka Kotahi costs.

If you have any further queries, please contact:

Alan Catchpole on 0274 350 410 or at:

environmentalplanning@nzta.govt.nz



He taiao mauriora ▲▲ **Healthy environment**

He hapori hihiri ▲▲ **Vibrant communities**

He ōhanga pakari ▲▲ **Strong economy**

May 2025 #7625

Private Bag 3038, Waikato Mail Centre,
Hamilton 3240, New Zealand
0800 800 401 waikatoregion.govt.nz