

4. ELECTION SIGNS

Please read through all of the following material regarding election signs.

Key points are:

- Signs may not be erected before Saturday 10 July 2021 i.e. 2 months before polling day.
- No application form or fee is required if signs do not exceed 3m² per site. (The larger of the standard sizes available from sign writers is 2.88m². It represents dimensions of 2.4m x 1.2m). If you wish to put up a double-sided sign, you need to ensure that the angle between the two sides is sufficiently small so that no more than 3m² is visible from any one point.
- The District Plan states:

“For the purpose of calculating the area of advertising devices, the area of a sign is calculated as being the area of the sides which are used as part of the device and which are visible from any one point (direction). For example, where a sign is multi-faced, the area of a sign is calculated as the total area of those faces which will be visible from any one place.”
- Signs are **not** to be erected on state highways, roads, road reserves (e.g. the berm), parks, reserves or any other public places.
- Signs must be wholly on private property and must not obscure drivers' vision at any intersection or driveway. They must not be lit up or reflectorised.
- You must remove your signs no later than noon on Saturday 18 September 2021.
- You cannot produce any sign that looks like an imitation voting paper.
- **NO CANDIDATE ADVERTISEMENT** (this includes any sign) may be published **UNLESS** it clearly states that it is authorised by the candidate or the candidate's agent and gives that person's home or business address (not a box or bag number). (Refer section 7 of this handbook – section 113 Local Electoral Act 2001).

e.g.

<p>VOTE GRANVILLE</p> <p>for the</p> <p>ARKRIGHT WARD</p> <p>This advertisement is authorised by Gladys Emmanuel of: 999 Doncaster Street, Hastings</p>

Election signs are permitted and may be erected without consent from Council. However, all signs will be subject to the following standards/conditions.

Standards/Conditions

- (a) **MAXIMUM SIZE:** Maximum area of advertising device(s), per site: **3m²** (a site is defined as an area of land held on a single certificate of title).
- (b) **LOCATION:** Election signs must be located **wholly** on private property and not be located within road reserve, in public places or reserves. (Any sign erected on any public place will be impounded and can only be recovered on payment of a \$60 fee).
- (c) **SITING:** Signs shall be sited so as not to obscure drivers' vision at any intersection or driveway. No illuminated advertising device shall be located within **25m** of a road intersection. No sign using intermittent or flashing sources of light is permitted.
- (d) **ILLUMINATION:** Illuminated signs are only permitted in Commercial and Industrial zones. External Illumination of signs by spotlights or floodlights shall be focused only on the device to be illuminated, and shall be directed away from Residentially Zoned sites and roads.
- (e) **TIME FRAMES:** Signs may be erected up to **2 months** prior to polling day, **i.e. from Saturday, 10 July 2021.**
- (f) **REMOVAL:** Signs for Local Government Elections shall be removed within **7 days** after polling day.
- (g) **GENERAL:** All signs shall comply with the New Zealand Building Code and relevant Council Bylaws. No handbills or posters etc are to be pasted onto poles, buildings or other structures.

Resource Consents

For election signs that do not meet one or more of the Council standards, outlined in (a) – (g) above, an application must be made for a resource consent. This will be assessed as a Restricted Discretionary Activity and will involve the following:

1. An application form (available from Council)
2. An assessment of effects on the environment of the signs (e.g. Traffic Safety)
3. Application details involving site plans, sign dimensions, drawings of the sign (a sheet outlining further requirements is available from Council)
4. Affected Persons' consents
5. Application deposit of \$1000.00. This deposit is per application irrespective of the number of signs involved.

GUIDELINES FOR MANAGING ELECTIONEERING SIGNS ON STATE HIGHWAYS

This statement is a guideline for candidates in relation to advertising 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 New Zealand Transport Agency (NZTA) policy on such signs with minimal involvement by NZTA.

Candidates should in the first instance contact the local NZTA office in Napier for advice should they wish to erect a sign on or visible from a state highway road reserve.

1. On Rural State Highway Reserves (70km/h and above)

- 1.1 Signs should be located off state highway reserves. In exceptional circumstances only, signs may be erected within a State Highway reserve with the written approval of regional state highway managers.
- 1.2 For the exceptional circumstances to apply, the applicant must be able to demonstrate that all other options have been exhausted and that there is no other appropriate safe location for the sign. Such an exception may exist for example where the State Highway reserve is much wider than usual, allowing safe location of the sign.
- 1.3 Signs must:
 - not be reflectorised;
 - be located well clear of intersections, other signs and generally giving consideration to visibility and traffic safety;
 - not be on or adjacent to motorways;
 - not be erected in a manner that will create distraction or danger to road users; and
 - not imitate any official traffic signs.
- 1.4 For safety reasons, vehicle mounted signs situated on state highway reserves will be discouraged.
- 1.5 To minimise staff involvement, NZTA will:
 - act quickly on inquiries from political parties and the public;
 - instruct network consultants to inspect all State Highways for compliance every 7 to 10 days;
 - phone/fax the parties/candidates where there is non-compliance, requesting action/removal within 48 hours; and
 - instruct consultants to remove the signs if there is no action after 48 hours.
- 1.6 Where any sign is erected without NZTA approval in an obviously unsafe location it must be removed immediately and stored undamaged. The

party must then be advised of the storage location for retrieval at a fee of \$50 to cover NZTA costs.

**2. On Property Adjoining Rural State Highways and
On Urban State Highway Reserves and Adjoining Property**

(Where urban areas relate to State Highways with speed limits of 70 km/h or less)

- a. NZTA will refer all applicants/parties to the appropriate local authority.
- b. The Council has authority in respect of signs on private property. However NZTA's requirements set out in 1.3 and 1.4 above must be complied with. NZTA will become involved if it is considered that the sign is visible from a state highway and causes a distraction for users of the highway. NZTA will also expect signs to meet its requirements as set out in paragraphs 1.3 and 1.4 above.
- c. Beyond appropriate liaison with the Council to convey its policy, NZTA will have no other involvement with signs in these areas.

For Enquiries – email Vicki Rusbatch vickir@hdc.govt.nz