

Election Signs - the 'how to guide'

If you are a candidate for the 2025 local government elections and want to put election signs up on public land under the control of the Whangarei District Council (WDC), be aware that the signs need to comply with some of the rules in our **Control of Advertising Signs Bylaw 2014** (the Bylaw) and the Electoral Act 1993.

The Electoral Act 1993 requires that all electoral advertising must identify the name and physical address of the person under whose authority the advertising has been produced.

Some public places are Crown Land or land administered by the Department of Conservation – if you want to put your election sign up on this kind of public land you must get permission from whoever is in charge of that land.

The following 'how to guide' puts all the relevant Bylaw clauses into simple rules that you need to follow:

- Election signs on public land can be erected for a maximum period of 9 weeks prior to polling day (Saturday 15 August to midnight Friday 10 October).
- If your sign is in an area zoned as a Residential Zone (*previously 'Living Environment'*) under Council's **District Plan**, then your sign can measure up to 3m².
- If your sign is in an area zoned as an Open Space Zone (*previously 'Open Space Environment'*), then your sign can measure up to 2m².
- Signs in any other zones of the District Plan can measure up to 6m².
- To find out what Environment or 'zone' a particular site is, where you are proposing to erect a sign, you should contact the duty planner through Council's Customer Request portal. This is available via our website and can be accessed <https://www.wdc.govt.nz/Services/Planning/Advice-before-start/How-we-can-help>.

Alternatively, you can log your enquiry by telephoning our contact centre 09 430 4200. This will ensure that your enquiry is formally logged into our system and attended to promptly by our duty planners.

- All election signs and their supporting structures such as frames and poles need to be removed the day before polling day (**by midnight Friday 10 October 2025**).
- Your signs must be erected or placed in a way that they do not pose a danger to property or the public.
- The locations of your signs must not affect traffic safety, in particular the following: obstructing views on corners, intersections and at traffic signals, distracting road users, including having flashing lights or reflective materials that might affect road user vision.
- If your sign is on private property, but that property is next to a public space (e.g. a fence or a building that is built on the boundary next to a road), or the sign is on a verandah that overhangs a footpath, then there are specific rules in the Bylaw that you must comply with. See clauses 7 and 8 of the Bylaw for more information.
- Election signs are **not** permitted in Council's sign parks or in the Cameron Street Mall. Sign parks are the following areas:
 - Hatea Drive - north end of the Hatea Drive West car park
 - Tarewa Road - on grass berm opposite Caltex petrol station
 - Riverside Drive - corner of Riverside Drive and Memorial Drive
 - Maunu Road - corner of Maunu Road and Porowini Avenue

- You can have a vehicle with election advertising on it, but you can't park the vehicle somewhere just to display the sign.
- Signs cannot be offensive or discriminatory.
- For signs along State Highways or on Council roads that connect to State Highways, including those on private properties facing the State Highway corridor, you must obtain permission from the New Zealand Transport Agency (NZTA) rather than the Council to erect such signs.