Auckland Council
Te Kaunihera o Tāmaki Makaurau

Auckland Transport
An Auckland Council Organisation

Te Ture ā-Rohe mo nga Tohu
Signs Bylaw 2022

(as at 1 July 2025)

Made by the Governing Body of Auckland Council and the Board of Auckland Transport

in resolution GB/2022/39 on 26 May 2022 and

in resolution 26/05/2022: Item 10 on 26 May 2022 respectively

Bylaw made under sections 145, 146 and 149 of the Local Government Act 2002, section 22AB of the Land Transport Act 1998, and for Auckland Council only section 12 of the Prostitution Reform Act 2003, by –

- the Board of Auckland Transport, in the case of signs that are on or visible from the Auckland transport system, and where the provision has a transport-related purpose; and
- the Governing Body of Auckland Council, in every other case.

Summary

This summary is not part of the Bylaw but explains the general effects.

Signs play an important role in identifying places and providing information including for direction or safety purposes, business advertising and a source of revenue for building owners.

The location, type, number and size of signs can however cause public safety risks, nuisance, misuse of council-controlled public places, and negative impacts on the environment and effectiveness, efficiency and safety of Auckland's transport system.

This Bylaw seeks to manage the problems signs can cause while providing for their benefits by –

- making rules for signs visible from a council-controlled public place (for example parks and roads), motorways and state highways
- providing for signs about activities at the same location, for example a free-standing sign advertising a business or products that are for sale on the same private property as the sign (Part 2)
- limiting signs that are unrelated to the day-to-day activities at the same location, for example by only allowing certain sign types, such as for the sale of a property or sandwich boards on a footpath (Part 2)
- providing more opportunities to display signs about elections, polls and referendums during an election period that would not otherwise be allowed (Part 2)
- further limiting signs related to more sensitive places or activities (for example signs in parks, coastal areas or about commercial sexual services) (Part 2)
- providing a process to allow signs that do not comply with sign rules, where appropriate (Part 3).

Other parts of this Bylaw assist with its administration by –

- stating its name, when it comes into force and where it applies (clauses 1, 2 and 3)
- stating the purpose of this Bylaw and defining key terms (clauses 4 and 5)
- providing transparency about how the relevant authority makes controls and decides approvals (Part 3)
- referencing the relevant authority's powers to enforce this Bylaw, including powers to cancel an approval, seize property, recover costs and seek monetary penalties up to $20,000 (Part 4).

The Bylaw is part of a wider framework of rules about signs. The Bylaw does not seek to duplicate or be inconsistent with this framework which includes –

- the Auckland Unitary Plan for billboards (signs advertising things unrelated to their location), comprehensive development signage (Chapter E23) and historic heritage places (Chapter D17).
- landowner approval (if required). For example, local boards may have an approval role for signs in their local parks.
- Waka Kotahi New Zealand Transport Agency bylaws for signs on motorways and state highways.
- the Electoral Act 1993, Local Electoral Act 2001 and Referendums Framework Act 2019.
- codes of ethics and practice issued by the New Zealand Advertising Standards Authority, including general Advertising Standards Code and the Alcohol Advertising and Promotion Code.
- the Human Rights Act 1993, Films, Videos and Publications Classification Act 1993, Crimes Act 1961, and Defamation Act 1992 in relation to content.
- the Waitakere Ranges Heritage Area Act 2008 in relation to protection of the Waitākere Ranges
- the Sale and Supply of Alcohol Act 2012 in relation to restricting alcohol signs as part of alcohol licensing.

This Bylaw is made by collaboration between Auckland Council and Auckland Transport. This is to avoid public confusion caused by having separate bylaws in Auckland that regulate the same signs but for different reasons. Auckland Transport is responsible for sign rules that affect the Auckland transport system for a purpose that is transport-related (for example driver safety). Auckland Council is responsible for sign rules for all other purposes (for example misuse of a park).

Quick reference guide to sign rules (Bylaw clause number) and when an approval is required (OA)

Location by Zone in the Auckland Unitary Plan	Sign type and Bylaw clause to be complied with											
	More permanent sign type ⇔ More temporary sign type											
	Free-standing	Verandah	Wall-mounted	Window	Portable	Stencil	Poster	Banner	Real Estate	Event	Election	Vehicle
Coastal	7	8	9	**OA**	11	12	13	14	15	16	17	18
Residential	**OA**	8	9	**OA**	11	12	13	14	15	16	17	18
Open Space	**OA**	8	9	**OA**	11	12	13	14	15	16	17	18
Business	7	8	9	10	11	12	13	14	15	16	17	18
Future Urban	**OA**	**OA**	9	**OA**	11	12	13	14	15	16	17	18
Rural	**OA**	**OA**	9	**OA**	11	12	13	14	15	16	17	18
Strategic Transport Corridor	**OA**	**OA**	9	**OA**	11	12	13	14	15	16	17	18
Major Recreational Facility	7	8	9	**OA**	11	12	13	14	15	16	17	18
Special Purpose*	**OA**	**OA**	9	**OA**	11	12	13	14	15	16	17	18
Unzoned land**	**OA**	**OA**	9	**OA**	11	**OA**	13	14	15	16	17	18

Note: * excludes Major Recreational Facility | ** for example a footpath or roadway.

Note: Permanent sign types relate more to goods, services or events at the same location of the sign while temporary sign types are not (or not typically) related to their location.

Note: Wall-mounted signs include fence signs; stencil signs include light projections; events include garage sales.

Note: Sign types on similar structures may vary (for example a wrap on a security bollard would need to comply with the free-standing sign rules, a removable sleeve on a security bollard would need to comply with portable sign rules).

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1 Title

This Bylaw is the Auckland Council and Auckland Transport Te Ture ā-Rohe mo nga Tohu 2022 / Signs Bylaw 2022.

2 Commencement

(1) This Bylaw comes into force on 26 May 2022.

(2) Amendments by resolutions GB/2025/86 and AT 2025June24: Item 17.2 come into force on 1 July 2025.

Clause 2 amended by minute GB/2025/86and AT 2025June24: Item 17.2, in force on 1 July 2025 to insert subclause (2).

3 Application

This Bylaw applies to signs visible from a road or other council-controlled public place, motorway and / or state highway in Auckland.

Part 1
Preliminary provisions

4 Purpose

(1) The purpose of this Bylaw is to –

(a) protect the public from nuisance, protect public safety, and protect council-controlled public places from misuse;

(b) manage impacts on the effectiveness, efficiency and safety of the Auckland transport system; and

(c) protect the environment.

(2) The Bylaw seeks to achieve this purpose by –

(a) providing for signs that directly relate to the primary use or activities occurring on the site of the signs (for example a sign advertising a business on the same commercial property) subject to conditions;

(b) limiting signs that do not directly relate to the primary use or activities on the site of the signs (for example signs relating to the sale of a property);

(c) limiting signs not located on a site (for example signs on a footpath);

(d) providing more opportunities for signs about elections, by-elections, polls and referendums during specified periods that would otherwise be limited in (b) and (c);

(e) further limiting signs related to more sensitive places or activities; and

(f) providing a process to approve signs that do not comply with sign rules related to (a) to (e).

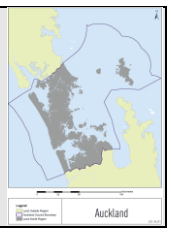
5 Interpretation

(1) In this Bylaw, unless the context otherwise requires, –

approval means a licence, permit, exemption or other form of permission granted under this Bylaw and includes all conditions to which the approval is subject.

Auckland has the meaning given by section 4(1) of the Local Government (Auckland Council) Act 2009.

> **Related information**
>
> The Local Government (Auckland Council) Act 2009 enabled the Local Government Commission to determine Auckland's boundaries in a map titled LGC-Ak-R1. The boundaries were formally adopted by Order in Council on 15 March 2010, and came into effect on 1 November 2010.



Auckland Council means the Governing Body of the Auckland Council, or any committee or person delegated or authorised to act on its behalf.

> **Related information**
>
> The Regulatory Committee is currently delegated to make decisions about controls for which Auckland Council is the relevant authority (GB/2019/109).
>
> Auckland Council's Licensing and Regulatory Compliance is currently delegated to administer and enforce this Bylaw as at February 2021 (GB/2011/123).

Auckland Transport means the Board of Auckland Transport, or any committee or person delegated or authorised to act on its behalf.

> **Related information**
>
> The Auckland Transport Traffic Control Committee is currently delegated to make decisions about controls in this Bylaw for which Auckland Transport is the relevant authority by resolution.
>
> Auckland Council's Licensing and Regulatory Compliance is currently delegated to administer and enforce this Bylaw as at February 2018 (Auckland Transport 01/02/2018:12.2).

banner sign has the same meaning as in clause 14(1) of this Bylaw.

council-controlled public place means –

(a) a place that is under the control of Auckland Council or a council-controlled organisation of Auckland Council (for example Auckland Transport) that, at any material time, is open to or is being used by the public, whether free or on payment of a charge; and

(b) to avoid doubt –

(i) includes any park, reserve, recreational ground, sports field, public garden, public square, cemetery, beach, foreshore, dune, wharf, breakwater, boat ramp, pontoon, road, footpath, access way, grass verge, berm, and any part of a council-controlled public place; and

(ii) excludes any place under the control of the Tūpuna Maunga o Tāmaki Makaurau Authority.

cycle path has the same meaning as in the Land Transport (Road User) Rule 2004.

display in relation to a sign means to construct, erect, install or maintain any sign or to cause any sign to be constructed, erected, installed or maintained.

display area (area) in relation to a sign means the total surface area of a sign, including all lettering, wording, designs, symbols, background, and frame, but not including any support structure or bracing incidental to the sign.

election sign has the same meaning as in clause 17(1) of this Bylaw.

event sign (including for a community, regional / sub-regional or major event) has the same meaning as in clause 16(1) of this Bylaw.

free-standing sign has the same meaning as in clause 7(1) of this Bylaw.

ground level means the actual surface level of the finished ground, wharf (or similar structure) or water at mean high water springs immediately below any part of sign.

person includes an individual, a corporation, a body corporate, and an unincorporated body, and in the context of this Bylaw may mean –

(a) the person who wishes to display a sign;

(b) the person who displays a sign (for example the person who installs a wall-mounted sign on a building or places a portable sign on a footpath);

(c) the owner, occupier or manager of the premises where the sign is displayed (for example the manager of a store that has a portable sign displayed on the adjoining footpath or the owner for a sign that must be removed under clause 29 because the business has ceased to trade); and

(d) any other person responsible for the sign displayed (for example the event organiser for an event sign displayed on the roadside).

portable sign has the same meaning as in clause 11(1) of this Bylaw.

poster board has the same meaning as in clause 13(2)(a) of this Bylaw.

poster sign has the same meaning as in clause 13(1) of this Bylaw.

premises means any separately occupied land, building, or part of the same, including for example land occupied by a mobile vendor.

real estate sign has the same meaning as in clause 15(1) of this Bylaw.

relevant authority means either –

(a) Auckland Transport, in the case of signs that are on or visible from the Auckland transport system and where the relevant provision has a transport-related purpose; and

(b) Auckland Council in every other case.

roadway means that portion of the road used or reasonably usable for the time being for vehicular traffic in general, but does not include a shared path or cycle path or, to avoid doubt, the footpath or grass verge.

shared path has the same meaning as in the Land Transport (Road User) Rule 2004.

shared zone has the same meaning as in the Land Transport (Road User) Rule 2004.

sign means an advertisement, message or notice conveyed using any visual medium, which advertises a premises, service, good, product, activity and / or event or acts to inform, influence or warn any person, and –

(a) includes –

(i) the supporting device (for example frame, pole, stand or other associated ancillary equipment whose principal function is to support the advertisement, message or notice);

(ii) advertisements, messages or notices affixed to, on, or incorporated within the design of a building;

(iii) advertisements, messages or notices placed on, or affixed to, or painted or stencilled onto a window, a fence, a hoarding, street furniture, utility infrastructure, footpath, road or building; and

(iv) murals, banners, flags, posters, balloons, blimps, sandwich board signs, projections of lights or electronic displays;

(b) to avoid doubt, does not include –

(i) the display of goods for sale;

(ii) displays consisting of props, mannequins, models or similar items; and

(iii) the base colours of a building, other structure or vehicle.

site has the same meaning as in Chapter J - Definitions of the Auckland Unitary Plan.

stencil sign has the same meaning as in clause 12(1) of this Bylaw.

through-site link means land on a site that is –

(a) a separately defined, continuous and clearly identifiable public walkway taking the most direct route, which is designed specifically to traverse a site to connect roads or other public places or other through-site links and provides a shorter and more convenient route than the existing alternative; and

(b) has an access easement registered on the title to which the link applies to ensure preservation of the link and its ongoing maintenance by the owner of the title.

vehicle sign has the same meaning as in clause 18(1) of this Bylaw.

verandah sign has the same meaning as in clause 8(1) of this Bylaw.

wall-mounted sign has the same meaning as in clause 9(1) of this Bylaw.

window sign has the same meaning as in clause 10(1) of this Bylaw.

zone means a zone in the Auckland Unitary Plan (or future equivalent plan) and matching land units of the Auckland Council District Plan Hauraki Gulf Islands Section (or future equivalent plan) specified in the definition of Table conditions.

Related information about finding what zone a property is

To determine what zone a site is in, go to the Auckland Council Geomaps website and enter the address into the search bar. The 'Results' tab lists the property information for the site, including its Zone and any relevant Overlay information.

(2) Unless otherwise stated, the sub-headings in tables in Subpart 1 of Part 2 of this Bylaw have the following meanings –

(a) location means –

(i) the Auckland Unitary Plan (or future equivalent plan) Zone or Control of the site on which the sign is displayed;

(ii) the land units of the Auckland Council District Plan Hauraki Gulf Islands Section (or future equivalent plan) matched to a zone in (i) in this table –

Hauraki Gulf Islands land unit	Matching Auckland Unitary Plan Zone
Commercial 7, Matiatia, Pakatoa and Rotoroa	Coastal
Island Residential 1 and 2, Commercial 4	Residential
Conservation and Open Space 1 to 3 inclusive	Open Space
Commercial 1 and 2	Business - Local Centre
Commercial 3	Business - Neighbourhood Centre
Commercial 5	Business – Light Industry
Commercial 7	Coastal
Landform 1 to 7 and Rural 1 to 3 inclusive	Rural
Commercial 6 and Open Space 4	Special Purpose

(iii) the nearest zone in (i) or (ii) if the sign is displayed on land that is not a site or is unzoned (for example a footpath or roadway).

Example

The location of a sign attached to a verandah that is over a road means the zone of the building to which the veranda is attached (and not the road).

The location of a community event sign attached to the fence of a residential property (and not the event venue) means the zone of the fence (and not the event venue or the road).

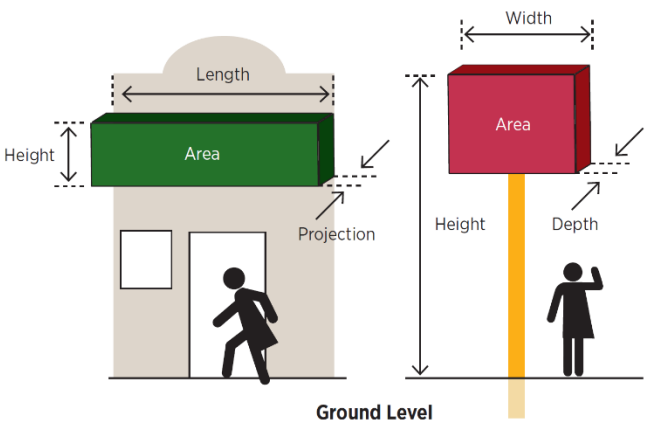
(b) number means the maximum number of signs allowed;

(c) size means the maximum physical dimensions, proportions, magnitude, or extent of a sign including –

(i) the maximum display area (area) of a sign measured in square metres (m^2), noting that this includes any frame;

(ii) the maximum width, length, depth or projection of a sign in metres (m); and

(iii) the maximum 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 above ground level.



(3) Unless the context requires another meaning, a term or expression defined in the Local Government Act 2002, Land Transport Act 1998, Local Government (Auckland Council) Act 2009, Prostitution Reform Act 2003 or Auckland Unitary Plan and used in this Bylaw, but not stated in (1), has the meaning given by that Act or plan.

(4) Related information, illustrations and links to webpages do not form part of this Bylaw and may be inserted, changed or removed without any formality.

(5) The Legislation Act 2019 applies to this Bylaw.

(6) To avoid doubt, compliance with this Bylaw does not remove the need to comply with all other applicable Acts, regulations, transport rules, standards, bylaws, rules of law, regional or district plans, or reserve or park management plans.

Part 2

Signs that are allowed subject to conditions or approval

6 A person may only display a sign in certain circumstances

(1) A person may only display a sign if –

(a) the sign is of a type provided for in clauses 7 to 18 and complies at all times with –

(i) the requirements for that sign type; and

(ii) any special rules in clauses 19 to 22; and

(iii) the general rules in clauses 23 to 29; or

(b) they have obtained prior approval from the relevant authority in Subpart 2 of Part 3 and the sign complies at all times with the approval.

Related information about requirements for sign types

Refer to summary for a quick reference guide to sign types and applicable rules.

Related information about obtaining an approval

There are two 'types of approvals' in this Bylaw:

- applications to display signs that the relevant authority anticipate as being appropriate provided certain criteria are met (a permit). These include poster boards, dedicated locations for event signs and signs in Open Space Zones
- all other applications will only be granted in exceptional circumstances (an exemption).

Applications for an approval may be made on Auckland Council's website.

(2) However, (1) does not apply to –

(a) signs not visible from a council-controlled public place, motorway and state highway (for example this Bylaw would not apply to signs on a shop only visible within a privately owned shopping centre);

(b) billboards (a sign on a site or in a road reserve that is not directly related to the primary use or activities occurring on the site of the sign or the road reserve) regulated in the Auckland Unitary Plan except for –

(i) signs about commercial sexual services in clause 22 of this Bylaw; and

(ii) portable, stencil, poster, banner, flag, real estate, vehicle, event and election signs as defined in relevant clauses in Part 2 of this Bylaw;

(c) comprehensive development signage, meaning –

(i) signs related to a new or altered building; if

(ii) the building work requires a resource consent or is valued at $100,000 or more, assessed at the time the building consent application is lodged with Auckland Council; and

(iii) for the avoidance of doubt, includes any signs associated with construction, intended use (for example 'Coming Soon' signs) and initial sale (for example the initial sale of apartments within the development); and

(iv) for the avoidance of doubt, excludes signs associated with the occupation of premises or related to commercial sexual services, which must comply with (1);

(d) scheduled historic heritage places regulated in the Auckland Unitary Plan (except in relation to commercial sexual services rules in clause 22);

(e) signage on buildings, objects, properties and places of special value subject to rules in the Auckland Council District Plan Hauraki Gulf Islands Section – Operative 2018 (except in relation to commercial sexual services rules in clause 22);

(f) signs specified in an approval under the Te Kaunihera o Tāmaki Makaurau Te Ture ā-Rohe Tauhokohoko, Whakahaerenga me te Tango Kiriata Tūmatanui 2022 / Auckland Council Public Trading, Events and Filming Bylaw 2022 or any future equivalent bylaw (for example signs at a market or event);

(g) any traffic control device;

(h) signs on or over a motorway or state highway;

(i) instructional or information signs required by statute or for public safety or security (for example safety signs related to works by a network utility operator), provided the sign does not display any goods or services;

(j) regulatory signs erected by or on behalf of the Crown or the relevant authority (for example signs that mark the boundaries of a marine reserve, park, heritage site or coastal protection area, public transport signs, or signs about behaviours or activities that may or must not be undertaken in certain places);

(k) public wayfinding, information and educational signs erected by or on behalf of the Crown or the relevant authority (for example directional signs or signs about a marine reserve, park, historic or environmental site of significance, coastal protection area); and

(l) signs that are an integrated part of street furniture (a structure installed by the relevant authority on a council-controlled public place) (for example seating or bus shelters).

(3) For the avoidance of doubt, the requirement to obtain prior approval in (1)(b) applies to –

(a) a person (other than the relevant authority) who wants to display a sign on any street furniture, bridge, underpass, overpass, tree or other infrastructure on a council-controlled public place (for example seating, flora containers, utilities, poles, refuse receptacles, phone kiosks, art, parking meters, bollards, bus shelters and playgrounds);

(b) any sign on the roof of any building (except as provided for in clause 20 about painted signs on major recreational facilities);

(c) any sign that obscures the architectural top of a building;

(d) any aerial sign type, including any sign on or attached to a balloon, blimp, dirigible or similar device that is tethered to the ground but otherwise free to move, any sign towed by an aircraft (as defined in the Civil Aviation Act 1990), and any aerial searchlights or laser light displays; and

(e) any sign type that is not specified in this Bylaw.

Related information about wider framework of rules about signs

This Bylaw is part of a wider framework of rules about signs. The Bylaw does not seek to duplicate or be inconsistent with this framework. This includes for example landowner approval (if required), signs on motorways and state highways, the Auckland Unitary Plan for billboards, and sign rules under the Electoral Act 1993 (refer summary on page 2 for more examples).

(4) For the purposes of section 357 of the Local Government Act 1974, a sign, other than a free standing sign, that is displayed on a road in a council controlled-public place in compliance with this bylaw is an authorised encroachment.

Subpart 1 – Requirements for specific types of signs

7 A free-standing sign may be displayed in certain circumstances

(1) This clause applies to **free-standing signs**, which in this Bylaw means signs that –

(a) stand on their own, independent of any building or structure for their primary support; and

(b) are fixed on or into the ground, or placed on the ground (for example a large 'A-frame' sign); but

(c) exclude portable signs in clause 11 and a flag displayed on a flagpole.

Related information about flagpoles

A resource consent under the Auckland Unitary Plan may be required to erect a flagpole.

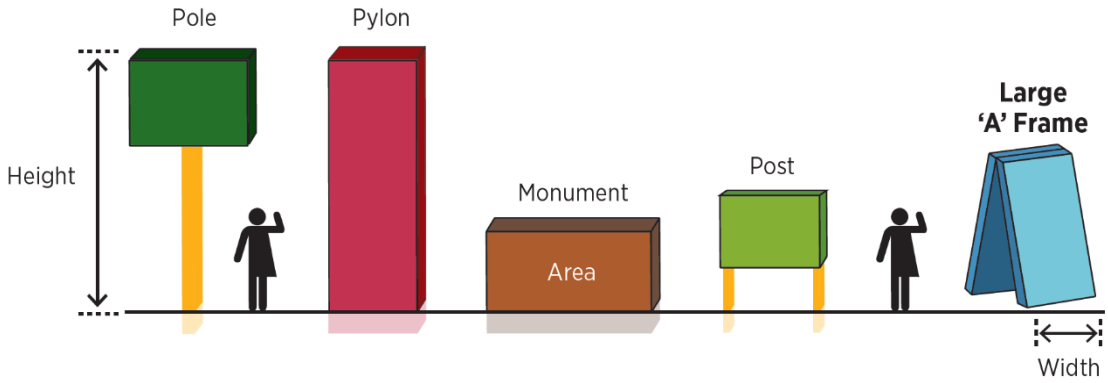
(2) A person may display a free-standing sign if the sign –

(a) is on a site (for example a property and not a road); and

(b) is an identification sign in (3), a menu board in (4) or a wayfinding sign in (5).

(3) A free-standing identification sign must comply at all times with the conditions in this table –

Conditions for display of free-standing identification signs



Content

(a) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site of the sign (for example things you can buy or do on the site);

Placement

(b) Must be at least 2 metres from any side boundary of the site, if the frontage of the site is more than 6 metres wide;

(c) Must be at least 5 metres from any building that is more than 1.5 metres high;

(d) Must be a minimum distance from any other free-standing sign (including a free-standing billboard) of –

(i) at least 10 metres when the signs are on the same site; and

(ii) at least 2 metres when the sign is on another site.

(e) If in a Coastal Zone, must be placed immediately adjoining the structure.

Location	Maximum number	Maximum size
(f) Coastal	One per structure (for example wharf or building).	Area: 3m^2 Height: 4m
(g) Local Centre (h) Neighbourhood Centre	Cumulatively – (i) 1 per frontage of 60m or less in length; (ii) 2 per frontage between 60m and 100m in length; and (iii) 3 per frontage of 100m or more in length. The above limits apply regardless of the number of premises on the site and include any free-standing billboards on the site.	Area: 4m^2 Width: 2m Height: 6m
(i) All other Business Zones*		Area: 4m^2 Width: 2m Height: 8m
(j) Special Purpose - Major Recreational Facility		Area: 4m^2 Width: 2m Height: 8m
(k) Other Zones**	Must obtain prior approval in Subpart 2 of Part 3.	

Compliance with other rules

(l) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.

* City Centre, Metropolitan Centre, Town Centre, Mixed Use, General Business, Business Park, Heavy Industry, Light Industry.

** Residential, Open Space, Future Urban, Rural, Strategic Transport Corridor and Special Purpose (excluding Major Recreational Facility).

(4) A free-standing menu board sign must comply at all times with the conditions in this table –

Conditions for display of free-standing menu board signs			
Content			
(a) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site of the sign.			
Location	**Maximum number**	**Maximum area**	**Placement**
(b) Business	One per drive-through lane.	4.5m²	Directly adjacent to drive-through lane or on the boundary of the site.
(c) Other Zones*	Must obtain prior approval in Subpart 2 of Part 3.		
Compliance with other rules			
(d) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.			

* Coastal, Residential, Open Space, Future Urban, Rural, Strategic Transport Corridor, Special Purpose.

(5) A free-standing wayfinding sign must comply at all times with the conditions in this table –

Conditions for display of free-standing wayfinding signs			
Content			
(a) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site of the sign.			
Location	**Maximum number**	**Maximum size**	**Placement**
(b) City Centre (c) Metropolitan Centre (d) Town Centre (e) Local Centre (f) Neighbourhood Centre (g) Mixed Use (h) Special Purpose - Major Recreational Facility	2 per vehicle and pedestrian entrance	Area: 2.2m² Height: 2m Width: 1m	Directly adjacent to vehicle or pedestrian entrance
(i) General Business (j) Business Park (k) Heavy Industry (l) Light Industry	2 per vehicle entrance		Directly adjacent to vehicle entrance
(m) Other Zones*	Must obtain prior approval in Subpart 2 of Part 3.		
Compliance with other rules			
(n) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.			

* Coastal, Residential, Open Space, Future Urban, Rural, Strategic Transport Corridor, Special Purpose (excluding Major Recreational Facility).

8 A verandah sign may be displayed in certain circumstances

(1) This clause applies to **verandah** signs, which in this Bylaw means a sign attached to or painted on a verandah, portico, balcony, awning or similar structure.

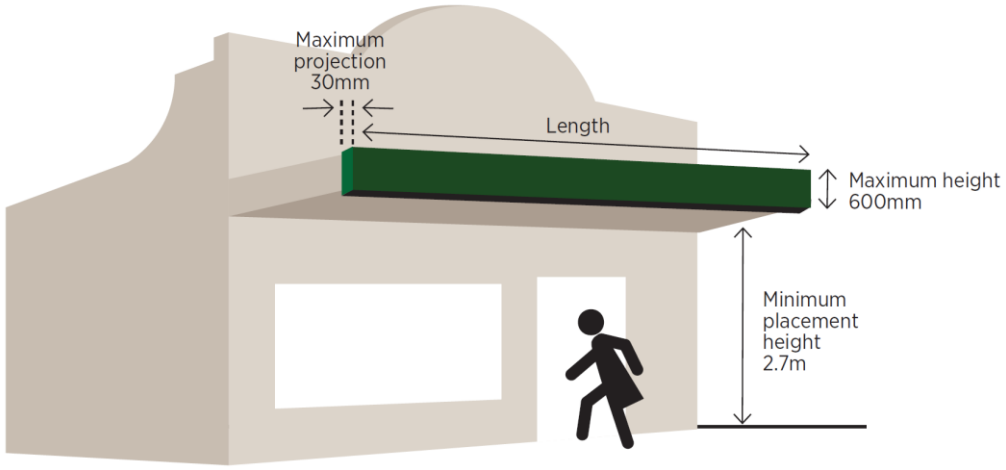
(2) A person may display a verandah sign if –

(a) the verandah is attached to a building on a site (for example the building to which the verandah is attached is on private property); and

(b) the sign is on the fascia of the verandah in (3) or under the verandah in (4) (and not for example on top of a verandah).

(3) A sign displayed on the fascia of a verandah must comply at all times with the conditions in this table –

Conditions for the display of verandah fascia signs



Content

(a) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site (for example things you can buy or do on the site).

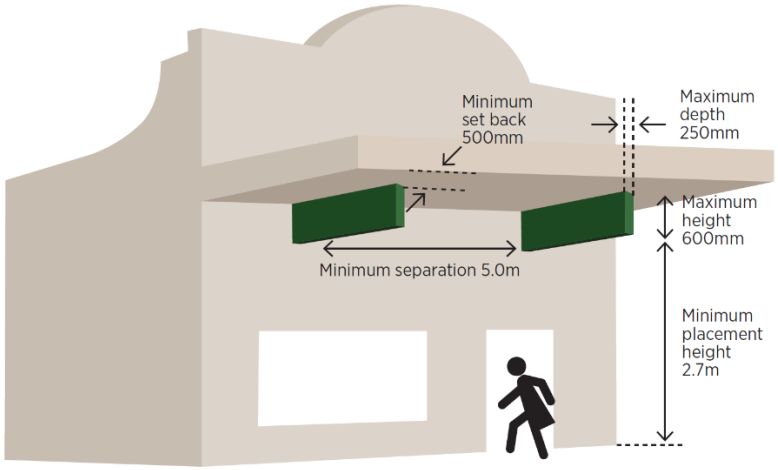
Location	Maximum number	Maximum size	Placement	Other
(b) Coastal	One per building frontage.	Height: 0.6m (600mm) Length: 5m Projection: 0.03m (30mm) if over a council-controlled public place (for example roadway), otherwise no maximum projection.	Minimum 2.7m above ground level	No more than 50% of sign to display advertising (the other 50% can display the business name for example).
(c) Residential	One per historic heritage or retail premises lawfully established before 01 Oct 2015.	Height: 0.6m (600mm) Projection: 0.03m (30mm) if over a council-controlled public place (for example roadway), otherwise no maximum projection		
(d) Open Space	One per building frontage.			

Location	Maximum number	Maximum size	Placement	Other
(e) Special Purpose - Major Recreational Facility	One per pedestrian entrance.	Height: 0.6m Projection: 0.03m (30mm) if over a council-controlled public place (for example roadway), otherwise no maximum projection	Minimum 2.7m above ground level	No more than 50% of sign to display advertising (the other 50% can display the business name for example).
(f) Other Zones*	One per premises.			
Compliance with other rules				
(g) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.				

* Business, Future Urban, Rural, Strategic Transport Corridor and Special Purpose (excluding Major Recreational Facility).

(4) A sign displayed under a verandah must comply at all times with the conditions in this table –

Conditions for the display of under verandah signage



Content

(a) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site.

Location	Number	Maximum size	Placement
(b) Coastal (c) City Centre (d) Metropolitan Centre (e) Town Centre (f) Local Centre (g) Neighbourhood Centre (h) Mixed Use (i) Special Purpose - Major Recreational Facility	1 every 5 metres of building frontage Maximum 4 signs per business	Height: 0.6m (600mm) Depth: 0.25m (250mm)	• 90 degrees to the wall to which the verandah is attached • Minimum 2.7m above ground level. • Set back at least 0.5m (500mm) from the fascia • Minimum 5m separation distance from any other under verandah sign of the same premises.
(j) Other Zones*	Must obtain prior approval in Subpart 2 of Part 3.		
Compliance with other rules			
(k) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.			

* Residential, Open Space, Business (General Business, Business Park, Heavy Industry, Light Industry), Future Urban, Rural, Strategic Transport Corridor Zone and Special Purpose (excluding Major Recreational Facility).

9 A wall-mounted sign may be displayed in certain circumstances

(1) This clause applies to **wall-mounted** signs, which in this Bylaw means a sign attached to or painted on a wall, fence or building (including for example wall-wraps).

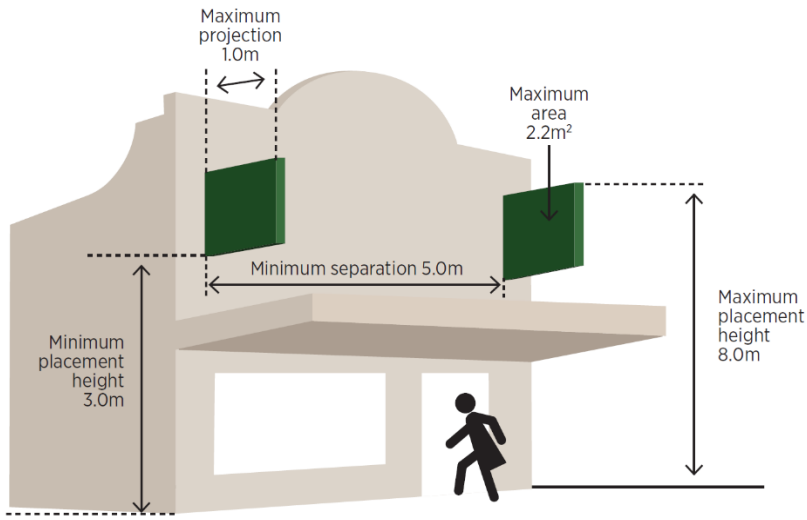
(2) A person may display a wall-mounted sign if –

(a) the wall, fence or building is on a site (for example the building to which the sign is attached is on private property); and

(b) the sign is a horizontal wall-mounted sign in (3) or a flat wall-mounted sign in (4).

(3) A horizontal wall-mounted sign (a sign displayed at 90 degrees to the wall, fence or building) must comply at all times with the conditions in this table –

Conditions for display of horizontal wall-mounted signs



Content

(a) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site (for example things you can buy or do on the site).

Coverage

(b) Must not cover any window.

Location	Maximum number	Maximum size	Placement
(c) Business	1 per every 5m of the visible wall, fence or building length	Area: 2.2m² on each side Projection: 1m	Between 3m and 8m above ground level. Minimum 5m separation distance between any other horizontal wall-mounted sign of the same premises at a similar height.
(d) Other zones*	Must obtain prior approval in Subpart 2 of Part 3;		

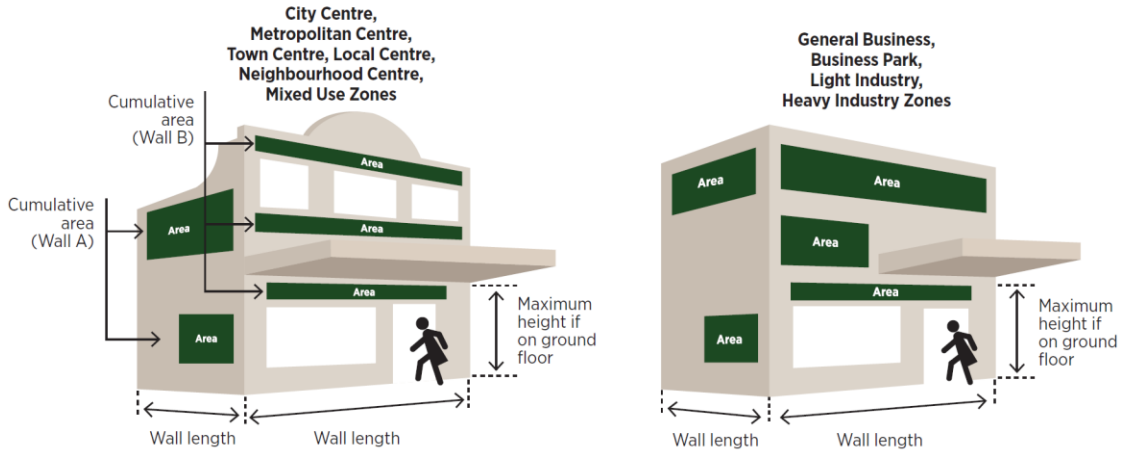
Compliance with other rules

(e) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.

* Coastal, Residential, Open Space, Future Urban, Rural, Strategic Transport Corridor, Special Purpose.

(4) A flat wall-mounted sign (a sign displayed flat or painted) must comply at all times with the conditions in this table –

Conditions for display of flat wall-mounted signs



Content

(a) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site;

Coverage

(b) Must not cover any window;

(c) Must not extend beyond the wall length, width or height of the wall, fence or wall of the building to which it is attached;

(d) Must not be placed in a manner that creates a larger sign with other flat wall-mounted signs.

Maximum depth / projection from wall

(e) Must not exceed a depth of 0.03m (30mm), if within 2.7m of the ground level of a council-controlled public place (for example a council footpath).

Conditions for display of flat wall-mounted signs

Location	Maximum number	Maximum height*	Maximum area per sign	Other
(f) Coastal	1 sign per business for every 5m of the visible wall, fence or building length	4m	2.2m²	No projection beyond eaves if on a building.
(g) Residential		Top of the ground floor level if on a building	0.30m²	-
(h) Open space		3m	1m²	-
(i) City Centre		3m	6m²	Maximum cumulative area: 25% of a wall, fence or building facing or on a front boundary and 50% of a wall, fence of building facing or on any other boundary.
(j) Metropolitan Centre				
(k) Town Centre		3m	3m²	
(l) Local Centre				
(m) Neighbourhood Centre				
(n) Mixed Use				

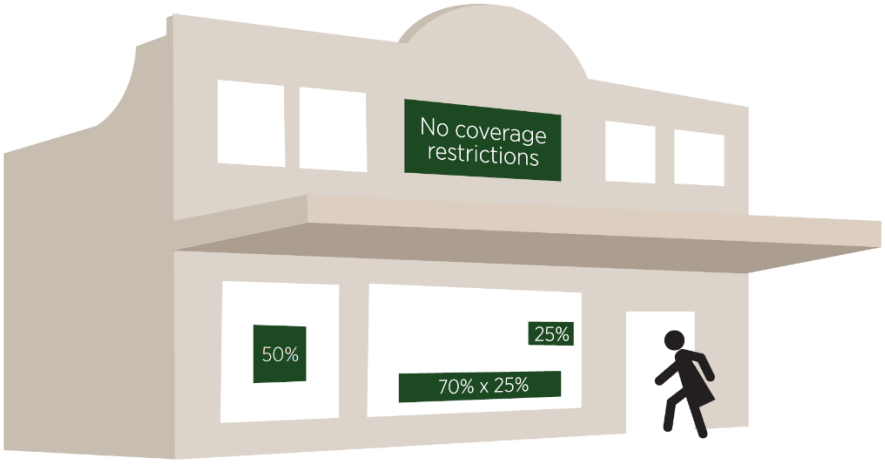
Location	Maximum number	Maximum height*	Maximum area per sign	Other
(o) General Business	1 sign per business for every 5m of the visible wall, fence or building length	5m	$5m^2$	-
(p) Business Park				
(q) Light Industry				
(r) Heavy Industry		5m	$6m^2$	-
(s) Future Urban (t) Rural (u) Other Special Purpose		4m	$2.2m^2$	-
(v) Special Purpose - Major Recreational Facility	8 attached to main stadium building	-	$40m^2$	-
(w) Strategic Transport Corridor		Refer to conditions for adjoining zone nearest the premises.		
Compliance with other rules				
(x) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.				

* Unless otherwise specified, maximum height means the distance above ground level for any sign on the ground floor of a building. There are no height restrictions for signs above the ground floor.

10 A window sign may be displayed in certain circumstances

(1) This clause applies to **window signs**, which in this Bylaw means a sign on or within 0.015 metres (15 millimetres) of the inside face of a window of a building, including any etching, branding, graphics, promotions, decals, self-adhesive vinyl stickers, poster sign, stencil sign, and changeable message sign.

(2) A person may display a window sign if the sign complies at all times with the conditions in this table –

Conditions for display of window signs

Content
(a) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the premises of the building (for example things you can buy or do on the premises).

Location	Ground floor windows maximum coverage	Above ground floor windows
(b) Key Retail Frontage Control	Must not cover more than 25 per cent of the width and height of any street frontage window.	No restrictions
(c) General Commercial Frontage Control	Must not cover more than 50 per cent of the width and height of any street frontage window.	No restrictions
Premises in the following zones not subject to the above retail or general frontage overlay		
(d) City Centre	No restrictions	No restrictions
(e) Metropolitan Centre (f) Town Centre (g) Local Centre (h) Neighbourhood Centre (i) Mixed Use (j) General Business (k) Business Park	(i) Must not cover more than 50 per cent of the width and height of any window with street frontage or which is on the 'front' of the premises and is adjacent to an Open Space Zone. (ii) Must not cover more than 70 per cent of the width and 25 per cent of the height of any window (that is not a window in (i)) on a side or rear boundary that is adjacent to an Open Space Zone. (iii) Must not cover more than 70 per cent of the width and 25 per cent of the height of any window that faces any part of a through-site link visible from a council-controlled public place.	No restrictions
(l) Unzoned land and other Zones*	Must obtain prior approval in Subpart 2 of Part 3.	
Compliance with other rules		
(m) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.		

* Coastal, Residential, Open Space, Other business (Heavy Industry, Light Industry), Future Urban, Rural, Strategic Transport Corridor, Special Purpose.

11 A portable sign may be displayed in certain circumstances

(1) This clause applies to **portable signs**, which in this Bylaw means a sign that can be readily moved (for example a sandwich board, teardrop flag, flag banner, portable ladder board, inflatable-air-dancer or similar device able to be moved by a single person using their hands or a hand trolley not propelled by mechanical power).

(2) A person may display a portable sign if the sign is on –

(a) a site that is not a council-controlled public place (for example on a footpath within a private commercial property) and is –

(i) a portable board or flag sign related to a premises with direct ground floor frontage and direct ground level access that complies at all times with the conditions in (3) and (5); or

(ii) a portable ladder board related to premises that do not have direct ground floor frontage and direct ground level access that complies at all times with the conditions in (3) and (6); or

(b) a council-controlled public place (for example a footpath or grass verge) that is not prohibited in (3), if the sign is –

(i) a portable board or flag sign related to a premises with direct ground floor frontage and direct ground level access to a council-controlled public place that complies at all times with the conditions in (5) and (6); or

(ii) a portable ladder board related to premises that do not have direct ground floor frontage and direct ground level access to a council-controlled public place that complies at all times with the conditions in (5) and (7).

(3) A person must not display a portable sign on any part of a council-controlled public place –

(a) that is specified as a portable sign ban area in a control in Subpart 1 of Part 3;

(b) that is part of the roadway;

(c) that is part of a shared path or cycle path;

(d) that is a footpath narrower than the minimum 2.4m or 2.6m width required in (5)(e) and 5(f);

(e) that is a shared zone or a road declared to be a pedestrian mall under the Local Government Act 1974; or

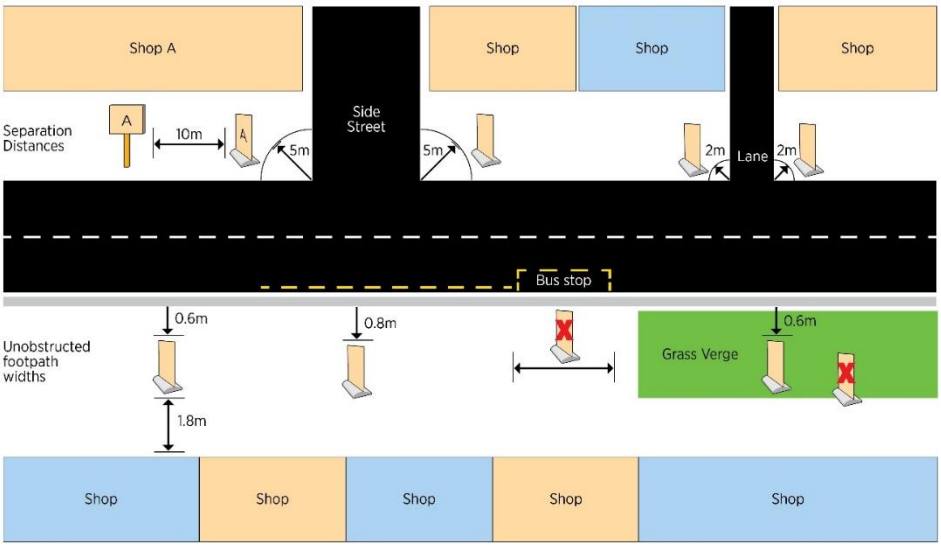
(f) if the sign relates to a home occupation.

Related information about portable sign ban areas
A ban on portable signs currently applies on council-controlled public places within the City Centre Zone as shown in Appendix C of the Auckland Council and Auckland Transport Signs Bylaw (Locations, Conditions and Prohibitions) Control 2022.

(4) A portable sign displayed on a site in (2)(a) must comply at all times with the conditions in this table –

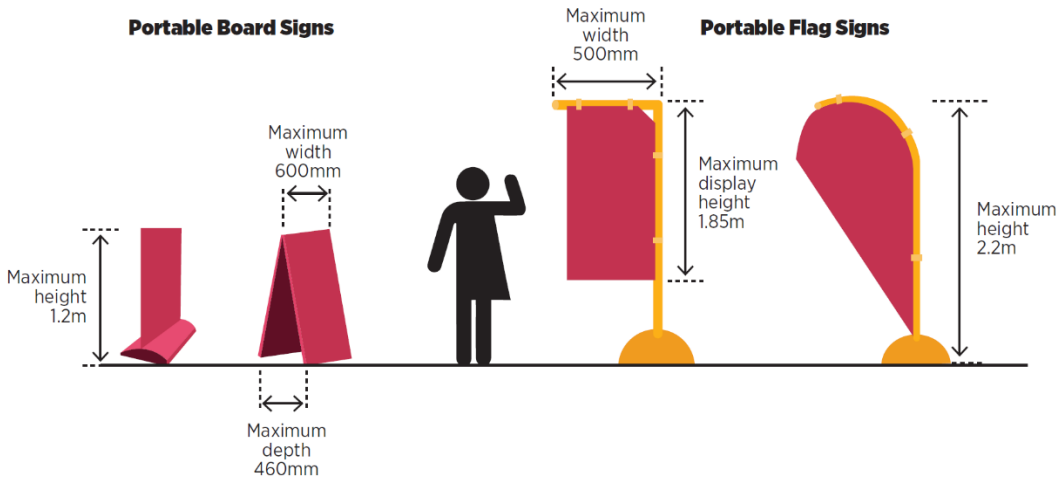
Conditions for display of portable signs on a site that is not council-controlled
Content
(a) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site of the sign (for example things you can buy or do on the site);
Separation
(b) Must be at least 10 metres from any free-standing identification sign related to the same premises;
Compliance with other rules
(c) Must comply with all special and general rules in Subparts 2 and 3 of Part 2;

(5) A portable sign on a council-controlled public place in (2)(b) must comply at all times with conditions in this table –

Conditions for the display of all portable signs on a council-controlled public place

Content
(a) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the premises to which the sign relates;
Placement
(b) If displayed on a road, the sign must be placed – (i) towards the roadway kerb nearest the main ground floor entrance on the front boundary of the premises; (ii) as much as possible on a grass verge where one exists; and (iii) in a location that complies with the minimum distances specified in (d) to (h) of this table;
(c) If displayed on a council-controlled public place other than a road, the sign must be placed as close as practicable to the main ground level entrance of the premises;
Separation
(d) Must maintain an unobstructed footpath width of at least 1.8m; (e) Must comply with the rules in clause 24 (for example a distance of 0.6m or 0.8m from a kerb face); (f) Must maintain a distance from the roadway of at least 5m if there is no kerb; (g) Must maintain a distance of at least – (i) 5 metres from the intersection of any roads; and; (ii) 2 metres from any access way, service lane, or vehicle crossing; (h) Must be at least 10 metres from any free-standing identification sign related to the same premises ;
Detectable
(i) Must be able to be easily detected by blind or visually-impaired people using a cane; (j) Must be within 0.15m (150mm) of ground level for the sign's full width;
Duration and Removal
(k) May only be displayed during hours the business is open to the public; (l) Must be removed at the close of business and whenever likely to be displaced by adverse weather conditions (for example blown over in high winds);
Compliance with other rules
(m) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.

(6) A portable board or flag sign on a site in (2)(a) or a council-controlled public place in (2)(b) must comply at all times with conditions in this table –

Conditions for portable board or flag signs on a site or a council-controlled public place



Location	Maximum number	Maximum size of board sign	Maximum size of flag sign
(a) Coastal (b) Open Space (c) Business* (d) Future Urban (e) Rural (f) Special Purpose	One board or flag sign per premises	Width: 0.6m (600mm) Height: 1.2m Depth: 0.46m (460mm) (including frame and supporting device)	Width: 0.5m (500mm) Display area height: 1.85m Total height: 2.2m
(g) Residential	One board or flag sign per historic heritage or retail premises lawfully established before 01 Oct 2015		
Location	**Maximum number**	**Maximum size of board sign**	**Maximum size of flag sign**
(h) Strategic Transport Corridor	Refer to conditions for adjoining zone nearest the premises.		
Compliance with other rules			
(i) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.			

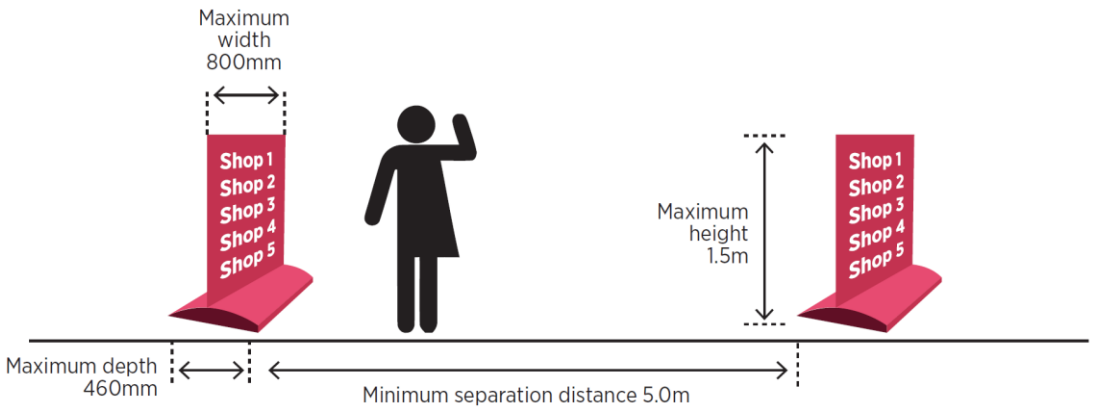
* City Centre, Metropolitan Centre, Town Centre, Local Centre, Neighbourhood Centre, Mixed Use, General Business, Business Park, Heavy Industry, Light Industry.

Related information about mobile vendors

Signs for mobile vendors on land for which Auckland Council is the relevant authority are approved using the Auckland Council Public Trading, Events and Filming Bylaw 2022.

(7) A portable ladder board sign on a site in (2)(a) or a council-controlled public place in (2)(b) must comply at all times with conditions in this table –

Conditions for portable ladder board signs on a site or council-controlled public place



Location	Maximum number	Maximum size	Separation distance
(a) Coastal (b) Open Space (c) Business (d) Future Urban (e) Rural (f) Special Purpose	One sign per building for use by all premises in (6)	Width: 0.8m (800mm) Height: 1.5m Depth: 0.46m (460mm) (All dimensions include supporting device)	Must be a minimum of 5m away from any other portable ladder board sign
(g) Residential	One sign per building for use by all historic heritage or retail premises lawfully established before 01 Oct 2015 in (6)		
(h) Strategic Transport Corridor	Refer to conditions for adjoining zone nearest the premises		
Compliance with other rules			
(i) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.			

12 A stencil sign may be displayed in certain circumstances

(1) This clause applies to a **stencil sign**, which in this Bylaw means –

(a) a sign printed on a surface through an impervious material with a perforated design; or

(b) a sign projected on a surface using lights, lasers, or any other method of projection.

(2) A person may display a stencil sign on a site that is not a council-controlled public place (for example on a footpath or building within a private commercial property) if the sign –

(a) only advertises the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site (for example things you can buy or do on the site); and

(b) complies at all times with –

(i) the specific rules for where the sign is placed in clause 6 (for example a wall-mounted or window sign); and

(ii) all special and general rules in Subparts 2 and 3 of Part 2.

(3) For the avoidance of doubt, any stencil sign on a council-controlled public place (for example a footpath, road or park) requires prior approval in Subpart 2 of Part 3.

13 A poster sign may be displayed in certain circumstances

(1) This clause applies to a **poster sign**, which in this Bylaw means a temporary sign fixed to a structure without the need for a supporting device.

(2) A person may display a poster sign if the sign is on –

(a) a **poster board** (a structure used for the display of poster signs, including a board, poster bollard or pole wrap) approved in Subpart 2 of Part 3; or

(b) a window.

(3) A poster sign must comply at all times with the conditions in this table –

Conditions for the display of all poster signs in (2) without an approval
Compliance with other rules
(a) Must comply with all special and general rules in Subparts 2 and 3 of Part 2;
Conditions for the display of poster signs on poster boards in (2)(a)
Maximum size
(b) Must not exceed a size of 6m^2 (5A0);
Duration and removal
(c) If the sign relates to an event, it must comply with the duration and removal rules for events in clause 16;
Conditions for the display of poster signs on windows in (2)(b)
Placement
(d) Must be on the inside of the window;
Maximum size
(e) Must not exceed a size of 0.594m by 0.841m (A1);
Other rules
(f) Must comply at all times with any conditions specified in clause 10 about window signs. For the avoidance of doubt, the rules in this clause prevail over any rule in clause 10 if there is a conflict;

(4) For the avoidance of doubt, a person must obtain prior approval in Subpart 2 of Part 3 for any poster board.

14 A banner sign may be displayed in certain circumstances

(1) This clause applies to a **banner sign**, which in this Bylaw means a sign made of flexible material suspended in the air by poles, cables, a building, a bridge or another supporting device.

(2) A person may display a banner sign if the sign –

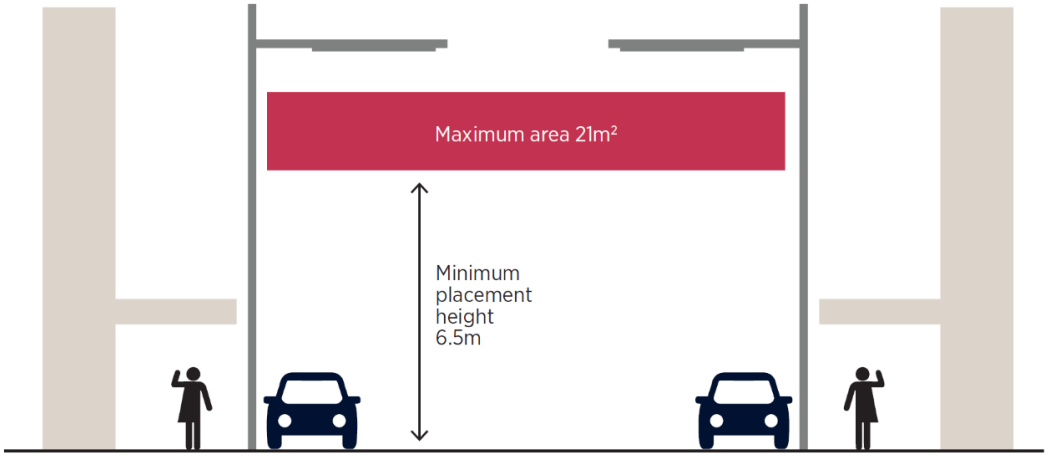
(a) complies with the rules for another sign type in clause 6(1)(a) and is not on a council-controlled public place (for example a free-standing, wall-mounted or portable sign on a private commercial property);

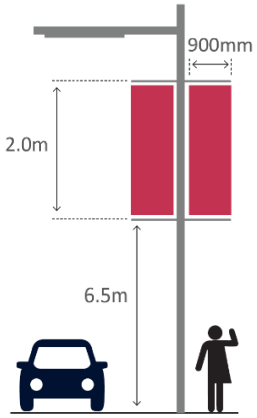
(b) is a cross-street banner on a site that is not a council-controlled public place (for example a banner visible from a council-controlled public place over a private road on a commercial property);

(c) is a cross-street banner on or over a council-controlled public place (for example a banner over a part of the main street of a town centre) and the person has obtained prior approval in Subpart 2 of Part 3; or

(d) is a vertical banner sign on or over a council-controlled public place attached to an existing supporting device (for example a multi-functional street light pole).

(3) A banner sign must comply at all times with the conditions in this table –

Conditions for display of all cross-street banner signs

Maximum size
(a) Display area must not exceed 21m²;
Clearance
(b) Display area must be at least 6.5m above ground level;
Compliance with other rules
(c) Must comply with all special and general rules in Subparts 2 and 3 of Part 2;
Conditions for display of cross-street banner signs on a site in 2(b)
Content
(d) Must only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site of the sign (for example things you can buy or do on the site);

Conditions for display of vertical banner signs on unzoned land in (2)(d)	
Location	
(e) Must not be displayed adjoining a Residential Zone;	
Maximum size	
(f) Display area must be no more than 0.9m wide and 2m high;	
Clearance	
(g) Display area must be at least 6.5m above ground level;	
Supporting device	
(h) The load bearing capacity of the supporting device must not be exceeded by the addition of the display area of the sign.	

Related information about banners

- Separate 'landowner' approval from the relevant authority may be required to display banner signs on council-controlled public places. Charges may apply under section 341 of the Local Government Act 1974.
- Banners on private property displayed under (2)(a) or (b) must comply with all relevant health and safety legislation.
- More information about cross-street and vertical banners on roads can be viewed on Auckland Transport's website.

15 A real estate sign may be displayed in certain circumstances

(1) This clause applies to **real estate signs**, which in this Bylaw means a sign advertising the sale, lease, rent or auction of all or part of any premises.

(2) A person may display a real estate sign if the sign is a board sign in (3), directional sign in (4) or open home or auction sign in (5).

(3) A board real estate sign may be displayed if the sign is –

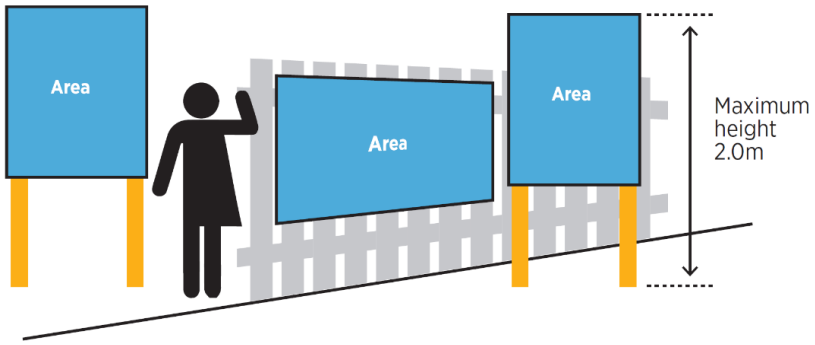
(a) on the site of the premises; or

(b) flat wall-mounted to a wall or fence on a front boundary of the site of the premises; or

(c) on the grass verge (or if no verge the unsealed part) of a road on a council-controlled public place directly adjacent to the site of the premises, if the site does not have a front boundary; and

(d) the sign complies at all times with conditions in this table –

Conditions for the display of board real estate signs



Location	Maximum Number	Maximum height	Maximum area	Placement	Duration and removal
(i) Future Urban	2	2m above ground level	3.00m²	Must comply with the distance from kerb face rules in clause 24 if on a road.	Must be removed within 5 working days of a sold or leased notification being placed on the sign, or within 10 working days of the date the premises is sold or leased (whichever date occurs first).
(ii) Rural					
(iii) Residential	Sole agency*: 1 Multiple agency*: 1 per agency up to 3 total		Sole agency*: 2.2m² Multiple agency*: 0.75m² per agency		
(iv) Heavy Industry			6.00m² if flat wall-mounted to a wall of a building, otherwise 3.00m²		Must not be displayed for more than 6 months in any consecutive 12 month period. Must be removed within 5 working days of a sold or leased notification being placed on the sign, or within 10 working days of the date the premises is sold or leased (whichever date occurs first).
(v) Other zones**			3.00m²		

Compliance with other rules
(vi) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.

* Agency includes private seller or real estate company. Agencies may share a sign.

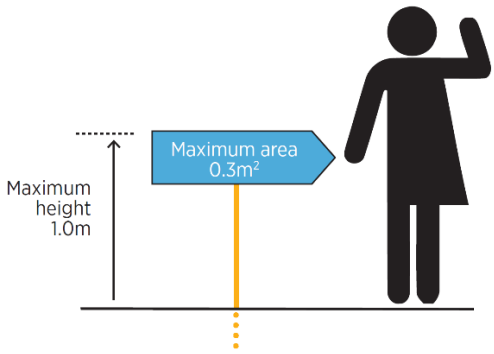
** Coastal, Open Space, other Business (City Centre, Metropolitan Centre, Town Centre, Local Centre, Neighbourhood Centre, Mixed Use, General Business, Business Park, Light Industry), Strategic Transport Corridor, Special Purpose.

(4) A directional real estate sign may be displayed if –

(a) the sign is on the site of the premises; or

(b) the sign is on the grass verge (or if no verge the unsealed part) of a road on a council-controlled public place; and

(c) complies at all times with the conditions in the table below –

Conditions for display of directional real estate signs			
Location	Maximum Number	Maximum size	
(i) Residential	Sole agency: 3 Multiple agency: 2 per agency*	Height: 1m Area: 0.3m²	
(ii) Future Urban (iii) Rural (iv) Other zones**	2		
Placement			
(v) Maximum of one sign on or adjacent to the premises. (vi) Maximum of one at each of the three nearest intersections leading towards the premises. (vii) Must comply with the distance from kerb face rules in clause 24 if on the grass verge.			
Duration and removal			
(viii) May only be displayed on the day of an open home or auction.			
Compliance with other rules			
(ix) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.			

* Agency includes private seller or real estate company.

** Coastal, Open Space, Business, Strategic Transport Corridor, Special Purpose.

(5) An open home or auction real estate sign may be displayed if –

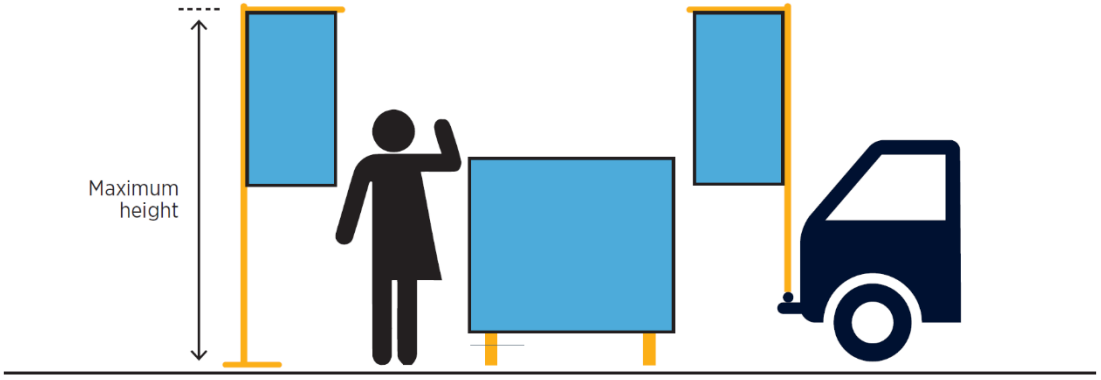
(a) the sign is on the site of the premises; or

(b) the sign is on the grass verge (or if no verge the unsealed part) of a road on unzoned land; or

(c) the sign is attached to or secured by a lawfully parked vehicle directly outside the site of the premises; and

(d) complies at all times with the conditions in the table below –

Conditions for display of open home or auction real estate signs



Location	Maximum Number	Maximum Height	Placement	Duration
(i) Residential	1	2.3m	If on the grass verge in 5(b), must comply with the distance from kerb face rules in clause 24. If attached to or secured by a vehicle directly outside the property in clause 5(c), the sign must not protrude from the side of the vehicle.	May only be displayed on the day of an open home or auction.
(ii) Future Urban (iii) Rural		2.4m		
(iv) Other zones*		2.3m		
Compliance with other rules				
(v) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.				

* Coastal, Open Space, Business, Strategic Transport Corridor, Special Purpose.

16 A sign about an event may be displayed in certain circumstances

(1) This clause applies to **event signs**, which in this Bylaw means signs about a –

(a) **major event**, an event of national or international interest which provides substantial sporting, cultural, social, economic, or other benefits;

(b) **regional / sub-regional event**, an event which attracts participants from, or has significance, throughout Auckland, or a substantial part of Auckland;

(c) **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

(d) **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 occupation; but

(e) excludes real estate signs in clause 15 and election signs in clause 17.

(2) A person may display an event sign if the sign is for –

(a) a community event displayed on –

(i) the site of the event; or

(ii) on a site associated with that community that is not a council-controlled public place (for example a private property in the local area);

(b) a major or regional / sub-regional event displayed on the site of the event;

(c) a major, regional / sub-regional or community event displayed on –

(i) a council-controlled public place located and displayed at all times in compliance with a control made under clause 30 (for example a part of a road designated for the display of community event signs);

(ii) a dedicated location (for example on a private property or council-controlled public place) that has prior approval in Subpart 2 of Part 3; or

(d) a temporary sale of goods displayed in accordance with the rules for real estate signs in clause 15 –

(i) as if the person responsible for the sign is a sole agency; except that

(ii) the sign must only be displayed and must be removed on the day of the sale.

(3) A community event sign in 2(a) must comply at all times with the conditions in this table –

Conditions for the display of community event signs			
Display of contact details			
(a) Must display the name and contact details (including phone number) of the person responsible for installing, maintaining and removing the sign. The details must be readable and may be provided on the back of the sign;			
Display on associated sites			
(b) Community event signs displayed on sites associated with that community in (2)(a)(ii) – (i) May only display information about the event; (ii) Must not display information about the event sponsor; and (iii) Must be displayed within the area local to the event.			
Location	**Maximum number**	**Maximum size**	**Duration and removal**
(c) Coastal (d) Residential (e) Open Space (f) Business	1 sign per frontage (for example road frontage)	Area: 1.5m^2 If a free-standing sign, must be no more than 1.5m above ground level and the bottom edge of the display area must be at least 0.5m above ground level If attached to a fence and facing a council-controlled public place, must be flat wall-mounted and have a depth of (project) no more than 0.03m (30mm)	The site (other than the site of the event) may be used on a maximum of 4 occasions in one calendar year. Sign may be displayed a maximum 21 working days before the event and must be removed no later than 3 working days after event.
(g) All other Zones*	Must obtain prior approval in Subpart 2 of Part 3.		
Compliance with other rules			
(h) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.			

* Includes Future Urban, Rural and Strategic Transport Corridor.

Related information about community event signs on private property
Landowner approval is required to display a community event sign on private property.

(4) A major or regional / sub-regional event sign displayed on the site of the event in 2(b) must comply at all times with the conditions in this table –

Conditions for the display of major or regional / sub-regional event signs
Display of contact details
(a) Must display the name and contact details (including phone number) of the person responsible for installing, maintaining and removing the sign. The details must be readable and may be provided on the back of the sign;
Duration
(b) Must be removed no later than 3 working days after event;
Special Purpose – Major Recreational Facility Zone
(c) Must comply with the specific rules for that sign type in clause 6(1) (for example a free-standing, wall-mounted or portable sign);
Other Zones*
(d) Must comply with the specific rules for that sign type in clause 6(1) (for example a wall-mounted or portable sign), except for free-standing signs which must comply with the rules in (e) below; (e) For free-standing signs – (i) maximum of one sign per site; and; (ii) maximum area of 1.5m^2;
Compliance with other rules
(f) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.

* Coastal, Residential, Open Space, Business, Future Urban, Rural, Strategic Transport Corridor, Special Purpose (except Major Recreational Facility).

Related information about council-controlled public places for display of event signs
Appendix A of the Auckland Council and Auckland Transport Signs Bylaw (Locations, Conditions and Prohibitions) Control 2022 lists the community notice boards on council-controlled public places where a person may display a community event sign.

17 An election sign may be displayed in certain circumstances

(1) This clause applies to **election signs**, which in this Bylaw means signs that –

(a) may reasonably be regarded as encouraging or persuading a person to vote or not vote for a candidate, party, type of candidate or party, or in a particular way; and

(b) are associated with an election, by-election, poll or referendum –

(i) in the Electoral Act 1993, Local Electoral Act 2001, or any legislation that enables a referendum; or

(ii) relating to an energy trust which owns shares in a public utility company for the benefit of its beneficiaries in Auckland.

Related information about energy trusts
Current energy trusts with beneficiaries in Auckland include Entrust and Counties Manukau Power Trust.

(2) A person may display an election sign if the sign is –

(a) on a site that is not a council-controlled public place (for example private property);

(b) on a council-controlled public place specified in a control made under clause 30 (for example an area of the road designated for the display of election signs);

Related information about election signs on council-controlled public places
The current places approved for the display of election signs and any site-specific conditions are specified in Appendix B of the Auckland Council and Auckland Transport Signs Bylaw (Locations, Conditions and Prohibitions) Control 2022.

(c) on a moving or stationary vehicle or trailer; or

(d) another sign type in clause 6 that allows the display of signs not directly related to the primary use or activities occurring on the site (for example a billboard in clause 6(2)(b) or a poster sign on a poster board in clause 13).

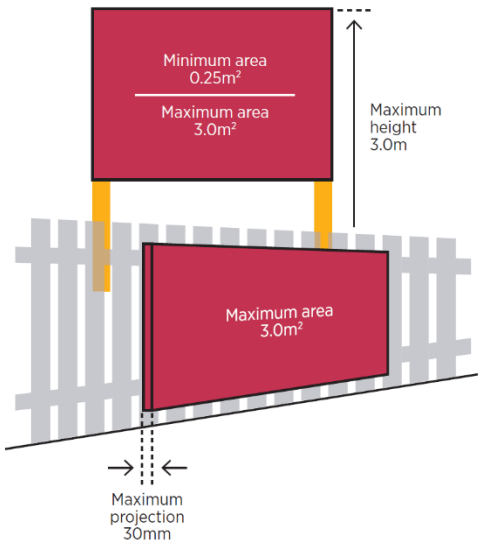
(3) An election sign in (2) must comply at all times with the conditions in this table –

Conditions for the display of all election signs in (2)
Display of contact details
(a) Must display the name and contact details (including phone number) of the person responsible for installing, maintaining and removing the sign. The details must be readable from a distance of 1 metre;
Compliance with other rules
(b) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.

(4) An election sign in (2)(a), (b) or (c) must also comply at all times with the conditions in this table –

Additional conditions for the display of all election signs in (2)(a), (b) and (c) (for example on a private property, council-controlled public place, vehicle or trailer)
Duration and Removal
(a) May only be displayed within the 9 week period before polling day; (b) Must be removed before midnight on the day before polling day;
Maximum size
(c) Maximum size of display area of 3m^2 for each panel;
Illumination
(d) Must not be illuminated internally or externally by artificial lighting designed specifically to illuminate the sign;
Changeable messages
(e) Must not include any changeable message (for example any mechanical or electronic moving images or displays);
Moving parts or lights
(f) Must not include any moveable part or light that is intended to draw attention to the sign;
Alterations and additions
(g) Any alterations or additions (for example posters, pamphlets, flags or other material attached to a sign) must be within the display area of the sign and securely fixed.

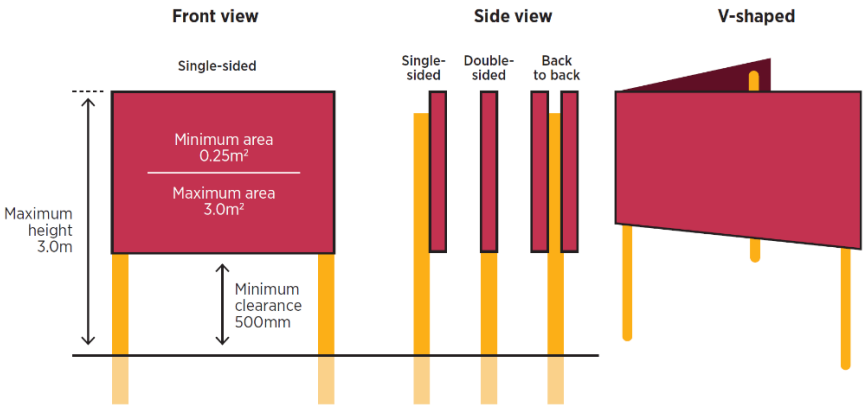
(5) An election sign in (2)(a) must also comply at all times with the conditions in this table –

Additional conditions for display of election signs in (2)(a) (for example on private property)	
Placement	
(a) Must be directed at the roadway; (b) For the avoidance of doubt – (i) must not be on a boundary fence with an Open Space Zone as specified in clause 21; and (ii) may be displayed on a front boundary fence on the opposite side of the roadway to an Open Space Zone;	
Signs on a fence	
(c) Any sign attached to a fence (for example on a front boundary and facing the roadway) must be flat wall-mounted and have a depth of (project) no more than 0.03m (30mm);	
Other sign types	
(d) For the avoidance of doubt other sign types are allowed if the sign complies with other relevant conditions in this clause (for example a person could display a free-standing sign in the front yard of a residential property with a display area of 3m²).	

Related information about election signs on private property

Permission from the property occupier and / or owner is required to display an election sign on private property.

(6) An election sign on a council-controlled public place in (2)(b) must also comply at all times with the conditions in this table –

Additional conditions for display of election signs on a council-controlled public place in (2)(b)

Number
(a) A person standing as a candidate may display – (i) 1 sign promoting themselves alone for each elected position they are standing for (for example a candidate standing for two positions can have 2 signs); and (ii) 1 sign promoting their association with another candidate or candidates as a team or party (for example two candidates can have 1 sign each promoting themselves alone and 1 other sign promoting both candidates as a team or party);

Additional conditions for display of election signs on a council-controlled public place in (2)(b)
(b) A person may display 1 sign (that does not promote a specific candidate or party) that promotes voters to vote in a particular way (for example on a referendum or election); (c) A party in a general election may display 1 sign promoting their party;
Type
(d) Must be free-standing and not attached to any other structure (for example a sign, building, tree, bus shelter, street furniture, traffic control device, power, light or telephone pole);
Form
(e) May consist of a single-sided panel, double-sided panel, or two panels displayed back-to-back; (f) On locations specified in a control made under clause 30, may consist of a V-shaped sign (a single sign consisting of two panels (or four if back-to-back) attached at one edge to the same post and with a maximum distance of 2m between the opposite edges at the widest point of the 'V');
Size
(g) Maximum sign height above ground level of 3m; (h) Minimum height of the bottom edge of the display area above ground level of 0.5m (500mm); (i) Must have a display area of at least 0.25m² (A2 paper size);
Placement
(j) Must not be placed directly under any part of a tree; (k) Must be at least 0.5m away from a footpath, cycle path or vehicle crossing; (l) Must comply with the distance from kerb face rules in clause 24;
Restoration
(m) The location of the sign (for example the ground) must be restored to the condition it was in before the sign was displayed at the time the sign is removed;
Other rules
(n) Must comply at all times with any conditions specified in a control made under clause 30. For the avoidance of doubt, the conditions in a control prevail over any rule in this table.

(7) An election sign on a moving or stationary vehicle or trailer in (2)(c) must also comply at all times with the conditions in this table –

Additional conditions for display of election signs on a vehicle or trailer in (2)(c)
Trailer signs
(a) Must not remain stationary on a named road for more than 4 hours a day (for example a trailer sign may be lawfully parked on Dominion Road for three hours and then moved to a lawful parking spot on Sandringham Road).
Compliance with other rules
(b) Must comply at all times with the rules for the display of signs on vehicles in clause 18.

(8) For the avoidance of doubt –

(a) any sign in (2)(d) may be displayed at any time if the sign otherwise complies with this Bylaw (for example on a billboard); and

(b) any sign in (2) that does not meet all applicable conditions in (3) to (7), must obtain prior approval in Subpart 2 of Part 3 (for example a sign on private property that is larger than $3m^2$ in area or is to be displayed outside of the 9-week period before polling day).

Related information about election signs
All election signs must also comply with relevant legislation, including the Electoral Act 1993, Local Electoral Act 2001 and the Electoral (Advertisements of a Specified Kind) Regulations 2005.

18 A sign may be displayed on a vehicle in certain circumstances

(1) This clause applies to **vehicle signs**, which in this Bylaw means signs (including signs advertising a good or service, or offering a vehicle for sale) displayed on a moving or stationary vehicle (which includes a trailer).

(2) A person may display a vehicle sign if the sign complies at all times with the conditions in this table –

Conditions for the display of a vehicle sign
Purpose of vehicle
(a) The vehicle is being used for ordinary day-to-day travel (for example the movement of people and goods) and not for the main purpose of displaying the sign, unless – (i) the sign is identifying a premise for sale during an open home or auction in clause 15; or (ii) the sign is an election sign in clause 17;
Motor vehicle traders
(b) A motor vehicle trader under the Motor Vehicle Sales Act 2003 may only display a sign related to the sale of a vehicle that is on a council-controlled public place (for example a road) if – (i) the vehicle is being used for a test drive; or (ii) the vehicle is being taken to an automotive garage or vehicle testing facility;
Placement
(c) The sign must not protrude from the vehicle when on a council-controlled public place (for example a road) in a way that creates a risk to public safety, the efficient operation of the place or a nuisance;
Compliance with other rules
(d) Must comply with all special and general rules in Subparts 2 and 3 of Part 2.

Clause 18 amended by GB/2025/86 and AT 2025June24: Item 17.2, in force on 1 July 2025 to '(include signs advertising a good or service, or offering a vehicle for sale)' in subclause 18(1) previously addressed in the Auckland Transport Traffic Bylaw 2012 and Auckland Council Traffic Bylaw 2015 .

Subpart 2 Special rules for certain signs

19 Rules in this Subpart take precedence over rules in Subpart 1 of Part 2

For the avoidance of doubt, any clause in this Subpart takes precedence over any clause in Subpart 1 of Part 2 of this Bylaw if there is a conflict.

20 Signs in the Major Recreational Facility Zone are subject to specific restrictions

(1) A person may only display a sign on a site in a Major Recreational Facility Zone if the sign –

(a) complies with the rules for a sign type in clause 6(1)(a)(i) (for example a free-standing, wall-mounted or portable sign); or

(b) is painted on a roof of a building on the site; or

(c) is directed primarily at the field of play on the site (for example a sport field or track for athletics, motor sports or horse racing); and

(d) complies with all other applicable clauses in Part 2 of this Bylaw.

(2) Any sign in (1) that is directed at a council-controlled public place outside of the site (for example the adjoining road) may only display –

(a) the date and time of a forthcoming event on the site;

(b) the name and / or logo of the –

(i) owner or occupier of the site;

(ii) sponsor of the principal occupier or user of the site;

(iii) sponsor of an event on the site while the event is taking place; and

(c) reference to the primary activities on the site.

21 Signs in Open Space Zones are subject to specific restrictions

(1) A person may only display a sign in an Open Space Zone if the sign is in –

(a) the Conservation, Informal Recreation or Sports and Active Recreation Zone and –

(i) is displayed on a building to which it relates;

(ii) displays the club, code or facility as its primary message; and

(iii) complies with all other applicable clauses in Part 2 of this Bylaw.

(b) the Sports and Active Recreation Zone and is a scoreboard or changeable message board displayed on the day of an event.

> **Related information about primary messages**
> When determining the primary message or a secondary message, council assesses a number of factors, including visual dominance.

(2) For the avoidance of doubt, all other signs in an Open Space Zone require prior approval in Subpart 2 of Part 3 (for example field of play signs and wall-mounted signs on a boundary fence of a park and directed into that park).

22 Signs about commercial sexual services are subject to specific restrictions

A person may display a sign about commercial sexual services if the sign –

(a) is flat-wall-mounted on the site of the premises (for example on the fence or building of the premises); and

(b) complies at all times with the conditions in this table –

Conditions for the display of commercial sexual services signs
Maximum number
(i) One per premises;
Maximum size
(ii) Must be no more than 0.30m^2 in a Residential Zone; (iii) Must be no more than 1m^2 in all other Zones;*
Content
(iv) May only display the name and telephone number of the service provider and street number of the premises; (v) Must not contain any flashing lights, changeable message, sexualised shapes or sexualised images;
Other rules
(vi) Must comply at all times with all other applicable clauses in Part 2 (for example rules about flat wall-mounted signs and general rules for all signs).

* Coastal, Open Space, City Centre, Metropolitan Centre, Town Centre, Local Centre, Neighbourhood Centre, Mixed Use, General Business, Business Park, Heavy Industry, Light Industry, Future Urban Zone, Rural, Strategic Transport Corridor Zone, Special Purpose - Major Recreational Facility, Other Special Purpose.

Subpart 3 General rules for all signs

23 A sign must not endanger public safety or cause a nuisance

(1) A person must not display a sign that endangers public safety or causes a nuisance.

(2) Without limiting (1), a sign must –

(a) be secure, structurally sound, not easily broken, and not able to be displaced under poor or adverse weather conditions;

(b) be maintained in a condition that does not endanger public safety (for example become structurally unsound or fall over) or cause a nuisance;

(c) not cover the display of any number allocated to a premises under the Local Government Act 1974; and

(d) not emit noise, smoke, steam or other matter.

24 A sign must not affect the safe or efficient movement of traffic

(1) A person must not display a sign that affects the safe and efficient movement of pedestrian and / or vehicular traffic on a council-controlled public place.

(2) Without limiting (1), a sign must –

(a) not obstruct the line of sight of any corner, bend, intersection, vehicle crossing, pedestrian crossing or private entrance according to Auckland Transport standards;

(b) not obstruct or create a hazard to a person on foot or in a vehicle (for example blocking a road, driveway, doorway or footpath);

(c) not obstruct, obscure or impair the view of any traffic control device when viewed by the driver of an approaching vehicle, including by appearing in the background, foreground or alongside a device of a similar colour;

(d) not resemble or be likely to be mistaken for a traffic control device (for example in colour, shape or appearance);

(e) not use illumination, luminescence, movement or materials that may cause a distraction (for example flashing or revolving lights, lasers, or reflective or luminescent material);

(f) be able to be read by a driver of a vehicle on a road moving at the legal speed limit if the sign is directed at drivers;

(g) not be displayed on any –

(i) traffic separation structure on any road (for example traffic island, road median, roundabout or kerb projection);

(ii) traffic control device or its supporting poles, posts or structure;

(iii) guidance strip for blind or visually impaired people; or

(iv) kerb ramp or part of the footpath that is lowered to facilitate convenient entry to the roadway; and

(h) not be displayed any closer to a kerb face than –

(i) 0.8 metres if the part of the roadway is directly adjacent to or becomes an Auckland Transport bus route or has a lane for moving motor vehicles directly beside the kerb; or

(ii) 0.6 metres in all other situations (for example when the directly adjacent roadway is for car parking).

Related information about safe and efficient movement of vehicles on roads

Safe line of sight standards can be viewed in the Austroads Guide to Road Design (Part 4A, Section 3.2.2).

Minimum recommended letter sizes and other design elements to ensure signs can be safely read by drivers of vehicles can be viewed in the New Zealand Transport Agency's Traffic Control Devices Manual Part 3 Advertising Signs.

Auckland Transport provides for appropriate commercial media on street signs. These signs are billboards and are regulated by the Auckland Unitary Plan.

25 A sign must not affect the safe or efficient movement of vessels

(1) A person must not display a sign that affects the safe and efficient movement of vessels on navigable waters.

(2) Without limiting (1), a sign must –

(a) not obstruct or create a hazard to a person on a vessel (for example by blocking a boat ramp);

(b) not resemble or be likely to be mistaken for a navigational aid (for example in colour, shape or appearance);

(c) not use illumination, luminescence, movement or materials that may cause a distraction (for example flashing or revolving lights, lasers, or reflective or luminescent material).

26 A person must not alter the top of a building to display a sign

A person must not add or extend a structure to the roof, architectural top or above the outline of a building for the sole purpose of displaying a sign.

27 A sign may use changeable messages in certain circumstances

(1) A person may display a sign that uses changeable messages (a sign with mechanical or electronic images or displays, including LED, neon, and electronically projected images) if the sign –

(a) is not an election sign in clause 17 or a sign about commercial sexual services in clause 22; and

(b) complies at all times with the conditions in this table –

Conditions for display of all changeable message signs
No movement
(a) The sign and its contents must not scroll, continuously move or appear to be moving, be animated, or appear to shimmer or sparkle; (b) For the avoidance of doubt, a changeable message is limited to transitions between static images;
Dwell time
(c) Must have a dwell time of 8 seconds or more for each image or display;
Transition time
(d) Must have a transition time of no more than 1 second between each image or display;
Number of images
(e) Must not use more than 3 sequential images or displays to communicate an entire message;
Adjust to ambient light
(f) 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
(g) Must not use an artificial light source that exceeds a luminance of – (i) 5,000 cd/m^2 (candelas per square metre) at any time; and (ii) 250 cd/m^2 between sunset and sunrise.

(2) The person must provide evidence that the sign complies with (1)(g) if required by, and to the satisfaction of, the relevant authority.

28 A sign may be illuminated by a static source in certain circumstances

(1) A person may illuminate a sign using a static source of artificial light if the sign –

(a) is not an election sign in clause 17; and

(b) complies at all times with the conditions in this table –

Conditions for the display of a static illuminated sign without an approval		
Maximum luminance		
(i) Must not exceed a luminance of –		
Illuminated area of sign (m²)	**Areas with street lighting (cd/m²)**	**Areas without street lighting (cd/m²)**
Up to and including 0.5m²	2000	1000
Over 0.5m², up to and including 2m²	1600	800
Over 2m², up to and including 5m²	1200	600
Over 5m², up to and including 10m²	1000	600
Over 10m²	800	400
Waka Kotahi New Zealand Transport Agency requirements		
(ii) Must comply with any current requirements for illumination and glare set by an authorised central government agency;		
Upward-facing lighting		
(iii) May only emit upwardly facing lighting if adequately shielded so that any glare does not extend beyond the sign and its immediate surroundings;		
No illusion of movement		
(iv) Must not be illuminated in a way that makes the sign appear to shimmer, sparkle or revolve.		

(2) The person must provide evidence that the sign complies with all applicable conditions in (1) if required by, and to the satisfaction of, the relevant authority.

Related information about illumination and glare requirements

The Waka Kotahi Zealand Transport Agency's Traffic Control Devices Manual Part 3 Advertising Signs (including addendum: Digital Billboard Guidance) sets requirements for illumination and glare.

29 Signs must be removed from a business that has ceased to trade

(1) A person (for example the owner, occupier or manager) must remove the display of all signs on a site associated with a business that ceases to operate (for example closes down) within 60 working days of the date that the business ceased to operate.

(2) However, only the display area of a sign in (1) must be removed or covered so that no advertisement, message or notice is displayed, if in the relevant authority's opinion –

(a) the sign has historic heritage value (for example forms part of a historic heritage place in the Auckland Unitary Plan); or

(b) the sign is an integral part of the structure of a building and cannot be removed in a cost-effective manner.

Related information about signs on historic heritage places

The display of signs on historic heritage places are regulated in Chapter D17 of the Auckland Unitary Plan. The Unitary Plan allows identification, safety and temporary signs not attached the heritage feature. Signs attached to a heritage feature require a resource consent.

Part 3

Controls and Approvals

Subpart 1 Controls

30 The relevant authority may make controls about signs

(1) The relevant authority may make a control for one or more of the following purposes –

(a) specifying locations and conditions of use of council-controlled public places for the display of –

(i) community, regional, sub-regional or major event signs in clause 16; and

(ii) election signs in clause 17;

(b) specifying areas of council-controlled public places in which portable signs, stencil signs, or both are prohibited for the purposes of clauses 11 and 12.

(2) When specifying locations or areas in (1), the relevant authority may consider any matters that are relevant to determining suitability or unsuitability.

(3) When specifying conditions of use in (1), the relevant authority may include any matter related to the purpose of this Bylaw, for example –

(a) the number, size, ground clearance, placement, design, content, materials and installation of signs;

(b) the duration of display and removal of the sign; and

(c) the proportion of the display area that may only be used for signs about events.

Related information about controls

Current controls are in the 'Auckland Council and Auckland Transport Signs Bylaw (Locations, Conditions and Prohibitions) Control 2022' attached after this Bylaw as related information.

Currently, the Auckland Council Regulatory Committee and Auckland Transport Traffic Control Committee have the delegated authority to make controls under this Bylaw by resolution.

To make, change, replace or delete a control, the relevant authority must comply with the decision-making requirements under Subpart 1 of Part 6 of the Local Government Act 2002.

Matters considered when deciding whether a council-controlled public place is suitable or not for certain sign types vary. For example for free-standing road-side election signs, relevant matters may include location of utilities or infrastructure, geological, archaeological, cultural or heritage features, traffic sightlines, and local board views if in relation to a local park. The decision may also allow for different sign designs, for example a V-shaped election sign may be allowed on larger locations.

(4) The relevant authority may suspend a control in (1) if a location becomes temporarily unsuitable (for example due to road works).

Subpart 2 Approvals

31 This Subpart applies to people who must obtain an approval

This Subpart applies to a person who must obtain an approval from the relevant authority under this Bylaw.

32 Applications for an approval must include required information and fees

(1) A person to whom this Subpart applies must make an application that complies with the requirements of the relevant authority, including –

(a) the form and manner of the application;

(b) the information in the application;

(c) any further supporting information; and

(d) payment of a fee.

Related information about fees

Auckland Council sets fees for approvals that it is responsible for under this Bylaw under Te Tahua Taungahuru Te Mahere Taungahuru 2018 – 2028 / The 10-year Budget Long-term Plan 2018 – 2028 (The Long-term Plan). A new Long-Term Plan is adopted every three years following public consultation and sets out Auckland Council's activities, services and investments over a 10-year period.

(2) Without limiting (1), the relevant authority may require an application for an approval to include information on one or more of the following matters in this table –

All applications for approvals may require the following information
(a) A description, plans, and / or photos of the location of the sign;
(b) The design, material, colour, size, structure and specifications of the sign;
(c) Duration of display of the sign;
(d) Other relevant matters related to the sign, including illumination;
(e) An assessment of impacts and proposed mitigation;
(f) Details of the applicant and person responsible for the sign;
(g) Details of other approvals required / obtained;
(h) Public liability insurance.

33 Applications for an approval will be considered against relevant matters

(1) The relevant authority when considering an application for an approval –

(a) will have regard to any matter it considers relevant and reasonably necessary to determine the application in relation to this Bylaw's purpose; and

(b) may inspect places and signs related to the application for the purpose of considering the application.

(2) Without limiting (1), the relevant authority may consider an application for an approval against one or more of the following matters in this table –

Matters that may be considered on all applications for approvals
(a) The location (including multiple sites) and intended duration of display of the sign;
(b) The design, material, colour, size, structure and specifications of the sign, including its lighting and luminance;
(c) The likely impact of the sign on the effectiveness of the Auckland transport system, traffic safety and public safety, for example – (i) obstructions or hazards to pedestrian or vehicular visibility, access or flow across all relevant traffic modes; (ii) whether the sign resembles or is likely to be mistaken for a traffic control device; (iii) whether the sign is made of materials that are slippery, reflective, or that shimmer or move;

Matters that may be considered on all applications for approvals
(iv) whether the sign is made of materials that can be washed off with water without leaving any residue and that will not have an adverse effect on the stormwater network; (v) whether the sign contains changeable messages;
(d) The impact of the proposed sign on amenity values, for example the extent to which the proposed sign – (i) detracts from the character of any public place, including the characteristics of the streetscape, natural environment, landscaping and open space; (ii) dominates views from any residential zone, residential precinct or residential land unit; (iii) creates adverse cumulative effects; (iv) detracts from the visual qualities of any scheduled heritage building or site, located within the same visual catchment, that are fundamental to the reasons for the heritage listing;
(e) Whether the proposed sign, if it will be placed on a building, will – (i) integrate into the building's appearance; (ii) respect and positively relate to structural bays, structural elements, architectural features, building proportions and the overall design of the building;
(f) Actual or potential impact of the activity on the public, public place and surrounding environment, for example – (i) the impact on nearby business premises; and (ii) cumulative impacts of this approval in addition to other existing approvals;
(g) Whether the activity complies with relevant requirements in any Act, regulation or Bylaw;
(h) Whether the activity is consistent with the relevant authority's policies and plans;
(i) Whether landowner approval (if required) has been obtained.

34 Applications may be granted or declined

(1) The relevant authority may grant or decline an application for an approval having regard to matters in clause 33.

(2) An application for a poster board in clause 13(4) may only be granted–

(a) if the poster board complies with the size rules for wall-mounted signs in clause 9, except that the calculation of area may exclude any frame;

(b) if the poster board is a bollard, that the display area is no more than 12 square metres; and

(c) the poster board does not directly face a Residential Zone.

(3) An application for the display of a cross-street banner sign on a council-controlled place in clause 14(2)(c) may only be granted if the sign –

(a) has reinforced corners with eyelets for the fixing of ropes or cables;

(b) has a safe working fixing point load (pullout load) of a minimum of 1 tonne (10kN) certified by a Registered Engineer's calculations;

(c) has vertical stays sown in, with a vertical dimension of 1m or more at any point on the banner, at minimum intervals of 3m to prevent bowing under wind loads; and

(d) has all rope connections to a cross-street banner, other than strainer and catch ropes, made with eye-over-steel thimble connections shackled to a galvanised steel rope with a minimum diameter of 0.01m.

(4) An application for a dedicated location for an event sign in clause 16(2)(c)(ii) may only be granted if the sign is –

(a) a community event sign and complies with the conditions in clause 16(3) of this Bylaw as if the sign was displayed on a Coastal, Residential, Open Space or Business Zone; or

(b) a major or regional / sub-regional event sign and complies with the conditions in clause 16(4) of this Bylaw as if the sign was displayed on an Other Zone.

(5) An application for a sign in an Open Space Zone in clause 21(2) may only be granted if –

(a) the sign is associated with a permitted activity in the Auckland Unitary Plan (or future equivalent plan) on the site on which it is located;

(b) the sign is located on an Open Space – Sports and Active Recreation Zone and –

(i) is directed at the field of play on the site;

(ii) displays the name of the club, code or facility as its primary message;

(iii) is displayed on permanent infrastructure;

(iv) is single sided; and

(v) is no more than 2.4 metres wide and 1 metre high.

(c) any free-standing sign –

(i) has a maximum display area of $3m^2$;

(ii) has a minimum height of display area above ground level of 0.8m; and

(iii) is immediately adjoining the structure or event being identified or products, services, or goods available.

(6) However, an application that does not satisfy the criteria in (2), (3), (4) or (5) may still be granted in an approval if it meets the criteria in (7).

(7) An application (other than an application granted in (2), (3), (4) or (5)) may only be granted if –

(a) the approval would not significantly prejudice the achievement of the purpose of this Bylaw; and

(b) one or more of the following criteria are satisfied –

(i) the sign is in substantial compliance with this Bylaw and further compliance is unnecessary;

(ii) the action taken on, or provision made for, the matter to which the rule relates results in the same or better outcome than compliance with the rule in this Bylaw; or

(iii) compliance with a rule in this Bylaw is unreasonable, unnecessary or inappropriate in the particular case (for example due to events that have occurred).

35 Conditions may be imposed if an application is granted

(1) The relevant authority may impose any conditions it considers appropriate on an approval to achieve the purpose of this Bylaw.

(2) Without limiting (1), the relevant authority may impose conditions about any one or more matters in this table –

All approvals may include conditions about the following matters	
(a)	Any matters considered in Part 2 and in clause 33 of this Bylaw;
(b)	The location, placement, duration of display and removal of the sign;
(c)	The design, material, colour, size, structure and specifications of the sign;
(d)	The use of lighting and moving images, including (but not limited to) luminance and times of operation (days and hours);
(e)	The content of the sign, including (but not limited to) to only advertise the premises, services, goods, products, activities and / or events directly related to the primary use or activities occurring on the site of the premises to which the sign relates;
(f)	The construction and maintenance requirements for the sign;
(g)	The frequency of inspection and maintenance;
(h)	Public safety, traffic safety and access to premises and places, including (but not limited to) compliance with general safety, nuisance and traffic rules in clauses 23, 24 and 25;
(i)	Protecting the environment, including (but not limited to) physical and visual amenity (especially in relation to streetscapes, residential areas and heritage) and damage;
(j)	Compliance with requirements in any other relevant Act, regulation, Bylaw, Auckland Council policy or plan, and any shared space guidelines or policies;
(k)	Obtaining landowner approval (if required) before displaying the sign;
(l)	Holding and maintaining appropriate public liability insurance;
(m)	The provision of a bond or insurance to cover any costs to the relevant authority resulting from a failure to comply with the conditions of the approval or otherwise comply with this Bylaw;
(n)	Payment of one or more bonds, fees and / or charges;
(o)	Display of approval details (for example approval reference number);
Approvals for poster boards may include conditions about the following matters	
(p)	The proportion of the display area that must only be used for signs about events;
(q)	Displaying the name and contact details (including phone number) of the person responsible for installing, maintaining and removing the poster board;
Approvals for stencil signs may include conditions about the following matters	
(r)	Location, including (but not limited to) being directly adjacent to the main ground level entrance of the premises to which the stencil sign relates;
(s)	Ensuring materials used for the stencil sign are able to be washed off with water, leave no residue, are non-slippery and will not have an adverse effect on the stormwater network.

36 An approval will lapse if not given effect to

(1) An approval must be given effect to (for example the sign must be displayed) –

(a) by the date specified in the approval; or

(b) within 12 months of the date the approval is granted, if no date has been specified.

(2) An approval that has not been given effect to lapses on the relevant date in (1).

37 Transfer of an approval is allowed

(1) An approval shall attach to the land to which the sign relates and accordingly may be enjoyed by the owners and occupiers of the land for the time being, unless the approval expressly provides otherwise.

(2) Where an approval expressly grants the approval to a person –

(a) the holder of the approval may transfer the whole or any part of the holder's interest in the approval to any other person unless the approval expressly provides otherwise;

(b) the transfer of the holder's interest in the approval has no effect until written notice of the transfer is given to the relevant authority that granted the approval; and

(c) the person to whom the approval is transferred becomes a person to whom an approval has been granted for the purposes of this Bylaw.

38 The relevant authority may review an approval in certain circumstances

(1) The relevant authority may review an approval granted under this Subpart for any of the following reasons –

(a) to be consistent with any changes to legislation;

(b) to deal with any public safety, nuisance, misuse or environmental issues that arise from the exercise of the approval (for example unsafe or hazardous conditions, unreasonable obstruction, damage);

(c) if the activity is likely to interfere with any authorised works by Auckland Council, Auckland Transport or a network utility operator.

(2) For the purposes of (1), this Subpart applies with all necessary modifications as if that review were an application for an approval (for example the conditions on the approval may be amended or the approval may be suspended or cancelled).

Part 4

Enforcement powers, offences and penalties

39 The relevant authority may take action for failure to comply with an approval

(1) This clause applies to a person who has been granted an approval who –

(a) fails to comply with the approval, including any condition of an approval; or

(b) provided inaccurate information on any application for an approval which materially influenced the decision made on the application.

(2) The relevant authority may take any one or more of the following actions against a person to whom this clause applies –

(a) issue a written warning which may be used as evidence of a bylaw breach during any subsequent consideration of an approval or enforcement action;

(b) review the approval, which may result in its amendment, suspension or cancellation;

(c) claim any bond, security or insurance;

(d) use the statutory powers in clause 40; or

(e) use the statutory penalties in clause 41.

(3) For the purposes of (2)(b), Subpart 2 of Part 3 applies with all necessary modifications as if a review was an application for an approval.

40 The relevant authority may use statutory powers and other methods to enforce this Bylaw

The relevant authority may use its powers under the Local Government Act 2002 or the Land Transport Act 1998 to enforce this Bylaw.

Related information about enforcement

The relevant authority's powers under the Local Government Act 2002 (as reprinted on 26 March 2020) and Land Transport Act 1998 (as reprinted on 1 December 2020) include court injunction (section 162), removal of works (section 163), seizure and disposal of property (sections 164, 165, 168), powers of entry (sections 171, 172, 173), cost recovery for damage (section 176) and power to request name and address (section 178).

The relevant authority can also use other methods (for example audits, advice, information or warnings) or regulations (for example the Auckland Council Public Safety and Nuisance Bylaw 2013 to remove unlawful supporting devices from the relevant authority's roads and parks.

41 The relevant authority may remove materials and recover costs

The relevant authority may, under section 163 of the Local Government Act 2002, remove or alter any material or thing in breach of this Bylaw and may recover any costs of removal or alteration from the person who committed the breach.

42 A person may be penalised for not complying with this Bylaw

(1) A person who fails to comply with (breaches) this Bylaw commits an offence and is liable to a penalty under the Local Government Act 2002 or Land Transport Act 1998.

(2) However, a person does not commit an offence if the person proves that the failure to comply was due to compliance with the directions of the relevant authority.

Related information about penalties

A person who is convicted of an offence against this Bylaw is liable to:

- a fine not exceeding $20,000 under section 242 of the Local Government Act 2002 (as reprinted on 26 March 2020)
- a fine not exceeding $1,000 or an infringement fine of up to $750 in certain circumstances under Schedule 1 of the Land Transport (Offences and Penalties) Regulations 1999.

Part 5

Savings and Transitional Provisions

43 This Part relates to existing signs regulated under the 2015 Bylaw

This Part relates to existing signs, which means signs that –

(a) were regulated in the Auckland Council and Auckland Transport Signage Bylaw 2015 / Te Ture ā-Rohe mo nga Tohu 2015 (2015 Bylaw) and are displayed at the commencement of this Bylaw; and

(b) were regulated in the Auckland Transport Election Signs Bylaw 2013 / Te Ture a Rohe mo nga Tohu Pānui Poti a Auckland Transport 2013 (2013 Bylaw).

44 Existing signs may continue to be displayed in certain circumstances

(1) Any existing sign may be displayed, altered, repaired or maintained in a manner that contravenes a clause in this Bylaw if the sign –

(a) was lawfully displayed before this Bylaw commenced (for example complied with, or had an approval, exemption or dispensation under the 2015 Bylaw); and

(b) continues to comply with any relevant conditions that applied to its lawful display in (a); and

(c) complies at all times with the general rules for all signs in Subpart 3 of this Bylaw.

(2) However, (1) does not apply if –

(a) the sign (including its advertisement, message or notice and its supporting device) is moved or removed;

(b) the sign is altered in size, form or placement;

(c) the sign is changed from a static to a changeable message sign;

(d) any conditions of any relevant approval are not complied with;

(e) the duration of any relevant approval expires;

(f) the relevant authority considers it necessary to review any relevant approval, exemption or dispensation due to the circumstances in clause 39; or

(g) the sign is a portable, stencil, poster, banner, real estate, vehicle or event sign in clauses 11 to 18 of this Bylaw.

45 Existing approvals, exemptions and dispensations continue to apply

For the purposes of Part 4 of this Bylaw, every approval, exemption or dispensation granted or saved under the 2015 Bylaw continues to apply as if it were an approval granted under this Bylaw.

46 Existing applications and compliance action to continue to be processed

(1) Any application for an approval or exemption under the 2015 Bylaw that was not granted or declined before the date this Bylaw commences will be processed as if the application had been made under this Bylaw.

(2) Any existing compliance or enforcement action (including inquiry) by the relevant authority under the 2015 Bylaw that was not completed before the date this Bylaw commences, will continue to be actioned under the 2015 Bylaw as if it were still in force and as if this Bylaw had not been made.

47 Certain existing provisions of the 2015 and 2013 Bylaws to continue to apply

Certain existing provisions in the 2015 Bylaw and 2013 Bylaw continue to apply with amendments as specified in this table to retain a link between the exclusions in the definition of Billboard in the Auckland Unitary Plan and this Bylaw, until the date that their reference in Chapter J – Definitions of the Auckland Unitary Plan is amended.

Existing bylaw provision to be continued with amendments
2015 Bylaw clause 5(1) definitions of **poster or poster signage**, **changeable message signage** and **comprehensive development signage** are continued with amendments to state that they have the same meaning as in clause 5(1) of the Auckland Council and Auckland Transport Te Ture ā-Rohe mo nga Tohu 2022 / Signs Bylaw 2022.
The terms **vehicle signage**, **community event signage** and **regional and major event signage** as referred to in clause 25, 26 and 27 respectively of the 2015 Bylaw are continued with amendments to state that they have the same meaning as in clause 5(1) of the Auckland Council and Auckland Transport Te Ture ā-Rohe mo nga Tohu 2022 / Signs Bylaw 2022.
2013 Bylaw clause 5(1) definition of **election sign** is continued with amendments to state that it has the same meaning as in clause 5(1) of the Auckland Council and Auckland Transport Te Ture ā-Rohe mo nga Tohu 2022 / Signs Bylaw 2022.

Related information, Signs Bylaw History

Date	Description
01 November 2010	**Made** legacy bylaws about signs[1] (Section 63 Local Government (Auckland Transitional Provisions) Act 2010)
01 November 2010	**Commencement** of legacy bylaws about signs (Section 63 Local Government (Auckland Transitional Provisions) Act 2010)
19 and 26 August 2014	**Review** of legacy bylaws about signs completed (Auckland Council RBC/2014/36, Auckland Transport 26/08/2014:10(iii))
26 and 28 August 2014	**Proposal** to make new bylaw about signs and to revoke legacy bylaws (Auckland Council GB/2014/88, Auckland Transport 26/08/2014:10(iii))
26 and 28 May 2015	**Made** Signage Bylaw 2015 / Te Ture ā-Rohe mo nga Tohu 2015 and decided to **revoke** legacy bylaws (Auckland Council GB/2015/35, Auckland Transport 26/05/2015:10.1)
13 July 2015	**Public notice** of new Signage Bylaw 2015 / Te Ture ā-Rohe mo nga Tohu 2015 and revocation of legacy bylaws
01 October 2015	**Commencement** of 2015 Signage Bylaw and revocation of legacy bylaws about signs (Auckland Council GB/2015/35, Auckland Transport 02/07/2015:10.1)
23 June and 08 July 2020	**Review** of Signage Bylaw 2015 completed (Auckland Council REG/2020/30, Auckland Transport 08/07/2020:5.1);
26 August 2021	**Proposal** to make new bylaw about signs and to revoke the Signage Bylaw 2015 and Election Signs Bylaw 2013 (Auckland Council GB/2021/103, Auckland Transport 26/08/2021:10)
26 May 2022	**Made** Te Ture ā-Rohe mo nga Tohu / Signs Bylaw 2022 and decided to **revoke** Signage Bylaw 2015 and Election Signs Bylaw 2013 (Auckland Council GB/2022/39, Auckland Transport 26/05/2022:Item10)
1 June 2022	**Public notice** of new Signs Bylaw 2022 and revocation of Signage Bylaw 2015 and Election Signs Bylaw 2013
26 May 2022	**Commencement** of Signs Bylaw 2022 (Auckland Council GB/2022/39, Auckland Transport 26/05/2022:Item10)
24 and 29 October 2024	**Proposal** to include provisions that regulate signs advertising a good or service, or offering a vehicle for sale contained in the Auckland Transport Traffic Bylaw 2012 and Auckland Council Traffic Bylaw 2015 (Auckland Council GB/2024/151 and Auckland Transport 29/10/2024: Item20.2)
24 and 26 June 2025	**Amended** Te Ture ā-Rohe mo nga Tohu / Signs Bylaw 2022 (Auckland Council GB/2025/86 and Auckland Transport 2025June24: Item 17.2)
03 July 2025	**Public notice** of amendments to Signs Bylaw 2022
01 July 2025	**Commencement** of amendments to Signs Bylaw 2022 (Auckland Council GB/2025/86 and Auckland Transport 2025June24: Item 17.2)

[1] Clause 5 of the Auckland City Council Bylaw No. 30 - Brothels and Commercial Sex Premises: Auckland City Council Signs Bylaw 2007; Clause 6 of the Franklin District Brothel Bylaw 2010; Franklin District Council Control of Signs Bylaw 2007; Clause 5 of the Manukau City Consolidated Bylaw 2008, Chapter 3 – Brothels; Chapter 19 (Temporary Signs) of the Manukau City Consolidated Bylaw 2008; Clause 4 of the North Shore City Bylaw 2000, Part 25 – Brothels; North Shore City Part 12 (Control of Temporary Signs) Bylaw 2000; Papakura District Council Control of Advertising Signs Bylaw 2008; Clause 7 of the Rodney District Council, Chapter 14 – Brothels and Commercial Sex Premises; Rodney District Council, Chapter 22 of the General Bylaw 1998, (Temporary Signs).

Related information about the next bylaw review

This Bylaw must be reviewed by 26 May 2027. If not reviewed by this date, the Bylaw will expire on 26 May 2029.

Related information, 2013 Election Signs Bylaw History

Date	Description
30 May 2013	**Made** Auckland Transport Election Signs Bylaw 2013 (2013 Election Signs Bylaw)
08 June 2013	**Commencement** of 2013 Election Signs Bylaw
12 August 2013	**Amendment** of 2013 Election Signs Bylaw (with effect from 12 August 2013 by the Auckland Transport Election Signs Amendment Bylaw No 1 of 2013)
18 July 2014	**Amendment** of 2013 Election Signs Bylaw (with effect from 18 July 2014 by the Auckland Transport Election Signs (Amendment No. 2) Bylaw 2014)
01 August 2017	**Amendment** of 2013 Election Signs Bylaw (with effect from 1 August 2017 by the Auckland Transport Election Signs (Amendment No. 3) Bylaw 2017)
26 May 2022	**Revocation** of 2013 Election Signs Bylaw (refer Signs Bylaw History table)

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Auckland Council
Te Kaunihera o Tāmaki Makaurau

v. 30/07/2025