

## TECHNICAL REFERENCES: Guidelines for Temporary General Election and Referendum Signage

General Election and Referendums – for 19 September 2020

Guidelines	Technical references for detail
<p><b>Introduction</b></p>	<ul style="list-style-type: none"> <li>• Electoral Commission guidance and rules: <a href="http://www.elections.nz">www.elections.nz</a></li> <li>• District Plan: <a href="https://ccc.govt.nz/the-council/plans-strategies-policies-and-bylaws/plans/christchurch-district-plan/">https://ccc.govt.nz/the-council/plans-strategies-policies-and-bylaws/plans/christchurch-district-plan/</a></li> <li>• District Plan Property Search website for any location where signage is proposed (includes areas identified by the District Plan as have significant natural, cultural, landscape or heritage values): <a href="https://districtplan.ccc.govt.nz/PropertySearch/PropertySearchContainer.html">https://districtplan.ccc.govt.nz/PropertySearch/PropertySearchContainer.html</a></li> <li>•</li> <li>• Public Places Bylaw: <a href="https://ccc.govt.nz/the-council/plans-strategies-policies-and-bylaws/bylaws/public-places-bylaw-2018/">https://ccc.govt.nz/the-council/plans-strategies-policies-and-bylaws/bylaws/public-places-bylaw-2018/</a></li> <li>• Traffic and Parking Bylaw: <a href="https://ccc.govt.nz/the-council/plans-strategies-policies-and-bylaws/bylaws/traffic-and-parking-bylaw-2017/">https://ccc.govt.nz/the-council/plans-strategies-policies-and-bylaws/bylaws/traffic-and-parking-bylaw-2017/</a></li> <li>• New Zealand Transport Authority State Highway Bylaws: <a href="https://www.nzta.govt.nz/roads-and-rail/highways-information-portal/technical-disciplines/state-highway-bylaws/">https://www.nzta.govt.nz/roads-and-rail/highways-information-portal/technical-disciplines/state-highway-bylaws/</a></li> <li>• Global consent conditions for referendum signs; available on request</li> <li>• Permission for signage in the road corridor Transport memo; available on request.</li> </ul>
<p><b>Pre-election period: 18 July – 18 September</b></p>	<ul style="list-style-type: none"> <li>• Section 221B Electoral Act 1993</li> </ul>
<p><b>Choosing a location to display signage</b></p>	<ul style="list-style-type: none"> <li>• Signs must be located on private property.</li> <li>• Signs can only be on or above Council land if             <ul style="list-style-type: none"> <li>- using an existing consented sign with permission, or</li> <li>- is flush against a fence and not protruding more than 100mm into the road corridor. Signs affixed to a road boundary fence must comply with the District</li> </ul> </li> </ul>

	<p>Plan standards for both sides of the boundary, e.g. both Residential and Transport Zone standards. The more restrictive standards apply to the sign.</p> <ul style="list-style-type: none"> <li>• NZTA bylaws.</li> <li>• Christchurch City Council bylaws.</li> <li>• Christchurch District Plan.</li> <li>• Global consent.</li> </ul>
<p><b>General Election (party or candidate) signs</b></p>	<ul style="list-style-type: none"> <li>• Temporary election signs may not be reflectorised, illuminated, or have any moveable parts; flashing or digitised unless they are on legally established billboards or digital displays; or similar to or the same as any traffic sign or controls in shape or colour (<i>Electoral (Advertisements of a Specified Kind) Regulations 2005 summary of sections 5-8</i>).</li> <li>• Election signage must not obscure or distract from traffic signals or other traffic safety signs and controls. (<i>District Plan 6.8.4.2.2(a)</i>)</li> <li>• Election signage may not be located adjacent to a state highway or arterial road where the speed limit is 70kmh or greater and the sign is located within 100 metres (along urban roads as defined by the Christchurch District Plan) or 200 metres along other roads in front of any official regulatory or warning sign or traffic signal (<i>District Plan Rule 6.8.4.2.2(b)</i>)</li> <li>• Where a temporary sign, including a flag, extends over part of the road reserve, the lowest part of the temporary sign must be at least 2.6m above the ground. (<i>District Plan 6.8.4.2.3(b)</i>)</li> <li>• Election signs affixed to or on verandahs or projecting from the face of a building must meet additional height and location controls (<i>District Plan 6.8.4.2.5</i>).</li> <li>• Signs must not obscure windows, doors or architectural features visible from the exterior of the building. (<i>District Plan 6.8.4.2.3(a)</i>)</li> <li>• Restrictions apply on earthworks for signage constructed within the dripline of a significant tree, or within 5m of the base of a protected tree in the road corridor or parks. (<i>District Plan 9.4.4.1 P12, RD5</i>)</li> <li>• Election signs requiring earthworks or which are more than 1.8m in height or more than 6m<sup>2</sup> may be restricted in certain areas identified in the District Plan as having special environmental or cultural values (for example, wahi tapu,</li> </ul>

	<p>sites of ecological significance, outstanding natural landscape features, etc.). Specific details of these areas are set out in the District Plan. (<i>District Plan 8.9.2.1 P1</i>)</p>
	<ul style="list-style-type: none"> <li>• The area and height of signage is not restricted in the Papakāinga/ Kāinga Nohoanga Zone – being Treaty settlement land owned by Ngāi Tahu or local runanga which has a different set of District Plan rules.</li> <li>• Signage on most protected heritage items or in heritage settings must meet the more restrictive standards regarding placement, size and use of protective material – it must not obscure any window, door, or architectural feature visible from the exterior of the building (<i>District Plan rule 9.3.4.1 P6</i>).</li> </ul> <p><u>General requirements for the pre-election period (18 July to 18 September):</u></p> <ul style="list-style-type: none"> <li>• A maximum area of 3m<sup>2</sup> of temporary election signage per site may be placed in addition to any other legal signage existing, consented or permitted by the District Plan (<i>s221B Electoral Act 1993</i>).</li> <li>• In zones where more than 3m<sup>2</sup> of signage per site is permitted by the District Plan (e.g. some commercial or industrial zones) and that limit has not been met by other kinds of signage, the balance can also be used for temporary electoral signage. For example, in a zone where 10m<sup>2</sup> of signage is normally permitted and the site has 4m<sup>2</sup> of permanent signage, 9m<sup>2</sup> (6m<sup>2</sup> + 3m<sup>2</sup>) of temporary election signage can be erected.</li> <li>• The number of temporary electoral signs per site is not restricted as long as their combined area does not exceed the maximum described above. The exception is freestanding signs, which are limited to 1 sign per site in residential zones and 1 sign per formed vehicle access and formed pedestrian entrance for rural, commercial and industrial zones. Signs on fences are not “freestanding signs”.</li> <li>• The maximum height for any part of the sign is the same as the District Plan zone rules for other forms of signage (<i>Rules 6.8.4.2.4 and 6.8.4.2.6</i>). For signs in most residential zones, this is 4m. In commercial zones, this can be 6, 9 or 12m depending on the zone and type of sign.</li> </ul>

	<ul style="list-style-type: none"> <li>• Election signage on protected heritage items or in heritage settings must meet more restrictive standards regarding placement, size and use of protective material. (<i>District Plan Rule 9.3.4.1.1 P6</i>).</li> <li>• The area and height of temporary election signage is not restricted in the Papakāinga / Kāinga Nohoanga Zone.</li> </ul>
<p><b>Referendum signs</b></p>	<ul style="list-style-type: none"> <li>• Can only be displayed during the nine week pre-election period (<i>Global consent conditions</i>).</li> <li>• Temporary election signs may not be reflectorised, illuminated, or have any moveable parts; flashing or digitised unless they are on legally established billboards or digital displays; captive balloons or blimps; or similar to or the same as any traffic sign or controls in shape or colour (<i>Global consent conditions 5(j)(k)(l)(n)</i>).</li> <li>• A maximum area of 3m<sup>2</sup> of temporary referendum signage per site may be placed in addition to any other legal signage existing, consented or permitted. In zones where more than 3m<sup>2</sup> of signage per site is permitted by the District Plan (e.g. some commercial or industrial zones) and that limit has not been met by other kinds of signage, the balance can also be used for temporary electoral signage. For example, in a zone where 10m<sup>2</sup> of signage is normally permitted and the site has 4m<sup>2</sup> of permanent signage, 9m<sup>2</sup> (6m<sup>2</sup> + 3m<sup>2</sup>) of temporary election signage can be erected (<i>Global consent condition 5(c)(i)</i>).</li> <li>• The maximum size of any individual sign is 3m<sup>2</sup> (except for signs painted on or attached flush to vehicles or signs on heritage buildings as discussed below) (<i>Global consent conditions 5(a)</i>).</li> <li>• The number of temporary referendum signs per site is not restricted as long as their combined area does not exceed the limits discussed above.</li> <li>• The maximum height for any part of a temporary referendum sign is 4m above ground level or the height of the façade where attached to a building, fence or other structure; whichever is the lower of the two (<i>Global consent condition 5(e)</i>).</li> </ul>

- Referendum signage on protected heritage items or in heritage settings must meet more restrictive standards regarding placement, size and use of protective material. (*Global consent condition 5a(ii); 5(d)*)
- The area and height of temporary election signage is not restricted in the Papakāinga / Kāinga Nohoanga Zone (*Global consent condition 5(c)(iii) and 5(e).*).

Location:

- Referendum signage must not obscure or distract from traffic signals or other traffic safety signs and controls (*Global consent condition 5(m)*).
- Referendum signage may not be located adjacent to a state highway or arterial road where the speed limit is 70kmh or greater and the sign is located within 100 metres (along urban roads as defined by the Christchurch District Plan) or 200 metres along other roads in front of any official regulatory or warning sign or traffic signal (*Global consent conditions 5(o)*).
- Where a temporary sign, including a flag, extends over part of the road reserve, the lowest part of the temporary sign must be at least 2.6m above the ground (*Global consent condition 5(f)*).
- Referendum signs affixed to or on verandas or projecting from the face of a building must meet additional height and location controls (*District Plan 6.8.4.2.5*).
- Signs on heritage buildings or other heritage items must not obscure windows, doors or architectural features visible from the exterior of the building (*Global consent condition 5(d)*).
- Referendum signs may not be attached to any Significant Tree identified in the District Plan.
- Earthworks associated with temporary signage are not permitted within 10m of any Significant Tree or within the dripline whichever is greater (*Global consent condition 5(h)*). Restrictions also apply to earthworks within 5m of the base of a protected tree in the road corridor or parks (*District Plan 9.4.4.1 P12*).
- Referendum signs may not be erected in certain areas identified in the District Plan as having special environmental or cultural values (for example, wahi

	<p>tapu, sites of ecological significance, outstanding natural landscape features, etc.). Specific details of these areas are set out in the global consent conditions. Whether or not a proposed site is within one of those areas can be found by searching for the address at (<i>Global consent condition 5(i)</i>): <a href="https://districtplan.ccc.govt.nz/PropertySearch/PropertySearchContainer.html">https://districtplan.ccc.govt.nz/PropertySearch/PropertySearchContainer.html</a></p>
<p><b>Advertising on vehicles</b></p>	<ul style="list-style-type: none"> <li>• Public Places Bylaw 2018</li> <li>• Traffic and Parking Bylaw 2017</li> <li>• District Plan and Pre-election period requirements outlined above.</li> </ul> <p>When a vehicle or trailer is being parked up for the purpose of electoral or referendum advertising as opposed to transportation, it requires compliance with the temporary signage requirements outlined in these guidelines. Vehicles and trailers must not be parked on Council-owned roads or other public places for the purpose of advertising.</p> <p>Generally, advertising on vehicles is permitted when the vehicle is being used for day-to-day transportation (for example, driving to and from work, school, family and leisure activities, making business deliveries and the like). For referendum advertising, this is only permitted during the pre-election period.</p> <p><u>Election advertising on vehicles:</u></p> <ul style="list-style-type: none"> <li>• Can be painted on or otherwise applied or attached flush with the body of the vehicle being used for transportation.</li> <li>• No additional structures displaying election advertising can be added to the vehicle.</li> <li>• In the nine weeks prior to Election Day up to 3m<sup>2</sup> of candidate or party signage can be added to the vehicle e.g. on the roof, a trailer, in the bed of a truck.</li> </ul> <p><u>Referendum advertising on vehicles:</u></p> <ul style="list-style-type: none"> <li>• Is only permitted in the nine week pre-election period.</li> <li>• Can only be painted on or attached flush with the body of the vehicle being used for transportation.</li> <li>• Any referendum signage such as a trailer, on the roof, in the bed of a truck, etc. is not permitted without a resource consent.</li> </ul>

**Contact details**

- **Council Duty Planner:** regarding the location and size of temporary signage or resource consent requirements:
  - 03 941 8999 or [dutyplanner@ccc.govt.nz](mailto:dutyplanner@ccc.govt.nz)
- **Electoral Commission:** for all other information regarding advertising (including the content for signage), parties and candidates:
  - [www.elections.nz](http://www.elections.nz) - under the Guidance and Rules tab or in the FAQs
  - Specific questions can be directed to [advisory@elections.govt.nz](mailto:advisory@elections.govt.nz)
- **NZTA:** state highway requirements:
  - Jude Ward, New Zealand Transport Agency  
Network Technician/Corridor Manager, System Design & Delivery  
Phone 03 964 2813, email [jude.ward@nzta.govt.nz](mailto:jude.ward@nzta.govt.nz)