

By-Election Signs – the ‘how to’ guide

If you are a candidate for the 2017 Denby Ward by-election and want to put election signs up on public land under the Control of the Whangarei District Council, be aware that the signs need to comply with some of the rules in our [Control of Advertising Signs Bylaw 2014](#) (the Bylaw) and the Local Electoral Act 2001.

- The Local Electoral Act 2001 requires that all electoral advertising must identify the name and physical address of the person under whose authority the advertising has been produced.

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

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

- Election signs can be erected for a maximum period of 2 months prior to polling day (Saturday 7 October to midnight Wednesday 6 December).
- If your sign is in an area zoned as a ‘Living Environment’ under Council’s [District Plan](#), then your sign can measure up to 3m². If your sign is in an area zoned as an ‘Open Space Environment’, then your sign can measure up to 2m². Signs in any other zones of the District Plan can measure up to 6m².
- All election signs need to be removed the day before polling day (by midnight 6 December 2017).
- Your signs have to be erected or placed in a way that they do not pose a danger to property or the public.
- The locations of your signs must not affect traffic safety, in particular the following:
 - obstructing views on corners, intersections and at traffic signals
 - distracting road users, including having flashing lights or reflective materials that might affect road user vision.
- If your sign is on private property, but that property is next to a public space (e.g. a fence or a building that is built on the boundary next to a road), or the sign is on a verandah that overhangs a footpath, then there are specific rules in the Bylaw that you have to comply with. See clauses 7 and 8 of the Bylaw for more information.
- Election signs are not permitted in Council’s sign parks or in the Cameron Street Mall.
- You can have a vehicle with election advertising on it, but you can’t park the vehicle somewhere just to display the sign.
- Signs cannot be offensive or discriminatory.