

## Election Signs - the 'how to guide'

If you are a candidate for the 2023 general elections 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), the Electoral Act 1993 and the Electoral (Advertisements of a Specified Kind) Regulations 2005.

The Electoral Act 1993 requires that all electoral advertising must identify the name and physical address of the person under whose authority the advertising has been produced. Concerns about compliance with electoral legislation should be raised with the Electoral Commission.

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 must get permission from whoever is in charge of that land.

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

- Election signs on public land can be erected for a maximum period of 9 weeks prior to polling day (**Saturday 12 August to midnight Friday 13 October 2023**).
- Signs in the Residential Zone or Open Space Zone under our District Plan can have a display area measuring up to 3m<sup>2</sup>. Signs in any other zones under our District Plan can have a display area measuring up to 6m<sup>2</sup>.
- To find out more about the rules relating to a sign you are proposing to erect please contact our Health and Bylaws team via our Bylaw Signage issue page on our website: [www.wdc.govt.nz/BylawSignEnquiry](http://www.wdc.govt.nz/BylawSignEnquiry)

Alternatively, you can log your enquiry by telephoning our Contact Centre 09 430 4200. This will ensure that your enquiry is formally logged into our system and is attended to promptly by a member of our Health and Bylaws team.

- All election signs need to be removed the day before polling day (**by midnight Friday 13 October 2023**).
- Your signs must be erected or placed in a way that they do not pose a danger to property or the public.
- The locations of your signs must not affect traffic safety, in particular the following:
  - obstructing views on corners
  - intersections and at traffic signals
  - distracting road users, including having flashing lights or reflective materials that might affect road user vision.
- If your sign is on private property, but that property is next to a public space (e.g. a fence or a building that is built on the boundary next to a road), or the sign is on a verandah that overhangs a footpath, then there are specific rules in the Bylaw that you must comply with. See clauses 7 and 8 of the Bylaw for more information.
- Election signs are **not** permitted in Council's sign parks or in the Cameron Street Mall. Sign parks are the following areas:
  - Hatea Drive - north end of car park
  - Tarewa Road - on grass berm opposite Caltex petrol station
  - Riverside Drive - corner of Riverside Drive and Memorial Drive
  - Maunu Road - corner of Maunu Road and Porowini Avenue
- You can have a vehicle with election advertising on it, but you can't park the vehicle somewhere just to display the sign.
- Signs cannot be offensive or discriminatory.