

City Centre Zone

Signage information for businesses

Signage is a key way in which businesses advertise and attract customers. It also acts as a means of providing other forms of information to the public. These functions are important for the ongoing economic development and vibrancy of Auckland. It is important that signs maintain the look and feel of the area and don't impact on public safety.

This guide is designed to assist businesses on the types of signs that are permitted for the City Centre Zone as defined in the Auckland Unitary Plan. To check what zone your business is in, please visit aucklandcouncil.govt.nz/unitaryplan

Portable signs

Portable signs are not permitted on certain roads and public squares in the CBD or city centre zone. For a list of roads where they are not permitted, please view the Auckland City Council Bylaw (P.34) at aucklandcouncil.govt.nz/signs.

If your road permits portable signage, businesses with direct ground floor frontage and direct ground floor access to the road or public place may display a portable sign. One board or flag sign is permitted per premise. Businesses without direct ground floor street frontage and direct ground floor access to the road or public place may display their name and contact details on a portable ladder board. One portable ladder board is permitted per building. Portable signs located on a public place such as a footpath or berm must be removed at the end of each day.

Sizes of signs:

- sandwich boards or board signs – maximum height 1.2m x width 0.6m x depth 0.46m
- flag signs – maximum flag height 1.85m x width 0.5m with a total height of 2.2m
- portable ladder board – maximum height 1.5m x width 0.715m x depth 0.46m.

Where to place signs:

Consider where you place your portable signs as pedestrian access, particularly for visually-impaired, is important. Portable signs cannot be too close to bus lanes or to traffic generally.

Guidelines on where to place your portable signs are:

- 1.8m width of footpath is clear for pedestrians;
- 0.6m from the kerb generally or 0.8m if it's a bus lane;

- 5m from the intersection of any road and at least 2m from any access way, service lane or vehicle crossing; or
- if a portable ladder board, locate directly outside the entrance or accessway of the businesses the sign relates to and at least 5m away from any other portable ladder board.

Free standing signs

Free standing signs may only advertise a business or activity carried out on the site of the sign. The maximum size of the sign that identifies the business should be 4sqm, 8m high including the support structure x 2m wide. Way finding signs should be under 2sqm.

Where to place signs:

- at least 5m from any building
- at least 2m from the side boundary of the site if the site frontage is more than 6m wide
- at least 10m from any other free standing sign on the same site (including a free standing billboard) or portable signage.

Number of free standing signs permitted per site:

- for sites with a road frontage of 60m or less – one free standing sign per road frontage (including billboards)
- for sites with a road frontage of more than 60m and less than 100m – two free standing signs per road frontage (including billboards)
- for sites with a road frontage of 100m or more – up to three free standing signs per road frontage (including billboards).

Veranda signs

A business can have two types of veranda signage; veranda fascia and under veranda. Signs cannot be erected on top of a veranda. Veranda signs may only advertise products, services, goods or events taking place on the premises on which it is located.

Veranda fascia

One sign per tenancy, with advertising content limited to 50 percent of the sign.

Under Veranda

One sign per 5m of property frontage per business is permitted, with a maximum of four signs per business. Under veranda signs must be a minimum of 5m away from any other veranda sign of the same business. The sign should be positioned at 90 degrees to the wall to which the veranda is attached.

Wall mounted signs

Wall mounted must not be erected in a way that covers any window and may only advertise products, services, goods or events taking place on the premises adjacent to the sign.

Horizontal wall mounted

One sign for every 5m of wall length is permitted and the sign should be mounted at 90 degrees to the wall.

Flat wall mounted signs

One sign per business for every 5m of wall length, but no single sign should be more than 6sqm in area. The signs should not cover more than 25 percent of the street frontage or 50 percent of a side or rear wall area. Signs should be a maximum of 3m above street or ground level.

Window signs

For window sign allowances, it is recommended that businesses visit aucklandcouncil.govt.nz/unitaryplan and refer to the 'Built Environment' section to determine whether the site has a key retail frontage overlay.

Key retail frontage overlay

If the business has a key retail frontage overlay then window signage on the ground floor must not account for more than 25 percent of the width of the window and 25 percent of the height.

Lawfully established signage

If your business signs (except portable signage) were lawfully established by way of complying with the previous legacy bylaws, district plan or has a permit/dispensation issued by council then the sign may remain in place so long as:

- there is not a change to the size and location of the signage
- the signage is not altered so it no longer complies with the relevant approval
- the signage complies with key requirements in the bylaw concerning safety, illumination and content (please see clauses 7-13 of the bylaw).

If you are uncertain about the signage you currently have, and whether it complies with the new regulations, please contact Auckland Council on (09) 301 0101.

► **Find out more:** for further information on the size and display of signs, please see our website aucklandcouncil.govt.nz/signage. A full copy of the combined Auckland Transport/Auckland Council Signage Bylaw, effective 1 October 2015, may be seen on aucklandcouncil.govt.nz/bylaws

City Centre



Key

- Portable
- Under veranda
- Veranda fascia
- Free standing identification
- Wall mounted
- Horizontal wall mounted
- Window

Portable signage

