

Rural Zones

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 Rural Zones as defined in the Auckland Unitary Plan. To check what zone your business is in, please visit aucklandcouncil.govt.nz/unitaryplan

Portable signs

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 must be removed at the end of each day if located on a public place such as a footpath or berm.

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 sight-impaired, is important. Signs cannot be too close to bus lanes or traffic generally.

Guidelines on where to place your portable signs are:

- 1.8m width of the footpath is clear for pedestrians;
- 0.6m from the kerb 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.

Veranda signs

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, advertising content is limited to 50 percent of the sign.

Flat wall mounted signs

Wall mounted signs should not be erected in a way that covers any window and may only advertise products, services, goods or events taking place on the site on which it is located.

One sign per business for every 5m of wall length is allowed, but no single sign should be more than 2sqm in area. The signs must not be more than 4m above street or ground level.

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.