

Appendix 3.47.1 - Legacy controls on billboards and signs

Auckland Regional Plan: Coastal

This document includes permitted activity provisions for signs located on the external walls of buildings or structures in the port management areas which identify businesses products or services which are available in those areas, provided the signage in total does not exceed 24m² per wharf or on buildings located on a wharf, with no one sign exceeding a total area of 12m². Additional conditions require that any product advertising is not more than 50% of the sign and the sign must not protrude above the eaves of the roof, or wall of any building, or above or beyond the structure to which it relates.

Signs located on the external walls of buildings that are outside of the port management areas which identify businesses products or services that are available in the coastal marine area, are limited to one sign per structure, with a maximum area of 3 m². Any product advertising is limited to 50% of that sign. Any free standing signs in these areas must not be more than 4 metres above wharf deck level.

Auckland City Council

Auckland City Council controlled all advertising signs by two bylaws: a Billboard Bylaw (2007) and a Signs Bylaw (2007). The Billboard Bylaw only provided for billboards in business 4, 5 and 6 zones and in some precincts in the Central Area (City Centre). Free standing billboards are not be more than 6 metres in height above ground level or more than 13 metres long. When billboards are placed on the wall of a building they may not exceed an area equal to 25% of the wall area or 50 square metres, whichever is the lesser.

All other signs were dealt with by the Signs Bylaw.

A sign for which a resource consent is specifically required by the District Plan and for which a consent has been granted is an exempt sign under the Signs Bylaw.

The Auckland Council District Plan (Isthmus Section) 1999 however also required that:
Any sign which is part of an activity or development requiring a resource consent under this Plan will be assessed, considered and either approved or declined as part of that resource consent process;

Similarly the Auckland Council District Plan (Central Area Section) 2005 also included provisions which stated that:

Where a resource consent is required in this Plan for an activity, any sign which is incidental to and which identifies the proposed operations associated with that activity and submitted as part of an application for the resource consent will be considered and assessed with that resource consent, and in the same activity classification (e.g. controlled, discretionary or non-complying).

These provision would include signage that were part of a comprehensive development or redevelopment of a building.

North Shore City Council

Billboards are considered as a temporary sign in the North Shore City Council's Control of Temporary Signs Bylaw, provided that the advertising displayed is changed within a six month period. Sandwich boards, banner poles, and other types of footpath and kerbside advertising signs, as well real estate signs, election signs, signs relating to political meetings and signs advertising community events are regulated by this bylaw. This bylaw also regulated advertising by stationary vehicles or objects.

All other advertising signs are regulated by the Auckland Council District Plan (North Shore Section) 2002

Manukau City Council

All temporary signs are regulated by the Manukau City Council Temporary Signs Bylaw. A temporary sign in this bylaw is a sign: advertising the sale or lease of a site or building; advertising a forthcoming cultural, religious, community or sporting event; for identifying a construction project; for electioneering purposes, and portable signs for advertising or information. These signs are a permitted activity in all zones.

All other signs are controlled by the Auckland Council District Plan (Manukau Section) 2002. All signs whose primary function is the general advertising of goods and/or services (i.e. billboards) are a restricted discretionary activity in the Business, Flat Bush Town Centre, Flat Bush Neighbourhood Centre, Quarry, Boat Harbour, Health Care Activities Zones and in Public Open Spaces.

Waitakere City Council

In the legacy WCC area all signs are controlled by the Auckland Council District Plan (Waitakere Section) 2003. The Plan does not differentiate between billboards and site-related sign. In the Working Environment and Community Environment rules static billboards are permitted without size restriction if they are located on the walls of existing buildings, provided that they do not protrude above or beyond the outline of the building or if they are located below the verandah (canopy). Free standing billboards in these areas are limited discretionary activities.

Papakura District Council

All signs in the Auckland Council District Plan (Papakura Section) 1999 are required to be directly related to the land use activity on the site on which they are located, except for directional and temporary signs provided for in the plan.

Rodney District Council

All signs in the Auckland Council District Plan (Rodney Section) 2011 must relate to a lawful activity undertaken on, or service provided from that site

Franklin District Council

The Auckland Council District Plan (Franklin Section) 2000 permits billboards in Light Industrial, Industrial 2, and Business Zones in Franklin provided they are not adjacent to residential zones, village zones, rural residential zones recreation zones, Kingseat or to State Highways.