



# **Gore District Council Election Signage Policy**

V1.0

Adopted by the Gore District Council on Tuesday 9 June 2020

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## 1. Purpose

Elections at a local or national level are held from time to time, usually on a three-yearly cycle. By-elections and referenda can be held at any time, although the latter is most common at the same time as local and national elections. As part of the election process, political parties, candidates, and individuals or groups wishing to promote a particular viewpoint (usually in relation to a referendum), erect signage within the Gore District. Such signage is of a temporary nature and considered by the Council to be an integral part of the process.

Electioneering and associated signage is subject to the requirements of the following:

- Electoral Act 1993
- Local Electoral Act 2001
- Local Electoral Regulations 2001
- Electoral (Advertisements of a Specified Kind) Regulations 2005
- Part 3 Advertising Signs, Traffic Control Devices Manual (NZ Transport Agency 2011)
- Gore District Plan

Any signage related to elections within the Gore District must comply with these requirements.

This purpose of this Policy is to outline the relevant provisions for general and local election signage within the Gore District having regard to the matters above, together with the requirements of the Gore District Council in relation to such signage.

This Policy replaces that adopted by the Council on 7 August 2018.

## 2. Definitions

**Election** – any general or local election or by-election held in relation to parliament, the Gore District Council, Southern District Health Board and the Maitua Licensing Trust. For the purpose of this Policy, election also includes “referendum” as defined.

**Public Place** – includes every road, street, state highway, footpath, alley, lane, accessway, and thoroughfare of a public nature or open to or used by the public as of right including all parks, gardens and reserves within the District. It also includes all public car parks, and all other land owned, leased or otherwise occupied by the Council.

**Referendum** – any central or local government or citizen-initiated referendum

**Signage** or **Sign** – any name, figure, image, character, outline, spectacle, emblem, monument, statue, display, delineation, announcement, poster, handbill, advertising device or appliance, or any other things of a similar nature, intended principally to attract attention, whether it is pasted on or fixed to any land or structure, or incorporated within the design of any structure, whether by painting or otherwise which is visible from a public space whether illuminated or not. (Gore District Plan 2006)

**Traffic sign** – a traffic control device within the meaning of Part 2 of Land Transport Rule 54002: Traffic Control Devices 2004.

### **3. Policy**

#### **3.1 General**

- 3.1.1 Any election signage visible from a public place must comply with the relevant enactments and the provisions and processes of this Policy.
- 3.1.2 All election signage and any associated supporting structure must be structurally sound.
- 3.1.3 All election signage must be maintained to the same standard as when it was first erected.
- 3.1.4 All election signage must be constructed of suitably durable materials.
- 3.1.5 The erection of election signage does not require a resource consent, but does require a permit from the Council.

#### **3.2 Placement of election signage**

- 3.2.1 Election signage may only be displayed on private property where it meets the requirements of this Policy.
- 3.2.2 Prior to the erection of any election signage on a property, the permission of the owner and occupier of that property must be obtained.
- 3.2.3 Election signage must not be erected in any public place.
- 3.2.4 Clause 3.2.3 does not apply where the Regional Manager of the New Zealand Transport Agency has approved the erection of election signage on land classified as state highway where the speed limit is 70kph or above.
- 3.2.5 Election signage must not be mounted on any vehicle, trailer or other such device.
- 3.2.6 Election signage must not be erected adjacent to a road which will:
  - Obstruct the line of sight of any corner, bend, intersection or vehicle crossing.
  - Obstruct, obscure or impair the view of any traffic sign or signal.
- 3.2.7 Within areas where the posted speed limit is 70kph or above, election signage must be located at least 200 metres from intersections, bends in the road and from any regulatory signs.

#### **3.3 Requirements for the content of election signage**

- 3.3.1 Individual election signs must not exceed 3 square metres in area, nor extend more than 3.0 metres above the ground.
- 3.3.2 Election signage must not:
  - (a) be made of, or have affixed to it, any reflective material;
  - (b) be internally illuminated by any means;
  - (c) be externally illuminated by any artificial lighting that is designed specifically to illuminate the signage;
  - (d) be similar to or the same as any traffic sign in its shape and colour;
  - (e) be liable to be mistaken for a traffic sign;
  - (f) have information displayed by means of a flashing or revolving mechanism;

- (g) have, or have affixed to it, any moveable part intended to draw attention to the signage;
  - (h) contain any changing, retroreflective or digital images or text.
- 3.3.3 Lettering contained on any election signage must not be less than:
- (a) 120 mm in height where the signage is installed in any place visible from a road with a speed limit less than 70km/h;
  - (b) 160 mm in height where the signage is installed in any place visible from a road with a speed limit of 70km/h or more.
- 3.3.4 The spacing between lines of text must be not less than 50mm.
- 3.3.5 The provisions set out in clauses 3.3.3 and 3.3.4 do not apply to:
- (a) lettering on any party logo displayed if the logo has been registered by the Electoral Commission under section 67A of the Electoral Act 1993;
  - (b) the statement included, as required by section 221 of the Electoral Act 1993, setting out the true name of the person for whom or at whose direction it is published and the address of his or her place of residence or business.

#### **3.4 Timeframe for erection of signage**

- 3.4.1 Signage for local elections shall not be erected more than six (6) weeks before the event, nor remain erected more than one (1) week following completion of the event. Local election signage is not required to be removed prior to election day.
- 3.4.2 Under the Electoral Act 1993, signage for general elections can be displayed nine (9) weeks before election day and must be removed by the close of the day before election day.

#### **3.5 Applying for approval of signage**

- 3.5.1 All election signage requires a permit from the Gore District Council and such signage must not be erected until a permit has been issued.
- 3.5.2 Details of the location, dimensions, design and content require the approval of the Gore District Council.
- 3.5.3 Permits are to be sought by lodging an "Application for permit to erect Electioneering Signs" on the prescribed form (a copy of which is attached as Appendix 1), together with details of the location, dimensions, design and content of the election signage. Permit Applications can be lodged electronically or by hard copy.
- 3.5.4 There are no fees required in lodging an "Application for permit to erect Electioneering Signs".
- 3.5.5 On been satisfied that the proposed election signage conforms with all aspects of this Policy, the Council will issue a permit. The Council endeavours to process all applications within five (5) working days.
- 3.5.6 It is the responsibility of the person or organisation erecting the election signage to ensure the requirements of all relevant legislation are complied with. The issuing of a Permit does not guarantee such compliance.

### **3.6 Non compliance**

- 3.6.1 The Gore District Council can remove a sign immediately that is either unsafe or does not meet the requirements of this Policy. Such removal will be at cost to the person or organisation that sought approval to erect the signage.
- 3.6.2 Where election signage is considered by the Council not to comply with this Policy, the person or organisation that sought approval to erect the signage will be contacted directly by the Council and requested to resolve the issue. This must be resolved within one (1) day of contact.
- 3.6.3 If the non-compliance continues beyond 1 day, the offending sign will be removed by the Council.

### **4. Review**

This Policy will be subject to a review by the Council of its effectiveness and efficiency following each and every local and parliamentary election, but not a by-election. If that review highlights any deficiencies in the Policy then a further revision of its content will be undertaken.

Similarly, if any changes are made to the relevant legislation impacting on this Policy, then that too will trigger a revision of the content of the Policy.

### **5. Enquiries**

Any enquiries or further information in relation to this Policy should be directed to Planning Services at the Gore District Council:

By email to: [planning@goredc.govt.nz](mailto:planning@goredc.govt.nz)

By telephone to: (03) 209 0330

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# Application for permit to erect Electioneering Signs

I (name in full), \_\_\_\_\_ hereby make application to place electioneering signs on the sites listed on this form. I attach:

- A plan showing the exact location of the each sign.
- Details of the signs for each site. *(Note that signs must not exceed 3 square metres in size).*
- The written approval of the land owner. *(Note that signs are not to be erected on Council owned land or local road reserves.)*
- The written approval of NZ Transport Agency (NZTA) where the sign located on a state highway.

My contact details are as follows:

Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email:

\_\_\_\_\_

Phone (daytime):

\_\_\_\_\_

Cellphone:

\_\_\_\_\_

I understand and agree to comply with the provisions of the Gore District Council Electioneering Signs Policy and with the requirements of Section 113 of the Local Electoral Act 2001. Any sign not complying with those requirements can be removed by Council at my expense.

Signature:

\_\_\_\_\_

Date:

\_\_\_\_\_

**Note: Council staff will endeavour to process all applications with one week of lodging. No signs shall be erected prior to receiving written approval of Council.**

**Site 1**

Location:

Owner's Name:

**For Office Use Only**

Approved/Declined:

Date:

Sign No.:

**Site 2**

Location:

Owner's Name:

**For Office Use Only**

Approved/Declined:

Date:

Sign No.:

**Site 3**

Location:

Owner's Name:

**For Office Use Only**

Approved/Declined:

Date:

Sign No.:

**Site 4**

Location:

Owner's Name:

**For Office Use Only**

Approved/Declined:

Date:

Sign No.:

**Site 5**

Location:

Owner's Name:

**For Office Use Only**

Approved/Declined:

Date:

Sign No.: