

Sandwich Boards, Verandah signs and flags

If you're looking to put up smaller signage such as sandwich boards and veranda signs or flags please see our Public Places Bylaw booklet.



A Guide to

Commercial Signage

(Ruapehu District Plan)

District Plan Rules for Commercial Advertising

Zone:	Rural	Residential	Urban Settlement	Commercial and Industrial	Commercial Along SH4, National Park
Shall not exceed in area	3.0m ²	0.5m ²	3.0m ²	Unlimited Size	3.0m ²
Signs per site	One	One	One	One single or double-sided freestanding on each street frontage	Double-sided freestanding on each street frontage
Height - attached to building - shall not exceed	Height of building by 1m	Height of building by 1m	Height of building by 1m	Height of building by 1m	Height of building by 1m
Height - if freestanding - shall not exceed	15m or 2m plus distance from boundary	7.5m or 2m plus distance from boundary	7.5m or 2m plus distance from boundary	8m in height	3m in height

Special Conditions

Rural Zone - Visibility	Shall not be located within 20m of any road intersections.				
	Shall be erected to present an unrestricted view to the motorist as per the table below				
	Speed Limit (km)	50	70	80	100
	Limit Visibility (m)	80	130	175	250
Commercial Zone along State Highway 4, National Park	Shall be of an alpine style and character design.				
	Shall be made of stone, timber or materials approved by Council.				
	Colours to be recessive and not highly reflective.				
	Landscaping, including alpine plants and rocks around the base, is encouraged.				



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Why the Fuss?

Signage is an important part of the district. However, Council needs to make sure that the positive outcomes of signage, such as providing information and advertising local goods and services, doesn't come at the expense of other things like traffic safety and pleasant looking places.

What is a "Sign"?

A sign is defined as:

Any display or other advertising device intended to attract attention which is visible from a public place and shall include a motor vehicle, trailer and the like and any board, hoarding or similar structure which supports or contains the sign.

A commercial advertising sign is defined as:

Signs designed to inform the public of a good, product or service available from an enterprise and includes signs advising of shops, recreational opportunities, accommodation, industries, services such as banks and real estate agents and providers of regular recreational products such as ski fields and mountain bike and river products. Commercial signs include signage associated with local body elections.

There are some exclusions to this including:

- Advertising within a retail display window.
- Sandwich boards less than 1.5m in height in the Commercial Zone (these are covered by the Public Places Bylaw- please call Council for details).
- Signs on letterboxes less than 0.25m².

The Rules

The requirements and rules for commercial advertising signs vary with the different zoning within the District.

To be erected without the need for a resource consent signs must meet all of the following rules. The sign must:

- Be located on the site of the business.
- Not exceed the height and size permitted in the zone.
- Not be located in the road reserve.
- Not be retroflective, or have flashing or revolving lights. (Note: there are exceptions to this within parts of the Commercial and Industrial Zones.)
- Comply with the rules in the relevant Zone below.

Getting a Resource Consent

If your sign cannot meet one or more of the requirements that apply to the sign, then resource consent is required.

Resource Consent Application Forms and Affected Persons Consent Forms are available from Council offices or on Council's website.

The application will generally need to include:

- A completed application form.
- Written approval from all of the landowners where the sign is to be located.
- In some cases written approvals from neighbours may also be needed.
- Written approval from NZTA if adjoining a State Highway.
- A Certificate of Title (less than three months old and can be ordered from Council).
- Description of the signage proposal, including information on what the sign is for, duration, any illumination or lighting, details of other signs on surrounding properties and anything else you believe would be helpful.
- Plans showing:
 - » Dimensions.
 - » Design including the colour, logos and wording of the sign.
 - » Landscaping around the base of the sign if in National Park.
 - » A 'to scale' site plan showing the location on site of the sign, the road and any buildings and vehicle crossings in close proximity to the sign.
- Required deposit (per Fees and Charges Manual). Sometimes further information may be required.

