

Signage information

A sign is a great way to get your message out, but it's important that it's also safe for people on the roads and footpaths and that it's appropriate for the environment and surrounding area. This quick guide to the rules will help show you what signs you can put up in different areas.

The full list of rules is available at the Civic Centre in Liardet Street, our service centres in Waitara, Inglewood and Bell Block or in the Part Operative District Plan on npdc.govt.nz/DistrictPlan.

If your signs fall outside of these rules, you might need to apply for a resource consent.

Check the Part Operative District Plan to see which zones apply to your property.

No signs are permitted in road reserve without prior approval from NPDC (and New Zealand Transport Agency (NZTA) - Waka Kotahi if it's on a state highway)."

Minimum lettering sizes

Regulatory speed limit of adjoining road *Km/hr*	**Main message** *Minimum lettering height (mm)*	**Secondary message** *Minimum lettering height (mm)*
0-50	150	75
51-70	200	100
71-80	250	125
81-100	300	150

Temporary signs

Maximum timeframes

For community events, occasions or services: Six months before event, removed seven days post event.

For temporary activities: One month before, removed three days post activity finish.

Construction sites: Six months before commencement of works, removed seven days post completion.

Electioneering: Nine weeks before election date and removed within one day of election day.

Designs standards

Commercial and Mixed-Use Zones, General Industrial Zone:

1. Maximum number of signs per site: one;
2. The sign must be either freestanding or affixed to a building;
3. Maximum sign face area: 5m²; and
4. Maximum height above ground level: 4m.

Residential Zones, Rural Zones, Open Space and Recreation Zones, Special Purpose Zones:

1. Maximum number of signs per site: one;
2. The sign must be either freestanding or affixed to a building;
3. Maximum sign face area: 3m²; and
4. Maximum height above ground level: 4m.

Permanent freestanding signs

Third party signs (means a sign unrelated to or not

associated with services, products or events available or occurring on the site on which the sign is located):
Not permitted without resource consent unless in City Centre Zone or Town Centre Zone.

Design standards

Commercial and Mixed Use Zones, General Industrial Zone, Hospital Zone:
Sites adjoining an entrance corridor road:

1. the sign must be a minimum of 2.5m above any footpath;
2. the sign must be setback at least 0.5m from the kerb of a road or road boundary;
3. maximum number of signs per site: one;
4. maximum sign face area: 5m²; and
5. maximum sign height above ground level: 5m.

All other sites:

1. the sign must not be within the Heritage Character Area;
2. the sign must be a minimum of 2.5m above any footpath;
3. the sign must be setback at least 0.5m from the kerb of a road or road boundary;
4. maximum number of signs per site: one, except where:
    a. the site has more than one road frontage, in which case the maximum number of signs per site is two, provided each sign is located on a different road frontage; or
    b. a site has more than 20m of road frontage, in which case freestanding signs are limited to a maximum of two; and
5. maximum sign face area: 5m²; and
6. maximum sign height above ground level: 5m.

Rural Production Zone, Airport Zone, Major Facility Zone, Port Zone:

1. Maximum number of signs per site: one;
2. Maximum sign face area: 3m²; and
3. Maximum sign height above ground level: 3m.

Open Space and Recreation Zones:

1. Maximum number of signs per site: one;
2. Maximum sign face area: 2m²; and
3. Maximum sign height above ground level: 3m.

Residential Zones, Rural Lifestyle Zone, Future Urban Zone, Māori Purpose Zone:

1. Maximum number of signs per site: one;
2. Maximum sign face area: 1m²; and
3. Maximum sign height above ground level: 2.5m.

Maximum signage area for signs attached to buildings

Commercial and Mixed Use Zones, General Industrial Zone:
Maximum signage area: 20% of the area of each road-fronting building façade, provided the signs are attached for their full width and length to the road-fronting façade(s) of the building, or painted directly onto the road-fronting façade(s) of the building.

Open Space and Recreation Zones, Airport Zone, Hospital Zone, Major Facility Zone, Port Zone:
Maximum sign area: 3m², provided there is a maximum of one sign per site for each road frontage.

Rural Production Zone:
Maximum sign area: 5m², provided there is a maximum of one sign per site for each road frontage.

Residential Zones, Rural Lifestyle Zone, Māori Purpose Zone, Future Urban Zone:
Maximum sign area: 1m², provided there is a maximum of one sign per site for each road frontage.

Illumination of signs

All internal illumination or external lighting of a sign must:

1. not exceed a luminance of 800cds/m² between dusk and dawn;
2. be designed to reduce any glare or direct view of the light source when viewed by an observer at ground level 2m or more away from the sign; and
3. not use an upwardly facing light source.

For more information:
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New Plymouth District Council