



REAL ESTATE ADVERTISING SIGNS IN PAPAKURA

Guidelines for Real Estate Companies

The Papakura district plan contains rules for temporary real estate signs in the district. The rules limit signs to place and size.

Council has established the following acceptance guidelines for real estate company signs. Council encourages real estate companies to follow these guidelines because they allow a more contemporary marketing of properties and reduce the need for enforcement of signs under the rules of the district plan.

The district plan currently allows a temporary sign advertising the sale or lease of a property, on that property at 0.5m² in residential zones and 3m² in other zones.

General Guidelines

Temporary signs

All real estate signage is temporary

(this means that Council will accept real estate signage as detailed below for a period not exceeding 6 months. Council will require the removal of signs after this time.)

Non Complying signs

Non complying real estate signage will not be permitted without a resource consent.

(This means that signs that are not anticipated by these guidelines or the district plan will be permitted only after the granting of a discretionary activity resource consent. This includes but is not limited to flashing, scrolling, illuminated, animated signs or automated digital signage).

Sold Stickers

Sold stickers or labels will be accepted by Council to be placed over a real estate sign and left in place for a period of one calendar month.

(this allows the company to advertise its sales success for a period of time. Council expects that the company or the new owner will remove the signs completely within a month of the sales and purchase agreement becoming unconditional)

Flags and Bunting

Flags and bunting are permitted outside the property of the site being marketed on an open home or auction day provided:

- Flags and bunting do not create a traffic hazard
- Flags are secured and located on the kerbside of the road
- Wheel flags and poles are located on the left side of a vehicle.
- Flags and bunting is displayed outside a property no more than two hours before and one hour after the sales/marketing event.
- No more than three flags are displayed
- Flags are no larger than 2m²

(This gives the companies an ability to promote sites without creating a risk to the traffic environment)

Off site 'remote' directional advertising

Council will permit small arrow style directional advertising near corners to give people direction to sites that are not easily identified off main roads. Council will not accept large format advertising on street corners for sites that are a distance away, or attachment of signs to public street furniture and trees, poles, sign posts etc.

(this means that in rural areas especially where properties are marketed for sale and are off main roads, some direction is given in a safe and practical way that maintains the street scape and reduces the risk of accidents)

Standard Signs

Size

Maximum size of any field sign in any residential zone: **0.5m²**

Maximum size of any field sign in any other zone: **3m²**

(this means a standard 'coreflute' sign that advertises the site and which is not a picture sign or large format auction/tender sign).

Must advertise the property rather than the company or its agents

(this means that the sign must be given over to advertising the property rather than general advertising for the company or its staff – there is an allowance for agent details and picture/photo however the dominant details must be about the site being marketed)

Number

Coreflute / field signs: three per site.

No more than one per company – if no picture sign is installed.

*(this means you may install 1 coreflute as a sole agency **or** three different companies may install one sign each.)*

Where a picture sign is installed (see below) Council will allow up to two core flute signs, from different companies.

*(this means that a company may install a picture sign and a core flute sign, **or** that one company may install one picture sign and two **other** companies may install a coreflute sign each. This reduces the occurrence of multiple signs from 1 company on the same site).*

Location

Field signs must be located flush with (parallel to) the boundary of the property being marketed **or** be located at 90 degrees to and abutting the boundary, and extend no more than a metre from the boundary.

(this means that field signs will be attached to, or be flush with the boundary and will be located away from berms and kerbs. This will preserve the visual amenity and safety of street scape)

Field signs must be located 6m away from corners and be set back 3m from driveway entrances.

(This means that drivers of vehicles approaching or exiting corners will not have their visibility impaired and that people reversing from driveways will have a clear line of sight to the road. Pedestrians and mobility scooters etc will have unobstructed vision near corners and driveways)

Hangman, Gibbet style, or raised pole field signs must be located within the property or on the boundary.

(this allows small field signs to be installed on difficult sites)

Right of Ways

Right of way sites: a single coreflute sign with an arrow attached or clearly marked "R.O.W" is permitted near the driveway or may extend up to 1m onto the berm provided driver and pedestrian safety is not impaired.

(this means that a property that cannot be seen from the road can be identified in a safe manner)

Commercial and industrial zones

- Large 3m² field signs can cause severe driver distraction and visual obstruction.
- Care must be taken in the placement and location of these signs.
- Where a traffic hazard is created by the installation of any sign/s, Council will require the removal of the sign/s or may remove it /them and inform the company.

(Councils prime concern is traffic and pedestrian safety, careful location will reduce the risk of accidents and injury)

Picture Signs

Size

Maximum picture size is 1.8m by 1.2 m.

Maximum height of structure for picture signs is 2m

Maximum width is 1.5m

Must advertise the property rather than the company or its agents

(This means that picture signs must contain pictures and details of the property that is being marketed rather than contain general advertising for the company or its staff. Whole large format pictures of staff or the company livery are inappropriate. The sign may contain a small photo and agent details however the majority of the sign must be dominated by property pictures and details.)

Number

1 picture sign is permitted per property being marketed.

Location

Picture signs must be located within the property **or** located on the berm within 1m of the boundary of the property **or** located on, and flush with the property boundary.

(Council prefers that signs be located within a property where no fences or hedges impede, but will allow signs to protrude onto the berm by no more than 1m. This keeps signs off the front of the berm and kerbs and allows exposure of the site by a picture format sign).

Picture signs must be located 6m from corner and 3m from driveways *(this allows driver and pedestrian visibility and provides for the safety of footpath wheeled vehicles – prams, wheelchairs etc)*

Signs may be located portrait or landscape orientation.

Signs and their frames must be adequately fixed and secured so as to minimise any risk of the sign falling or collapsing onto people or property.

Peripheral wings and arrows or open home signs must be contained within the profile of the structure.

(this means that a single frame per property can be installed, including legs and supports, which may be 2m high and 1.5m wide. Within that frame a 1.8 x 1.2m picture advertisement and other associated information may be contained.)

Picture signs may be located 90 degrees to a boundary if they are within 1m of it, or they may be installed parallel to the boundary.

'V' signs or concertina style picture signs are acceptable where they are within 1m of the boundary and only 1 face of the sign can be seen at one time.

(This provides for a variety of orientations while preserving the streetscape and driver/pedestrian safety)

Where 1 picture sign is installed for a property being marketed, two other core flute signs may also be installed (see 'Standard Signs' above)

Large format Auction / Tender signs : residential zones

Signs that are not standard field signs or picture signs may be installed for the purpose of advertising a tender/auction at the same dimensions and in the same locations as those acceptable for picture signs, however:

- Council will not accept large format signs which advertise the company and or its agents rather than the event or site.
- Where in Councils opinion, the large format sign is advertising the company more than the auction/tender/or sales event, Council will require the sign to be removed or may remove it.

- Peripheral or additional signage must be attached to and be contained within the profile of the frame of the sign.
- Signs and their frames must be adequately fixed and secured so as to minimise any risk of the sign falling or collapsing onto people or property.

(This allows signs that are larger than standard field signs in residential zones for specific purposes such as auctions or tenders, is in keeping with the size and location acceptable for picture signs and reduces clutter)

Open Homes

Size

Open home or arrow style signs should be no more than 0.2m²

Number

1 open home sign where necessary near corners to give direction

Location

Open home signs must not be installed on corners or within 6 m of corners.

Signs should not be placed on berms, road reserve, roundabouts or any Council administered land in quantities or in places that create a visual detractor from the area or create a traffic hazard.

(this means that signs are permitted near corners to give direction, but that excessive trails or concentrations will not be permitted. Council will remove signs installed on roundabouts or that are considered to be dangerous to the traffic environment.)

Open home signs must be self supporting and not be attached or fixed to street furniture, trees, poles, posts etc.

(this allows the temporary installation of open home signs without damage to public furniture and prevents confusion or distraction of drivers by extraneous signs attached to existing poles and posts)

Open home signs or directional arrows may be installed 1 day before and must be removed within 1 day of the open home.

(this provides for adequate advertising of the event and prevents the occurrence of open home sign trails for extended periods before and after events. It reduces the visual impact on the streetscape)

Compliance and Enforcement

The baseline for compliance for the district is the District Plan.

Council expects companies to follow the above guidelines which are more permissive than the rules of the plan, but where non-compliance exists or continues or where traffic and pedestrian safety is at risk, Council will adopt a firmer approach.

Enforcement may be by way of:

- A request to remove a sign within an appropriate time frame for the circumstances
- the direct removal of signs by Council from public land that are considered to be non complying or creating a nuisance or hazard.
- The issue of an infringement notice of \$300.00 per infringement
- The issue of an abatement notice requiring certain actions to be performed
- Return of any sign/s upon payment of a fee of \$135.00
- Notification to the REINZ of the non compliance

Council expectations

Council supports and encourages business in the district and wishes to accommodate real estate advertising within the context of Councils regulatory role.

Where all companies are aware of and following the above guidelines, Council expects the real estate company advertising to be self regulating.

Companies, their agents and signs companies are responsible for the appropriate installation and maintenance of signs.

Where there is any issue over real estate signs or any doubt as to the meaning of the guidelines please call:

Allan Christensen 295 1394 or 0272 685 532 or

Petra Strydom 295 1347 or 0272 685 491

