

# Memo

11 July 2017

To: Cr Linda Cooper – Chair and Cr Wayne Walker, Deputy Chair, Regulatory Committee,  
Members - Regulatory Committee, Councillors

cc: Penny Pirrit – Director Regulatory Services

From: Max Wilde – Manager, Bylaws & Compliance

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Subject: Proposed Process for Identifying and Approving Community Event Advertising Sites under the Auckland Council Signage Bylaw 2015

This memorandum serves to advise the Regulatory Committee of the commencement of engagement with Local Boards to identify sites for the display of signs advertising community events and other public interest matters.

The Signage Bylaw 2015 (the bylaw), provides for the regulation of signage visible from a public place and the Auckland transport system.

The Regulatory Committee has the power to make resolutions for the approval of public sites to display community event signage, and to apply appropriate controls (GB/2016/237). Further, Auckland Transport has delegated the authority to Auckland Council to administer and enforce the bylaw for signage that is on Auckland Transport controlled land, or visible from the Auckland Transport system.

Issues arising from the placement of community event signage to which local board input will be sought include:

- location of sufficient sites to satisfy demand
- minimising the temporary impact of election signage on the promotion of community events
- lessening the impact of sign clutter in some areas on visual amenity.

Staff will engage with each Local Board on the selection of appropriate sites for use of community event signage. The outcome will be reported back to the Regulatory Committee, including options for site locations and potential control measures.

Consultation will begin in August 2017 and options reported to the Regulatory Committee in November 2017

Max Wilde  
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