

Te Pou Pānui | Rotorua Event Signage Stations

Event advertising sign design and print specifications

The Rotorua Event Signboard Stations (Te Pou Pānui) are provided by RotoruaNZ to help event organisers promote events and to keep the community informed about exciting events taking place in Rotorua.

The stations are in locations that have Council or NZTA approval and meet the requirements under the District Plan and Signs on Roads Bylaw.

The Rotorua Event Signboard Stations are a cost and time effective way for the community to safely advertise their events in line with local regulations and without the need to obtain a resource consent. This does not preclude an event organiser obtaining a resource consent should they wish to do so.

Sign size and design

To ensure relevant Waka Kotahi NZ Transport Agency and Council Signs on Roads Bylaw 2015 permissions are met, designers must ensure that signs do not create a distraction for motorists and the text is legible for drivers travelling within the advertised speed limit.

It is important that the content follow the design instructions below:

- The signs must be made from corflute and be 1600mm high by 1200mm wide (portrait) and be 5mm thick (based on a standard sheet corflute). The frames have been designed to hold this material and size.
- The sign writing must be neat and easily read from the road.
- The minimum font size for text is 150mm.
- The content must not mimic the wording, graphics, shape or colour of an official traffic sign.
- Colours must not be too bright e.g. no fluorescent colours.
- The design should follow the 1/3x1/3x1/3 rule (see below) with a simple background image or clear space between each third.

Examples of an appropriate design:



For more information

📞 07 351 7151

✉️ marketing@rotoruanz.com



SAMOA

VS FIJI

**6 SEPT
ROTORUA
STADIUM**



Tarawera
Ultra-Trail
New Zealand

BY **UTMB**

14 - 15 FEB

14

21

50

102

MILER



**TE TANGI
A TE TŪI
SUN 10 AUG**

**SIR HOWARD
MORRISON CENTRE**

Conditions and enforcement:

RotoruaNZ reserves the right to reject or remove signs that do not meet the design and print specifications or are deemed to be inappropriate to RotoruaNZ or inconsistent with the original intent of the signboards.

The Rotorua Event Signboard Stations are checked regularly by RotoruaNZ officers. These officers have the authority to remove and dispose of signs according to the following:

Remove and dispose a sign that:

- contravenes conditions of the signed booking agreement
- have not been officially booked and confirmed by Council
- is offensive in nature (due to original print or graffiti)

Council retains the right to remove for collection by the owner any signs where:

- The event or any related event requirements have not been met with RotoruaNZ
- Signboard booking, printing and/or installation payment has not been made
- The event has been cancelled or postponed
- The details are incorrect
- The Corflute or paint/print used reflects sunlight or headlights that may cause driver distraction

RotoruaNZ reserves the right to exercise discretion when deciding to remove a sign. RotoruaNZ will ensure the Contractor installs and removes signs with every care, but is not responsible for any damage to or the loss of a sign.

It is important that our community adheres to signage rules set by RotoruaNZ via the District Plan and also the Signs on Roads Bylaw 2015. Please ensure that you do not place event signage on road reserve or other non-consented sites. This may include private property. Please contact RotoruaNZ if you're unsure about where your event sign can be placed.

For more information

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