

Sandwich board rules

Summary

- Work through the attached flow chart to determine if you're eligible for a licence.
- Contact the Council to arrange for an inspection of your site (no application forms required).
- If appropriate, you may be issued with a "footpath use licence" allowing you to use a sandwich board in accordance with the rules.
- If your board doesn't comply with the rules, as of September 2007, you will receive warning notices. Owners who don't respond to these warnings may have their boards confiscated and may be charged a fee.
- If you've been using a sandwich board without following the rules, and continue to do so, you're now likely to face consequences.
- Wellington City Council wants sandwich board owners to effectively self-manage boards. It's up to owners to show that self-regulation is working and that no further controls are necessary.

What are the rules?

Sandwich boards are covered by Wellington City Council's Footpath Management Policy, which was updated and adopted in March 2007, effective 1 July 2007. The new policy is available at www.Wellington.govt.nz/plans/policies/footpath/footpath.html

What do you need to do?

Simply work through the flow chart attached to determine if you may be eligible for a licence.

- If you think you qualify for a licence, contact the Council on 499 4444 to arrange for an officer to visit your location.
- If the flow chart indicates that a sandwich board licence may not be suitable, either because of the board design or location, you shouldn't use a sandwich board.

Where there are several organisations wanting to use a sandwich board at the same premises (e.g. outside shopping malls) the Council will work with the affected people and the property owner to develop a compliant solution, such as shared signage on one sandwich board or a directory sign.

What happens if a licence is issued?

The Council will provide a "footpath use licence" sticker when they visit your premises, accompanied by an invoice (if relevant). The sticker must be placed on the board and the board must always be placed in accordance with the policy. This means that retailers must ensure that all their employees (including new recruits) who place the boards on the footpath are aware of the rules.

Any licence that is issued and subsequently used in a non-compliant manner will be revoked and the board may be confiscated, resulting in additional costs to the owner.

What happens to non-compliant boards?

Normally, the Council's audit officers will come in and discuss the matter. If necessary, a non-compliance notice may be issued. Any repeat non-compliance will result in the board being confiscated. Board owners will be issued with an invoice for \$150 (plus GST) for each confiscation, regardless of whether the board is returned or not.

Any questions?

Call 499 4444 or visit www.Wellington.govt.nz

Use this flow chart to determine whether you may* be eligible for a sandwich board licence

Questions about your location	Options	Reasons for rules
Will the sandwich board be placed on the public footpath? Yes	No	Sandwich boards placed on private property don't require a licence but may require permission from the property manager (e.g. for malls). They should be placed safely and not in doorways or access paths.
With your sandwich board placed in line with other obstructions, is the remaining clear unobstructed footpath width outside your premises at least: • 4 metres for Lambton Quay or Willis Street; or • 3 metres for Manners Street, Manners Mall, Cuba Street, Cuba Mall or Courtenay Place; or • 2 metres for all other locations? Yes	No	You'll need to consider an alternative to having a sandwich board. Options could include a smaller board, a shared directory sign mounted on an existing pole, a sign suspended from the awning – or you may not be able to use a sign. You shouldn't use a sandwich board until you have discussed options with the Council.
Is there a bus stop, taxi stand, disability park or pedestrian crossing directly outside your premises? No	Yes	Please contact 499 4444.
Will your sandwich board be the only sandwich board placed outside your premises? Yes	No	Locations where pedestrians frequently cross the kerb or have accessibility needs should be kept clear of obstructions for safety reasons. Excess boards at a location can create obstacles for pedestrians trying to cross the road or access car parks and give the street an untidy, cluttered appearance.
Questions about your board	Options	Reasons for rules
Is the total height of the board, including base, equal to or less than 900mm? Yes	No	You'll need to modify or replace the board so that it fits the required dimensions.
Is the width of your sandwich board, measured at any location including the base, equal to or less than 600mm? Yes	No	The streetscape is limited in width and in the event of an emergency the Council may need to remove sandwich boards. Oversize boards are difficult to move and could cause problems such as visibility issues for traffic (e.g. drivers may not see small children waiting to cross the road).
Is the board weighted so that it can't easily be moved by wind or people? Yes	No	Additional weight could be attached.
Is the base a substantially different colour from the pavement? Yes	No	A highlighting strip could be attached.
For folding boards, does it lock in the open position? Yes or N/A	No	A locking clasp could be attached.
Is the board free from sharp edges, protrusions or moving parts? Yes	No	You'll need to modify the board to make it safe.
You may* be eligible for a sandwich board licence.		* Most applicants who reach this point will be eligible for a licence. All applications will be consistently and fairly considered in light of factors such as pending changes to the footpath, other street furniture and other applications received in the vicinity.

If you have an item that doesn't fit the description or dimensions of a sandwich board (e.g. flags, flower pots, welcome mats or menu boards) or if your location or board don't qualify for a licence according to the chart but you'd still like a licence:

- Follow the flow chart above to determine what aspects may not comply with the Footpath Management Policy.
- Prepare additional information in support of your proposal specifically addressing the aspects that don't comply with the policy and highlighting how the proposed item fits the principles of the policy, i.e. to prioritise footpath space for safe and efficient pedestrian movement while contributing to the character and vibrancy of our public spaces.
- Obtain a photograph or design sketch of the proposed item if appropriate.
- Contact the Council on 499 4444 to discuss your proposal.