

## DISTRICT-WIDE MATTERS

# SIGN – Signs

*Signs* are an important part of commercial and promotional activities. The role of a *sign* is predominantly to promote or draw attention to an activity or an event. *Signs* are often auxiliary to another activity, however can still generate adverse *effects* on the *environment*. These *effects* can be attributed to mostly visual amenity, but can also adversely affect the efficient operation of the transport network.

It is critical to ensure all *signs* are managed appropriately to avoid, mitigate and remedy potential adverse *effects* on the *environment*. Legislation can require that hazard or risk identification and *site* safety signage is provided on a *site*. For avoidance of doubt, these *signs* are not controlled by the Plan, provided the legislative requirements are met.

## Objectives

<b>SIGN-O1</b>	To ensure the erection of any <i>sign</i> does not result in adverse <i>effects</i> on the visual <i>amenity values</i> of the <i>environment</i> .
<b>SIGN-O2</b>	To ensure <i>signs</i> do not detract from the safety of <i>road</i> users and pedestrians.

## Policies

<b>SIGN-P1</b>	To maintain the low frequency of signage existing in the District by restricting the number, size and type of <i>signs</i> erected to ensure visual amenity is maintained.
<b>SIGN-P2</b>	To restrict the illumination of <i>signs</i> to ensure adverse amenity <i>effects</i> from glare, light spill or distractions to <i>road</i> users and the surrounding <i>environment</i> are avoided.
<b>SIGN-P3</b>	To distinguish between permanent and <i>temporary signs</i> and provide for them separately given the difference in their duration.

<b>SIGN-P4</b>	To manage the location, appearance and frequency of <i>temporary signs</i> to ensure they are of limited duration.
<b>SIGN-P5</b>	To manage the cumulative <i>effect</i> of a proliferation of advertising <i>signs</i> on rural amenity.
<b>SIGN-P6</b>	To ensure signage is in keeping with the character of the area or <i>building</i> where it is located.
<b>SIGN-P7</b>	To ensure the erection of advertising <i>signs</i> is only on the <i>site</i> where the activity is occurring.
<b>SIGN-P8</b>	To ensure that only <i>official signs</i> and information <i>signs</i> are located within the <i>road</i> reserve.
<b>SIGN-P9</b>	To restrict the number, size and type of <i>signs</i> erected to ensure safety of <i>road</i> users and pedestrians.
<b>SIGN-P10</b>	To avoid the use of trivision or flashing <i>signs</i> where this could lead to <i>road</i> user distraction.
<b>SIGN-P11</b>	To avoid distraction to <i>road</i> users from the occurrence of <i>signs</i> not relating to an activity undertaken on the <i>site</i> .

## Rules

Rules in this chapter apply District-wide and the chapter needs to be read in conjunction with the District Plan maps, relevant appendices and provisions of the applicable *zone*.

### Advice Note:

HH-Historic Heritage includes Rule HH-R10 and HH-ST5 for the assessment of signage on significant historic built heritage, and this standard refers to compliance with SIGN-R1 and SIGN-R2. Policy HH-P9 which sits in the Historic Heritage Chapter provides an additional policy for the assessment of signs on significant historic built heritage.

## Permitted Activities (PER)

The following are a Permitted Activity provided that they comply with the standards in SIGN-ST1 to SIGN-ST3 below:

<b>SIGN-R1</b>	<i>Signs and official signs</i>
<b>SIGN-R2</b>	<i>Temporary signs</i>

## Standards for Permitted Activities

<b>SIGN-ST1</b>	<i>Signs</i> located within the <i>road</i> reserve must comply with the following standards:	
	<b>SIGN-ST1.1</b>	One information <i>sign</i> and one official “welcome to” <i>sign</i> erected at each entrance to a township.
	<b>SIGN-ST1.2</b>	No <i>sign</i> may result in visual obstruction or cause confusion for <i>road</i> users, pedestrians or cyclists.
	<b>SIGN-ST1.3</b>	The maximum <i>sign face area</i> of an information <i>sign</i> or official “welcome to” <i>sign</i> must not exceed 3m <sup>2</sup> . Where a <i>sign</i> is double sided, it may have 3m <sup>2</sup> on each <i>sign face area</i> .
	<b>SIGN-ST1.4</b>	One <i>sign</i> placed on the footpath per business premise in the Town Centre and Mixed Use Zones. These <i>signs</i> must:
		<b>SIGN-ST1.4.a</b> not exceed 0.8m <sup>2</sup> in size, and
		<b>SIGN-ST1.4.b</b> relate to a product, service or event offered within the premises and must only be placed adjacent to the kerbline outside the premises that they relate to.

	<b>Guidance Note:</b> <i>Signs</i> on roads will also need approval from the New Zealand Transport Agency or the <i>Council's</i> Roading Team.	
<b>SIGN-ST2</b>	Except as provided for in SIGN-ST1 and SIGN-ST3, all signs must comply with the following standards:	
	<b>SIGN-ST2.1</b>	One <i>sign</i> may be displayed per <i>site</i> . This includes any <i>sign</i> that is freestanding, or is written on or affixed to a <i>building</i> .
	<b>SIGN-ST2.2</b>	<i>Signs</i> must relate to the predominant activity on a <i>site</i> , or be associated with an activity otherwise permitted by this Plan or Resource Consent has been granted.
	<b>SIGN-ST2.3</b>	A <i>sign</i> may be LED, backlit or spot lit but must not be flashing, animated, trivision, or contain revolving lights or lasers.
	<b>SIGN-ST2.4</b>	Any <i>sign</i> that is LED, backlit or spot lit must not result in light spill into any adjoining property zoned General Residential.
	<b>SIGN-ST2.5</b>	No <i>sign</i> may be painted or located on a <i>building</i> roof.
	<b>SIGN-ST2.6</b>	<i>Signs</i> must not obstruct the clarity of <i>official signs</i> .
	<b>SIGN-ST2.7</b>	<i>Signs</i> must not create an obstruction or cause safety concerns for <i>road</i> users.
	<b>SIGN-ST2.8</b>	<i>Signs</i> must also comply with any permitted activity conditions of the <i>zone</i> in which it is located in.
	<b>SIGN-ST2.9</b>	The maximum <i>sign face area</i> of any sign must not exceed 0.6m <sup>2</sup> , except that <i>signs</i> within the Town Centre and Mixed Use Zones and General Industrial Zone must not exceed a maximum <i>sign face area</i> of 3m <sup>2</sup> .
	<b>Guidance Note:</b> The Town Centre and Mixed Use Zones, Stadium Zone and the Special Development Zone have additional signage provisions contained in the relevant zone chapters.	
<b>SIGN-ST3</b>	All <i>Temporary Signs</i> must comply with the following standards:	
	<b>SIGN-ST3.1</b>	The maximum <i>sign face area</i> of any <i>sign</i> must not exceed 1.5m <sup>2</sup> , except for electioneering <i>signs</i> which must not exceed a maximum <i>sign face area</i> of 3m <sup>2</sup> .

<b>SIGN-ST3.2</b>	The erection of a <i>temporary sign</i> must not be for more than two months in any 12 month period.
<b>SIGN-ST3.3</b>	<i>Signs</i> must not create an obstruction or cause safety concerns for <i>road</i> users.
<b>SIGN-ST3.4</b>	<i>Signs</i> must not be located on <i>Council</i> property or within the legal <i>road</i> reserve.
<b>SIGN-ST3.5</b>	A <i>sign</i> may be LED, backlit or spot lit but must not be flashing, animated, trivision, or contain revolving lights or lasers.
<b>SIGN-ST3.6</b>	Any <i>sign</i> that is LED, backlit or spot lit must not result in light spill into any adjoining property.
<b>SIGN-ST3.7</b>	<i>Signs</i> must not obstruct <i>official signs</i>
<b>SIGN-ST3.8</b>	<i>Signs</i> for electioneering are only permitted in the two month period prior to the election, and must be removed before the day of the election.
<b>SIGN-ST3.9</b>	<i>Signs</i> for sporting events, public meetings, galas, market days, and other recreational and festive events must only be permitted in the two month period prior to the event, and must be removed no later than one week after the conclusion of the activity.
<b>SIGN-ST3.10</b>	All <i>signs</i> must be removed from the <i>site</i> no later than one week after the completion of the activity or event the <i>sign</i> was promoting.
<b>SIGN-ST3.11</b>	Only one <i>sign</i> advertising the sale, rent or auction of a property must be located on the property to which they relate and must be removed no later than one month after settlement.

## Discretionary Activities (DIS)

**SIGN-R3**

Any *sign* that does not meet the *Permitted Activity* standards SIGN-ST1 to SIGN ST3, or is not specifically provided for in this Plan, shall be a *Discretionary Activity*.