



16.0 SIGNS

16.1 Introduction

Signs play an important role in the commercial and social life of the District, giving information regarding public services, providing directions, identifying places, and advertising goods and services.

Resources such as the landscape, visual amenity, and transport systems, can be potentially adversely affected by the erection of inappropriate signs. Therefore objectives and policies have been developed to ensure that signs do not detract from the visual amenity of an area and do not compromise traffic safety.

16.2 Objectives

- 16.2.1 Promotion of the special features and facilities (including resources) of the District.
- 16.2.2 An environment in which signs do not detract from the visual amenity and character of the immediate and surrounding area.
- 16.2.3 Traffic safety is not compromised by visual distractions such as inappropriate signs.

16.3 Policies

- 16.3.1 To minimise any potential adverse effects of signs by developing performance standards to control the location, number, size, and design characteristics of signs.
- 16.3.2 To allow all traffic and directional signs throughout the District as permitted activities subject to performance standards.
- 16.3.3 To allow limited directional signs for community and commercial activities.
- 16.3.4 To provide for temporary signs as permitted activities subject to performance standards.
- 16.3.5 To encourage the use of international symbols for signage purposes.
- 16.3.6 To allow sandwich board signs subject to performance standards.
- 16.3.7 To require advertising signs to be located on the site to which they relate.



16.4 Methods to Achieve Objectives and Policies

The following identifies the methods that are to be used to achieve the objectives and policies contained in this section of the District Plan:

16.4.1 General

- (i) The objectives and policies relating to signs are to be achieved by way of Specific Rules for all zones. A wide range of signs are allowed as permitted activities subject to performance standards. All other signs will be dealt with as discretionary activities.

Refer to all Policies in Section 16.3

- (ii) Where any signage using Maori words, terms, or symbols etc, is to be erected, it is advisable to consult tangata whenua to ensure accuracy and cultural appropriateness.
- (iii) Signs within the State Highway road reserve are controlled by the Transit New Zealand Bylaw 1987/3. The effect of this bylaw is that no person may erect a sign within the road reserve without the written consent of Transit New Zealand. This bylaw does not apply within 50 kph speed restriction areas. Any person who wishes to erect a sign within the State highway road reserve should contact Transit New Zealand.
- (iv) Transit New Zealand has produced a document "Planning for a Safe and Efficient State Highway Network Under the Resource Management Act 1991" which includes guidelines as to the minimum letter height required for signs in different road speed environments. Reference should be made to this document.
- (v) Transit New Zealand will be encouraged to use international symbols for the signposting of services and amenities for travellers within the District.

Refer to Policy 16.3.5.

16.4.2 Specific Rules

Rule A For the purposes of this section of the District Plan, the following definitions shall apply:

Advertising Signs: mean any sign established for the purposes of advertising or promoting a good or service and can include stating a name, profession, occupation, trade, property name, prices and rates.



Directional Signs: means all signs established for the purposes of directing traffic or pedestrians, and includes the following:

- (i) all Traffic Directional Signs erected by the relevant Road Controlling Authority.
- (ii) all Directional Signs established purely for the purposes of directing traffic and/or pedestrians.
- (iii) road and traffic safety signs.

Electoral Signs: means signs erected for the purpose of gaining support for a political party or individual candidate in a public election including Council elections and Parliamentary elections.

Informative Signs: means all signs established for the purposes of providing information to the general public in relation to a reserve, historic site or feature, church, school, hospital, nursing home or community building or required by statute. Signs for the purpose of providing information to the general public in relation to forest ownership, silvicultural operations, or risk awareness also fall within this definition.

Sandwich Boards: means all signs consisting of one or two boards of a free standing or easel type nature, normally located on a public footpath or road reserve immediately adjacent to the premises to which it relates for the purposes of advertising.

Temporary Signs: means all signs established for the purpose of advertising a single forthcoming temporary event including garage sales; jubilees; the sale or auction of real estate; advertising of cultural, religious, educational, community and sporting events; and does not include advertising business activities. Signs for the purpose of providing information to the general public in relation to forest ownership, silvicultural operations, or risk awareness also fall within this definition.

Total Maximum Signage Area Per Site: means the combined total area of all types of signage on a site excluding a sandwich board sign.



Rule B The following signs shall be permitted activities throughout the District in the zones specified provided that they comply with the performance standards detailed in this rule and the Performance Standards for signs in Rule C below:

Type of Sign (*)	Zone	Total Maximum Signage Area Per Site	Maximum Number of Signs
Advertising Signs	Residential	0.75m ²	1
	Rural, Airport Protection, and Hydro-Electric Power Generation	3.0m ²	2
	Commercial Fringe and all Industrial	1 free standing sign per road frontage up to 12m ² in each direction (maximum two directions) and up to 10m ² of ancillary signage. One additional sign not exceeding 20m ² attached to and within the physical building dimensions of the walls or facias of the building. Signs on verandahs: Maximum height of 2m and maximum area of 12m ² .	No limit
	Commercial Core and Neighbourhood Retail zone	No limit on signs on or attached to and within the physical building dimensions of the walls or fascias of the building. Signs on verandahs: Maximum height of 2m and maximum area of 12m ² .	No limit
Sandwich Boards	Rural, Commercial and Industrial	0.5m ² each side	1
On-site Directional Signs	All zones	0.5m ² per sign	No limit
Traffic Directional Signs erected by the relevant Road Controlling Authority	All zones	No Limit	No limit
Temporary Signs	All zones	3m ² per sign	6
Electoral Signs	All zones	3m ² per sign	10 per party inclusive of its list candidates. 10 per candidate for a constituency comprising at least part of the district. 10 per local body candidate.
Informative Signs	All zones	No Limit	No limit

(*) See definitions of signs in Rule A above.



Rule C Performance Standards for Signs

The following Performance Standards apply to all permitted activities, and will be used as a guideline when assessing applications for Discretionary Activities.

(i) Location of Signs

All Advertising and Informative Signs shall be located on the site to which they relate except for Sandwich Board Signs which may be located on adjoining footpaths of District roads or State Highways in accordance with Transit New Zealand's Signs on State Highways bylaw 1987/3.

Temporary Signs may be located on or over any site.

(ii) Height of Signs

Signs shall comply with all bulk and location requirements specified for the zone in which the sign is to be located (excluding front yard requirements).

(iii) Duration of Temporary Signs

The limits on the duration of all temporary signs are as follows:

Temporary Signs for Public Elections: May be erected up to three months prior to polling day and shall be removed prior to polling day.

Temporary Signs for the Sale or Auction of Real Estate: No limit on duration provided that once the property is sold, signs shall be removed within one month.

Temporary Signs Advertising Cultural, Religious, Educational, Community and Sporting Events: May be erected for a period not exceeding 1 month prior to the event and shall be removed within seven days after the event occurs.



Temporary Signs Advertising Jubilees or Centennials: May be erected for a period not exceeding 6 months over a 12 month period prior to the event and shall be removed within seven days after the event occurs.

(iv) **Illumination of Signs**

That illuminated, moving and animated signs be permitted in any commercial or industrial zone provided that no flashing signs shall be a permitted activity in any zone.

(v) **Sign Maintenance**

The owner of a sign shall be responsible for ensuring that it is well maintained.

Rule D Every sign not provided for as a Permitted Activity shall be deemed to be a Discretionary Activity in every zone.

Rule E In relation to signs, the following criteria shall be used when considering an application for Resource Consent for a Discretionary Activity in addition to the criteria for assessing resource consents in Section 5 (Administration):

- (i) the degree of compliance with the performance standards for signs specified in Rules B and C above.
- (ii) the adequacy of measures to avoid or mitigate any adverse effects (including cumulative effects) created by the activity, and in particular, the effects on the visual amenity and traffic safety in the vicinity.

16.5 Principal Reasons

Council recognises that signs have an important function as a communication tool within the District. In addition to advertising goods and services, they also identify places, provide information about essential services and community facilities, and direct and control traffic. However, the importance of this communication role needs to be balanced against the potential impact that signs can have on the surrounding environment, more specifically on the safety of traffic and the amenity values of the area.



To recognise and provide for these objectives, Council has established a set of performance standards. For example, the Residential Zone has a stricter set of controls than other zones on the size and number of signs to assist in maintaining a high level of visual amenity. Similarly, in the Reserves Zone, there are strict restrictions to protect the appearance of special landscape, cultural and recreational features. Signs also have the potential to adversely affect the safe and efficient movement of vehicles, and therefore Council has included rules which are intended to ensure that hazardous situations are avoided.

16.6 Anticipated Environmental Results

The intended outcome in relation to signs is that business and community activities should be allowed to erect signs which promote the facilities and commercial activities of the area in a manner that does not detract from the visual amenity of the area or compromise traffic safety.