

## 8.7 SIGNS

### 8.7.1 BACKGROUND

Signs are an important element of the District, providing information on public services, identifying places of interest and advertising goods and services.

Adequate provision therefore needs to be made for the erection of signs. The types of signs to be provided for being directional, on site signs, and temporary signs. This need has to be balanced against the need to protect the amenities of the District and to maintain traffic safety.

Controls are therefore required on the location, number, size, type and nature of signs, to the extent necessary to address these issues.

In the absence of a signs bylaw, the District Plan will deal with both the safety and aesthetic aspects of signs located on private property and on road reserves.

Transit New Zealand is developing guidelines under which it, as the road controlling authority for State Highways, will provide recognised tourist activities with signs on the highways themselves.

Non statutory methods of controlling and managing signs are undertaken through voluntary promotional schemes such as Freshlook and Mainstreet. In certain circumstances, the control on signs is designed to achieve other objectives such as the protection of architecturally important and/or interesting building facades.

### 8.7.2 RESOURCE MANAGEMENT ISSUES

Signs are a necessary element for the promotion and functioning of activities in the District. However they can generate significant effects on amenities and traffic safety, which require management.

### 8.7.3 ANTICIPATED ENVIRONMENTAL RESULTS

The District Plan seeks to achieve a simple, readily applied regime for signs that:

- ⌘ Has minimal controls in the Town Centre and Industrial zones, while protecting the amenities of surrounding non Town Centre and Non-Industrial zones; and
- ⌘ Limits the number of signs erected in non Town Centre and Non-Industrial zones so as to protect the amenities of those zones; and
- ⌘ Provides for "non residential" activities in the Township zone, to erect signs that do not significantly detract from the amenities enjoyed by their residential neighbours; and
- ⌘ Does not provide for the erection of signs in specifically identified areas of particular sensitivity (eg Conservation (Indigenous Forest) zone); and
- ⌘ Does not compromise traffic safety.

This is to be achieved, while adequately informing visitors of the services, facilities and attractions available in the District and providing for commercial operations to advertise their existence.

### 8.7.4 OBJECTIVES AND POLICIES

#### Objective 1

*To ensure there is a balance between the need to provide information and the need to ensure that signs do not adversely affect the natural and physical environment or the amenity values of the District.*

#### Policies

Objective 1 will be achieved by the implementation of the following policies:

1. Requiring all signs to be located on the subject site, except approved temporary, directional and off site signs.
2. Limiting the number and impact of signs by placing controls on the size, type, number and location of signs.
3. Providing for temporary signs while ensuring that they do not remain on individual sites for excessive periods of time.
4. Providing for directional signs relating to tourist attractions.
5. Requiring signs to be consistent with the amenities of the environment and the scale of the surrounding buildings.
6. Avoiding signs which obscure or detract from important visual aspects of the District, such as scenic views of the coast, rivers, landscape features or buildings of architectural or historic value.
7. Encouraging the amalgamation of signs onto one structure and/or the establishment of community notice boards providing travellers with information on public utilities and services and community facilities and attractions.
8. Encouraging a high standard of sign maintenance and appearance and ensuring signs are concise and legible.

#### Objective 2

*To ensure that signs do not create traffic hazards nor impair the efficient functioning of State Highways and District Roads.*

#### Policies

Objective 2 will be achieved by the implementation of the following policies:

1. Ensuring signs do not:
  - ⌘ Obstruct driver's vision.
  - ⌘ Cause confusion or distraction for drivers.
  - ⌘ Create a situation which is hazardous to the safe movement of traffic.
2. Controlling the location of rotating, illuminated and/or flashing signs.
3. Allowing the Road Controlling Authority to erect necessary directional, safety and road name signs.

### Reasons for All Objectives and Policies

1. "Functional" signs which enable people to be made aware of potential hazards, move around the District or find specific properties, have to compete for people's attention due to signs displayed for other purposes (mainly advertising). To allow those "functional" signs to carry out their purpose, the number, size, location and style of the other signs needs to be controlled.
2. In the commercial areas of the District, signs are an integral and essential part of the visual make up. They can add vibrancy and excitement to those areas.
3. The District is traversed by a number of State Highways (including the Scenic Route), which many tourists use. Signs to direct and attract tourists to features (historic, cultural, economic or other) are required.
4. Roads are a significant resource that when operated effectively, efficiently and safely, contribute to the economic and social wellbeing and the health and safety of the community.

Inappropriate signs have the potential to undermine this function.

Land transport is not only a major user of fuel resources, but emissions contribute to the Greenhouse effect. Signs which facilitate efficient traffic movements also contribute to reducing the effects of emissions.

### 8.7.5 METHODS TO IMPLEMENT OBJECTIVES AND POLICIES

The principal method by which Council will implement the above objectives and policies through the District Plan is by the use of Rules to control the location, size, number and type of signs.

Council recognises that with respect to the State Highway network, Transit New Zealand has a statutory role to control and manage signs on the road reserve. Consultation with Transit New Zealand will be required as part of approving any sign not located in the road reserve but which may have an effect on the efficiency and safety of that roading network.

Consultation with bodies having specific sign requirements (eg Tourist Industry, Automobile Association) will be undertaken. Amendment to the Rules to allow for such signs may arise from this consultation and this will be assessed through the plan change process. Mainstreet and Freshlook type programmes will be used as one way to control and manage signs in the main town centres.

#### Reasons

1. Refer to Section 2.0 which sets out Council's main reasons for adopting a Rule based approach to the achievement of objectives and policies.
2. Past experience with sign matters has identified that the "backup" of clear enforceable rules is required. Education and information dissemination, as well as incentives to coordinate signs are good non-statutory methods to use in addition to rules.

### 8.7.6 GENERAL RULES - APPLICABLE TO ALL SIGNS IN ALL ZONES

#### 8.7.6.1 Application of District Plan Rules

The rules relating to signs set out in the District Plan shall apply to all signs located on private property and all signs located on road reserves.

### 8.7.6.2 Purpose of Signs

All signs shall relate to activities authorised under the District Plan and shall be located on the site to which they relate, unless otherwise provided for within the District Plan or by means of a resource consent.

### 8.7.6.3 Contents of Signs

Unless otherwise provided for within the District Plan all signs shall relate to the name of the property or premises or the goods and services, or business available from the property or premises on which the sign is located, or be used to direct traffic on that site.

### 8.7.6.4 Siting of Signs in Karangahake Gorge Scenic Corridor and Coastal Environment Policy Areas

Signs shall not protrude above the skyline or disrupt significant views. Existing vegetation and/or the land form is to be used to form a natural backdrop. Alternatively a backdrop is to be created using tree planting of species commonly found in the area.

### 8.7.6.5 Non Complying Activities (Refer to Rule 8.7.7.4)

Provision has not been made for the following types of sign:

1. Signs animated by means of flashing, blinking or travelling lights, or other means not providing constant illumination.
2. Signs intensely lit so as, in the Council's opinion, to constitute a nuisance or hazard to vehicular traffic, pedestrians or adjacent uses.
3. Signs obscuring or detracting from important visual aspects of the District such as visual landmarks, or buildings of architectural or historic value.

Accordingly, these signs above are non complying activities.

### 8.7.6.6 Sign Maintenance

The Council may seek consent to allow the removal of any sign which, in its opinion, is offensive, poorly constructed, poorly painted, poorly maintained, obsolete or is in any other way detrimental to the amenities of the area in which it is sited or to the area from which it can be seen.

### 8.7.7 ACTIVITIES

#### 8.7.7.1 Permitted Activities

The following are permitted activities and shall comply with the performance standards specified for each activity:

1. In all zones except the Conservation (Wetland) and (Indigenous Forest) and Reserve (Active) and (Passive).

#### A. Official And Regulatory Signs Erected By Or Approved By The Road Controlling Authority.

#### B. Neighbourhood Watch Signs

Subject to compliance with the following performance standard:

≤ Maximum area of each sign 0.5m<sup>2</sup>.

**C. Community Welcome to Towns and District Signs**

Subject to compliance with the following performance standards:

- ✍ One sign maximum per entrance road.
- ✍ Maximum area of each sign 4m<sup>2</sup>.
- ✍ Must be located on private property.
- ✍ Must be located:
  - ✍ a minimum of 300 metres from any major intersection (Arterial/State Highway, Collector/Arterial)
  - ✍ a minimum of 200 metres from any other intersection
  - ✍ a minimum of 50 metres from any other sign
  - ✍ a minimum of 200 metres from any other road feature which requires full driver attention, such as sharp bends in the road.

**D. Temporary Signs for Auctions, for the Sale of Land/Buildings and for Trades/Consultant's Signs on Construction Sites**

Subject to compliance with the following performance standards:

- ✍ Maximum area of each sign 3m<sup>2</sup>.
- ✍ Must be located on the subject property.
- ✍ To be removed within seven days of completion of the activity.
- ✍ Must be located:
  - ✍ a minimum of 300 metres from any major intersection (Arterial/State Highway, Collector/Arterial)
  - ✍ a minimum of 200 metres from any other intersection
  - ✍ a minimum of 50 metres from any other sign
  - ✍ a minimum of 200 metres from any other road feature which requires full driver attention, such as sharp bends in the road.

(Note: Refer to Rule 8.7.6.4 for siting of signs in the Karangahake Gorge Scenic Corridor and Coastal Environment Policy areas).

2. Signs in addition to 1. above, for each listed zone

**A. Residential Zone**

- ✍ One sign on the subject site, not exceeding 1m<sup>2</sup> in area, for each activity that is a permitted activity in the Residential zone or for which a resource consent has been granted.

**B. Rural Zone**

- ✍ One sign per stall/market place, not exceeding 3m<sup>2</sup> in area - to be located on private property at the entrance to the stall/market place.
- ✍ Not more than two directional signs indicating the proximity of a stall/market place, not exceeding 0.25m<sup>2</sup> per sign, located a maximum of 200 metres from the entrance to the stall/market place.

These may be located on land other than that on which the stall/market place is located.

- ✍ One sign, on the subject site, not exceeding 1.5m<sup>2</sup> in area, bearing the occupier's and/or property's name.
- ✍ One sign, on the subject site, not exceeding 1.5m<sup>2</sup> in area, for each activity that is a permitted activity in the rural zone or for which a resource consent has been granted.

(Note: Refer to Rule 8.7.6.4 for siting of signs in the Karangahake Gorge Scenic Corridor and Coastal Environment Policy areas).

**C. Rural - Residential**

- ✍ One sign, on the subject site, not exceeding 1.5m<sup>2</sup> in area bearing the occupier's name and/or property's name.
- ✍ One sign per stall, not exceeding 3m<sup>2</sup> in area - to be located on private property at the entrance to the stall.
- ✍ Not more than two directional signs indicating the proximity of a stall, not exceeding 0.25m<sup>2</sup> per sign, located on private property a maximum of 200 metres from the entrance to the stall.

These may be located on land other than that on which the stall is located.

**D. Flood Ponding**

- ✍ One sign, on the subject site, not exceeding 1.5m<sup>2</sup> in area bearing the occupier's name and/or property's name.

**E. Conservation (Indigenous Forest) and (Wetland)**

- ✍ Road-directional, traffic safety, or name signs erected by the Road Controlling Authority.
- ✍ One sign at each public access to the reserve, not exceeding 3m<sup>2</sup> in area, bearing the name of and information relating to the reserve.

**F. Reserve (Passive) and (Active)**

- ✍ Official and regulatory signs erected or approved by the Road Controlling Authority.
- ✍ Temporary signs
  - ✍ Relating to activities to take place on the subject reserve. These are not to exceed 3m<sup>2</sup> in area each and shall be erected no more than three months prior to the event and removed within seven days of the event.
  - ✍ Erected in conjunction with specific events. These shall not be erected more than one day prior to the event and shall be removed on the day following the event.
- ✍ One sign for each club or code not exceeding 4m<sup>2</sup> in area attached to the building used by the club or code on the reserve or where there is no building, the sign may be freestanding, displaying the name of the club(s) (or codes) using the building and playing fields/courts, and their sponsors.

- ✍ One sign at each public entrance to the reserve, not exceeding 3m<sup>2</sup> in area, displaying the name or particular use of the reserve.

- ✍ Signs for commercial advertising/sponsors signs. These shall be located so that they are visible primarily to spectators of and participants in events on the reserve, and, in the case of sports field/court surrounds shall be attached to the surrounds so as to face towards the field/court. These signs shall not exceed 2m<sup>2</sup> in area each.

**G. Marae Development**

- ✍ One sign for each activity that is a permitted activity in the Marae Development zone, or for which a resource consent has been granted. Such signs are to be attached to one sign board structure with a maximum cumulative total area of signs of 3m<sup>2</sup>.

#### **H. Township**

☞ One sign, on the subject site, not exceeding 1.5m<sup>2</sup> in area for each activity that is a permitted activity in the township zone or for which a resource consent has been granted.

#### **I. Town Centre, Industrial (Light) and (Heavy)**

☞ Signs related to permitted activities and activities for which a resource consent has been granted.

☞ No limit on size or number of signs attached to a building on the subject site other than along or adjacent to a residential zone boundary PROVIDED THAT:

☞ Signs do not protrude more than 1 metre above the roof line of the building.

☞ Under verandah signs must maintain a minimum of 2.6 metres clearance between the bottom of the sign and the footpath and a minimum horizontal clearance of 0.5 metres from the kerb line.

☞ No limit on the number of free standing signs, PROVIDED THAT:

☞ Freestanding signs are not to exceed a total of 12m<sup>2</sup> in area

☞ Along or adjacent to a residential zone boundary.

☞ No limit on number of signs.

☞ The cumulative total area of all signs relating to any one site facing the residential zone shall not exceed 8m<sup>2</sup>.

☞ All signs must be attached to a building or be located on the subject site, with the exception of one sandwich board or other freestanding sign per business which may be located on the footpath. Each face of the sign is not to exceed 1.0m<sup>2</sup> in area.

In the case of a business on a corner site, one sandwich board or freestanding sign can be located on each of the two frontages.

#### **8.7.7.2 Controlled Activities**

The following are controlled activities, and shall comply with the performance standards specified for each sign below, and shall be assessed in relation to the criteria specified in Rule 8.7.7.2 A below.

In all zones except the Conservation (Forest) and (Wetland) and Reserve (Passive) and (Active).

##### **1. Temporary Signs for:**

- ☞ Elections.
- ☞ Community events, festivals, galas, reunions, bazaars, and the like.

Subject to compliance with the following performance standards:

- ☞ Maximum area of each sign 3m<sup>2</sup>.
- ☞ To be erected no more than three months prior to event and removed within seven days of event.

Must be located:

- ☞ A minimum of 300 metres from any major intersection (Arterial/State Highway, Collector/Arterial).
- ☞ A minimum of 200 metres from any other intersection.
- ☞ A minimum of 50 metres from any other sign.

- ☞ A minimum of 200 metres from any other road feature which requires full driver attention, such as sharp bends in the road.

##### **2. Name Boards for:**

- ☞ Schools.
- ☞ Churches.
- ☞ Museums.
- ☞ Marae.
- ☞ Public halls.
- ☞ Hospitals.
- ☞ Libraries.
- ☞ Other community facilities.

Subject to compliance with the following performance standards:

- ☞ One sign maximum per road frontage.
- ☞ Maximum area of each sign 1.5m<sup>2</sup>.
- ☞ Must be located on the subject property.

Must be located:

- ☞ A minimum of 300 metres from any major intersection (Arterial/State Highway, Collector/Arterial).
- ☞ A minimum of 200 metres from any other intersection.
- ☞ A minimum of 50 metres from any other sign.
- ☞ A minimum of 200 metres from any other road feature which requires full driver attention, such as sharp bends in the road.

##### **A. Assessment Criteria for Controlled Activities**

The following will be used to assess a controlled activity:

1. To what extent does the sign create a potential traffic hazard due to its siting or orientation.
2. Are there other locations or ways in which the sign could be orientated or located that would reduce the potential for the sign to create a traffic hazard.

#### **8.7.7.3 Discretionary Activities**

The following are discretionary activities, and where they comply with the performance standards specified for each sign below, shall be assessed in relation to the criteria specified in Rule 8.7.7.3.A below.

1. All signs other than those provided for as permitted or controlled activities in Rules 8.7.7.1 and 8.7.7.2 above.
2. Community Notice Board signs up to 5m<sup>2</sup> in area.
3. Tourist facility signs.

##### **A. Assessment Criteria for Discretionary Activities**

The following criteria will be used to assess a discretionary activity:

1. The relationship with the objectives and policies for signs.
2. The need for the sign.
3. The suitability of the location of the sign.

4. The need for the size of the sign.
5. The need for the type of signs.
6. The need for the number of signs.
7. The effects of the sign or signs on neighbouring properties.
8. The general conditions for signs.
9. The effects of the sign or signs on traffic safety.
10. The assessment criteria for controlled activities in Rule 8.7.7.2 A above.

#### **8.7.7.4 Non-Complying Activities**

1. Signs animated by means of flashing, blinking or travelling lights, or other means not providing constant illumination.
2. Signs intensely lit so as, in the Council's opinion, to constitute a nuisance or hazard to vehicular traffic, pedestrians or adjacent uses.
3. Signs obscuring or detracting from important visual aspects of the District such as visual landmarks, or buildings of architectural or historic value.