

7.6 SIGNS

7.6.1 BACKGROUND

- (1) 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 and this has to be balanced against the need to protect the amenities of the District and to maintain traffic safety.
- (2) Controls are therefore required on the location, number, size, type and nature of signs, to the extent necessary to address these issues. The District Plan deals with both the safety and aesthetic aspects of signs located on private property and on road reserves.
- (3) New Zealand Transport Agency, as the road controlling authority for state highways, will consider and authorise signs for recognised tourist activities according to the methods outlined in the Manual of Traffic Signs and Markings (MOTSAM) – Part 1: Traffic Sign.
- (4) 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.

7.6.2 RESOURCE MANAGEMENT ISSUES

- (1) Signs are a necessary element for the promotion and functioning of activities in the District. However they can create adverse effects on amenities and traffic safety, which require management.

7.6.3 OBJECTIVES AND POLICIES

(1) 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 resources or the amenity values of the District.

(a) Policies

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

- (i) Require all signs to be located on the subject site, except approved temporary, directional and off-site signs.
- (ii) Limit the number and impact of signs by placing controls on the size, type, number and location of signs.
- (iii) Provide for temporary signs while ensuring that they do not remain on individual sites for excessive periods of time.
- (iv) Provide for directional signs relating to tourist attractions. Require signs to be consistent with the amenities of the environment and the scale of the surrounding

buildings. Avoid 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.

- (v) Encourage 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.
- (vi) Encourage a high standard of sign maintenance and appearance and ensure signs are concise and legible.

(2) OBJECTIVE 2

To ensure that signs do not create traffic hazards or impair the efficient functioning of state highways and district roads.

(a) Policies

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

- (i) Ensure signs do not:
 - (1) Obstruct driver's vision.
 - (2) Cause confusion or distraction for drivers.
 - (3) Create a situation which is hazardous to the safe movement of traffic.

(b) Reasons for all Objectives and Policies

- (i) "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.
- (ii) 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.
- (iii) 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.
- (iv) 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, and are therefore controlled.
- (v) Land transport is not only a major user of fuel resources, but emissions contribute to the Greenhouse effect. Signs in accordance with relevant standards facilitate efficient traffic movements and will not adversely affect the function of roads, and hence also contribute to reducing the effects of emissions.

7.6.4 ENVIRONMENTAL RESULTS

- (1) A simple, readily applied regime for signs that imposes the appropriate and necessary controls to protect the amenity values of residential, rural and visually sensitive areas and to promote traffic safety.

7.6.5 GENERAL RULES - APPLICABLE TO ALL SIGNS IN ALL ZONES

(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 and public property and all *signs* located on *road* reserves.

(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.

(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*.

(4) SITING OF SIGNS IN KARANGAHAKE GORGE ZONE AND COASTAL ZONE

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.

(5) SIGN MAINTENANCE

Signs shall be maintained at all times with respect to their construction, painting, cleanliness and readability to ensure that the *sign* is in no way detrimental to the *amenities* of the area in which it is sited and/or to the area from which it can be seen.

Note: For the purpose of the *signs rules* refer to the definition of 'sign' in Section 4.

7.6.6 PERMITTED ACTIVITIES

The following are *Permitted Activities* and shall comply with the performance standards specified for each activity:

- (1) **IN ALL ZONES asset identification markers (such as the asset number of a power pole, transformer or bridge) and hazard identification signs, for network utilities.**

- (2) **IN ALL ZONES except Conservation (Wetland), Conservation (Indigenous Forest), Reserve (Active) and Reserve (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:
(i) Maximum area of each *sign* 0.5m².
- (c) **Community Welcome to Town and District Signs**
Subject to compliance with the following performance standards:
(i) One *sign* maximum per entrance *road*.
(ii) Maximum area of each *sign* 8m².
(iii) Must be located on private property.
(iv) Must be located:
(1) a minimum of 300 metres from any major intersection (*Arterial or Collector Road/State Highway, Collector Road/Arterial Road*)
(2) a minimum of 200 metres from any other intersection
(3) a minimum of 50 metres from any other *sign*
(4) 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:
(i) Maximum area of each *sign* 3m².
(ii) Must be located on the subject property.
(iii) To be removed within seven days of completion of the activity.
(iv) Must be located:
(1) a minimum of 300 metres from any major intersection (*Arterial or Collector Road/State Highway, Collector Road/Arterial Road*)
(2) a minimum of 200 metres from any other intersection
(3) a minimum of 50 metres from any other *sign*
(4) a minimum of 200 metres from any other *road* feature which requires full driver attention, such as sharp bends in the *road*.
- (e) **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* 1.5m².
- Must be located on the subject property.
- Must be located:
 - A minimum of 300 metres from any major intersection (*Arterial or Collector Road/State Highway, Collector Road/Arterial Road*).
 - 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*.

(3) SIGNS IN ADDITION TO (1) and (2) ABOVE, FOR EACH LISTED ZONE

(a) Residential, Low Density Residential & Flood Ponding Zone

- One *sign* on the subject *site*, not exceeding 1m² in area, for each activity that is a *Permitted Activity* in the Residential, Low Density Residential and Flood Ponding Zones or for which a resource consent has been granted.
- Internal *signs* required to provide directions, safety instructions and information for staff and visitors within any *site*, where not directly visible from a public *road*, for each activity which is a *Permitted Activity* or for which a resource consent has been granted.

(b) Rural, Coastal & Karangahake Gorge Zones

- Except for *produce stalls* and *produce markets* having access to a state highway: one *sign* per *produce stall* or *produce market*, not exceeding 3m² in area - to be located on the *site* of, and at the entrance to the *produce stall* or *produce market*.
- Except for *produce stalls* and *produce markets* having access to a state highway: not more than two directional *signs* indicating the proximity of a *produce stall* or *produce market*, not exceeding 0.25m² per *sign*, located a maximum of 200 metres from the entrance to the *produce stall* or *produce market*.

These may be located on land other than that on which the *produce stall* or *produce market* is located.

- One *sign*, on the subject *site*, not exceeding 1.5m² in area, bearing the occupier's and/or property's name.

- (iv) One *sign*, on the subject *site*, not exceeding 1.5m² in area, for each activity that is a *Permitted Activity* in the Rural, Coastal & Karangahake Gorge Zones or for which a resource consent has been granted.
 - (v) Internal *signs* required to provide directions, safety instructions and information for staff and visitors within any *site*, where not directly visible from a public *road*, for each activity which is a *Permitted Activity* or for which a resource consent has been granted.
- (c) **Conservation (Indigenous Forest) and Conservation (Wetland) Zones**
- (i) *Official* and *regulatory signs* erected or approved by the Road Controlling Authority.
 - (ii) One *sign* at each public access to the reserve, not exceeding 3m² in area, bearing the name of and information relating to the reserve.
 - (iii) Any directional, safety, public information *signs* approved and erected within any reserve area by or on behalf of the agency responsible for the reserve.
- (d) **Reserve (Passive) and (Active) Zones**
- (i) *Official* and *regulatory signs* erected or approved by the Road Controlling Authority.
 - (ii) Temporary *signs* relating to activities to take place on the subject reserve. These are not to exceed 3m² in area each and shall be erected no more than three months prior to the event and removed within seven days of the event.
 - (iii) Temporary *signs* 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.
 - (iv) One *sign* for each club or code not exceeding 4m² 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 code(s) using the playing fields/courts, and their sponsors.
 - (v) One *sign* at each public entrance to the reserve, not exceeding 3m² in area, displaying the name or particular use of the reserve.
 - (vi) *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 2m² in area each.
 - (vii) Any interpretative or other conservation related *signage* not exceeding 4m² in area per *site*, approved or erected within the *site* or on behalf of the agency responsible for the *site*.
 - (viii) Internal *signs* required to provide directions, safety instructions and information for staff and visitors within any *site*, where not directly visible from a public *road*, for each activity which is a *Permitted Activity* or for which a resource consent has been granted.

(e) Marae Development Zone

- (i) 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 3m².

(f) Town Centre, Township and Industrial Zones

- (i) *Signs* related to *Permitted Activities* and activities for which a resource consent has been granted, subject to compliance with the following performance standards:

- (1) No limit on size or number of *signs* attached to a *building(s)* on the subject *site* (except where the *site* adjoins or is adjacent to a residential zone – refer to (3) below), PROVIDED THAT:

- a. *Signs* do not protrude more than 1 metre above the roof line of the *building*;
- b. 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.

- (2) No limit on the number of free standing *signs* on the subject *site*, (except where the *site* adjoins or is adjacent to a residential zone – refer to (3) below), PROVIDED THAT:

- a. Freestanding *signs* are not to exceed a total of 12m² in area.

- (3) For *sites* which adjoin or are adjacent to a residential zone, there is no limit on number of *signs* attached to *buildings* or freestanding, PROVIDED THAT:

- a. *Signs* attached to *buildings* do not protrude more than 1 metre above the roof line of the *building*; and
- b. 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; and
- c. The cumulative total area of all *signs* (attached and freestanding) relating to any one *site* shall not exceed 8m².

- (4) 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 immediately outside the business premises. Each face of the *sign* is not to exceed 1.0m² 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*.

- (ii) Internal *signs* required to provide directions, safety instructions and information for staff and visitors within any *site*, where not directly visible from a public *road*, for each activity which is a *Permitted Activity* or for which a resource consent has been granted.

7.6.7 CONTROLLED ACTIVITIES

(1) **IN ALL ZONES except Conservation (Indigenous Forest), Conservation (Wetland), Reserve (Passive) and Reserve (Active)**

(a) Temporary *Signs* for elections, community events, festivals, galas, reunions, bazaars, community good campaigns and the like are a *Controlled Activity*, subject to compliance with the following performance standards:

(i) Maximum area of each *sign* 3m².

(ii) To be erected no more than three months prior to event and removed within seven days after the event.

(iii) To be erected for no more than three months for community good campaigns.

(iv) Must be located:

(1) A minimum of 300 metres from any major intersection (*Arterial or Collector Road/State Highway, Collector Road/Arterial Road*).

(2) A minimum of 200 metres from any other intersection.

(3) A minimum of 50 metres from any other *sign*.

(4) A minimum of 200 metres from any other *road* feature which requires full driver attention, such as sharp bends in the *road*.

(b) *Conditions* may be imposed in relation to the matters over which control has been reserved, as specified below:

Sign Size, Layout and Location

(i) Whether a larger sized *sign* would enable the information to be displayed more clearly and in a manner that promotes road safety.

(ii) The extent to which the lettering, layout and other information on the *sign* creates a potential traffic hazard due to its siting or orientation.

(iii) Whether there are 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.

7.6.8 RESTRICTED DISCRETIONARY ACTIVITIES

(1) There are no *Restricted Discretionary Activities*.

7.6.9 DISCRETIONARY ACTIVITIES

(1) The following are *Discretionary Activities* and shall be assessed in relation to the criteria specified in Section 7.6.12 below.

(a) All *signs* other than those provided for as *Permitted, Controlled* or *Non Complying activities*.

(b) Community Notice Board *signs* up to 5m² in area.

- (c) *Tourist facility signs.*

7.6.10 NON COMPLYING ACTIVITIES

- (1) *Signs* animated by means of flashing, blinking or travelling lights, or other means not providing constant illumination.
- (2) Any *signs* not otherwise provided for as a *Permitted, Controlled, Restricted Discretionary* or *Discretionary Activity*.

7.6.11 PROHIBITED ACTIVITIES

- (1) There are no *Prohibited Activities*.

7.6.12 ASSESSMENT CRITERIA FOR DISCRETIONARY ACTIVITIES

- (1) The following criteria will be used to assess a *Discretionary Activity* and shall be applied having regard to the number of *Permitted Activity* standards not complied with and the degree or extent of non-compliance.
- (a) The need for the *sign*.
 - (b) The suitability of the location of the *sign*.
 - (c) The need for the size, type and number of the *sign(s)*.
 - (d) The effects of the *sign* or *signs* on *amenity values* of neighbouring properties.
 - (e) The general *rules* for *signs*.
 - (f) The effects of the *sign* or *signs* on traffic safety.
 - (g) The matters over which control has been reserved in Rule 7.6.7 above.
 - (h) The comments of the appropriate road controlling authority.