



SIGNAGE - RULES

SG3.1 Rule Statement

The following rules shall apply to signage within any Zone. Consideration shall be given to the relevant rules and conditions for the Zone in which the sign is to be located, ~~along with any relevant Heritage Rules.~~ [These Rules shall also be read in conjunction with the Heritage Rules.](#)

Regard shall be had to all Objectives and Policies which may be relevant to any proposed activity subject to the provisions of this Rule. This includes, but shall not be limited to the Signage - Policy section and the applicable Zone Policy section.

Please note: All signs need to also comply with the Ruapehu District Council *Public Places Bylaw*.

SG3.2 Rules

SG3.2.1 Permitted Activities

The following signs are Permitted Activities in all zones provided they comply with the General Conditions outlined in section SG3.3 and the relevant Specific Conditions outlined in section SG3.4 below.

- (a) Traffic Control and Advisory signs
- (b) "Welcome To" signs
- (c) Signs associated with the disposal of land or premises
- (d) Temporary Signs
- (e) Signs required to be erected by statute
- (f) Signs identifying a site of special, scenic, historic or cultural interest
- (g) Warning signs related to aspects of public safety.
- (h) Commercial Advertising Signs
- (i) [Angler access/information signs.](#)
- (j) Information Signs in the Protected Areas Zone.

SG3.2.2 Restricted Discretionary Activities

The following activities are Restricted Discretionary Activities. Such activities may be considered without the need to obtain written approval from affected parties and without the need for notification.

Applications will be assessed and conditions imposed only in respect of the subject matter of the Assessment Criteria noted below the General or Specific Condition(s) with which the activity is unable to comply.

- (a) Any sign that is provided for as a Permitted Activity by Rule SG3.2.1 but fails to meet one or more of the General Conditions outlined in section SG3.3 or the Specific Conditions outlined in section SG3.4.

SG3.2.3 Non-Complying Activities

The following activities are Non-Complying Activities:



- (a) Any sign not specifically provided for in Rule SG3.2.1 and Rule SG3.2.2.
Relevant Objectives and Policies – SG2.2.2(a), SG2.2.3(e) and SG2.3.2(a)

SG3.3 General Conditions

Compliance with the following General Conditions is required for all Permitted Activities as outlined in Rule SG3.2.1 above.

SG3.3.1 Safety

(a) A sign shall not be constructed using retro-reflective material, except for traffic control signs authorised by a Road Controlling Authority.

~~A sign shall not be constructed using retro-reflective material.~~

Relevant Assessment Criteria: SG3.5.1(d) and (j)

SG3.3.2 Height

- (a) No sign shall exceed the height limit for the Zone in which it is located.
Relevant Assessment Criteria: SG3.5.1(a) - (k)

SG3.4 Specific Conditions

The following Specific Conditions shall apply to the Permitted Activities specified below.

SG3.4.1 “Welcome To” Signs

- (a) Size
(i) A ‘welcome to’ sign may be double sided and shall not exceed 3.0m² in area.
- (b) Number
(i) Only one “Welcome To” sign shall be erected at each entrance to any town, area, district, or region.
- (c) Nature
(i) A sign shall not contain commercial advertising material.

Relevant Assessment Criteria: SG3.5.1(a), (b), (c), ~~and (f)~~ and (h).

SG3.4.2 Any sign associated with the disposal of land or premises

- (a) Scale
(i) A sign shall not exceed 2.0m² in area.
- (b) Number
(i) One sign shall be erected, per real estate agency, per site.
Note: for the purposes of this Condition Real Estate signs include both private house sale signs and real estate signs.
- (c) Location



- (i) A sign shall be located on the land or a premise that is for sale or lease, and shall only be erected while the land or premises is for sale or lease.

Relevant Assessment Criteria: SG3.5.1(a), (b) (c), (d), ~~(f)~~ and (h)

SG3.4.3 Temporary Signs

- (a) Size
 - (i) A temporary sign shall not exceed 3.0m² in area.
- (b) Location
 - (i) A temporary sign shall not be erected anywhere within the District for a period exceeding eight weeks in any one calendar year and shall not be re-erected elsewhere in the District after the eight week period has lapsed.
 - (ii) A temporary signs shall not be erected within the road reserve unless the written the approval of either NZTA (in relation to State Highways) or Council (in relation to all other public roads).
- (c) Safety and Visibility
 - (i) A temporary sign shall be erected to present an unrestricted view to the motorist in accordance with Table 1 below.

Table 1: Visibility Distances

Regulatory Speed Limit (km/h)	Limit Visibility Distance (m)
50	80
70	130
80	175
100	250

- (ii) No temporary sign shall be located within 20 metres of any road intersection.

Relevant Assessment Criteria: SG3.5.1(a), (b), (c), (d), (f), ~~(k)~~ and (h).

SG3.4.4 Signs identifying a site of special, scenic, historic or cultural interest

- (a) Scale and Location
 - (i) Signs identifying sites of special, scenic, historic or cultural interest shall not exceed 0.5m² in area and shall be located on or as close as reasonable to where the site of interest is located.

Relevant Assessment Criteria: SG3.5.1(a), (g), (h) and (i)

SG3.4.5 Warning signs relating to aspects of public safety

- (a) Scale and Location
 - (b) Warning signs relating to aspects of public safety shall not exceed 3.0m² in area and shall be located on or as close as reasonable to the site of concern.

Relevant Assessment Criteria: SG3.5.1(a), (b), (c), ~~(j)~~ and (h).



SG3.4.6 Commercial Advertising Signs

(a) Scale

(i) All Zones

(1) No signage shall exceed the total site signage (m²) as specified for the Zone in which the site is located, in accordance with Table 2 below.

Table 2: Total Signage Area

<u>Zone</u>	<u>Total Site Signage (m²)</u>
<u>Rural</u>	<u>3.0</u>
<u>Residential</u>	<u>0.5</u>
<u>Commercial and Industrial*</u>	<u>Unlimited</u>
<u>Commercial Zone SH4 National Park</u>	<u>3.0m² per sign</u>
<u>Urban Settlement</u>	<u>3.0</u>
<u>Protected Areas</u>	<u>3.0</u>

<u>Zone</u>	<u>Total Site Signage (m²)</u>
<u>Rural</u>	<u>3.0</u>
<u>Residential</u>	<u>0.5</u>
<u>Commercial and Industrial</u>	<u>Unlimited</u>
<u>Urban Settlement</u>	<u>3.0</u>
<u>Protected Areas</u>	<u>3.0</u>

*
This condition does not apply to the Commercial Zone alongside SH4 State Highway 4, National Park.

(ii) Rural Zone, Residential Zone and Urban Settlement Zones

(1) ~~For sites within the Rural Zone, Residential Zone and Urban Settlement Zone, Only~~ one sign shall be erected per site.

(2) No signage shall exceed the highest point of the existing building by more than 1m.

(iii) Protected Areas Zone

(1) ~~For sites within the Protected Areas Zone, e~~ither one double sided sign or two single sided signs may be erected on any site frontage (in this context only, a site includes any area of land subject to a license to occupy).

(iv) Commercial and Industrial Zones

(1) No signage attached to a building shall exceed the highest point of the existing building by more than 1m.

(2) Only one single or double-sided freestanding sign shall be erected on each street frontage of a site.

(3) The maximum height of a single or double-sided free standing sign is 8m (except the Commercial Zone alongside SH4 State Highway 4 National Park)

(4) In the Commercial Zone alongside State Highway 4 National Park, the maximum height of a single or double-sided free-standing sign is 3m

~~(i) No signage shall exceed the total site signage (m²) as specified for the Zone in which the site is located, in accordance with Table 2 below.~~

Table 2: Total Signage Area

Zone	Total Site Signage (m²)
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Rural	3.0
Residential	0.5
Commercial and Industrial	unlimited
Urban Settlement	3.0
Protected Areas	3.0

~~(ii) No signage shall exceed the highest point of the existing building by more than 1m.~~

- (b) Location
 - (i) A sign shall only be erected on the site or building to which it relates, with the exception of election signs.
 - (ii) For sites within the Rural Zone, Residential Zone and Urban Settlement Zone, no sign shall be located within the road reserve.
- (c) Safety
 - (i) For sites within the Rural Zone, Residential Zone, Urban Settlement Zone and Protected Areas Zone, and the Commercial Zone along SH4 State Highway 4 in National Park, no sign shall be flashing or employ revolving lights.
 - (ii) For sites within the Commercial Zone and Industrial Zone, a sign located adjacent to a residential zone shall not be flashing or employ revolving lights. The only illuminated sign permitted adjacent to a residential zone shall be internally illuminated signs.
- (d) Visibility
 - (i) For sites within the Rural Zone, no sign shall be located within 20 metres of any road intersection.
 - (ii) For sites within the Rural Zone, any sign shall be erected to present an unrestricted view to the motorist in accordance with Table 3 below:

Table 3: Visibility Distances

Regulatory Speed Limit (km/h)	Limit Visibility Distance (m)
50	80
70	130
80	175
100	250

Advice Note:

Election signs also need to comply with Council's Bylaw on Election Hoardings.

Relevant Assessment Criteria: SG3.5.1(a), (b) (c), (d), (e), (f) and (g)

(e) Design: National Park

- (i) All free-standing signs shall be constructed of either:
 - (1) Timber.
 - (2) Stone.
 - (3) Another material painted or finished in visually muted, recessive colours, from the schedule of British Colours known as BS 5252 conforming to the following standards: Main body of sign – Reflectance Vale and Greyness Groups – the sign shall have a RV rating of no more than 60% for greyness groups A and B, and no more than 40% for greyness group C; and Any other material approved in writing by Ruapehu District Council.
- (ii) All signs which are painted shall be painted in colours:



- (1) [From Groups A to D of the British Standard 5252 colour range \(or equivalent colour range from an alternative colour chart\); or](#)
- (2) [Any other colours which use recessively toned paints and avoid paints with high light reflectance values approved in writing by the Council.](#)

[Note: The lettering of the sign is excluded from these requirements.](#)

[Advice Note:](#)

[The lettering of the sign is excluded from these requirements.](#)

[Any other colour or material approved in writing by Ruapehu District Council.](#)

[Advice Note:](#)

[Within National Park an Alpine character is encouraged. To achieve this Council encourages people to design signage to complement the wider National Park setting, for example, using alpine plants at the base of sign – which would also disguise the footings; and through the use of low gloss finishes on stains.](#)

SG3.4.7 Angler Access/Information Signs

- (a) [Scale and Location](#)
 - (i) [Angler access/information signs shall not exceed 1.0m² in area.](#)

[Relevant Assessment Criteria: SG3.5.1\(a\), \(b\), \(c\), \(d\), \(g\) and \(j\)](#)

SG3.4.78 Information Signs within the Protected Areas Zone

- (a) Scale
 - (i) A sign shall not exceed 3.0m² in area.
 - (ii) Either one double sided sign **or** two single sided signs may be erected on any site frontage (in this context only, a site includes any area of land subject to a license to occupy).

[Relevant Assessment Criteria: SG3.5.1\(a\), \(b\), \(f\), \(g\) and \(i\)](#)

SG3.5 Assessment Criteria

SG3.5.1 Restricted Discretionary and Non-Complying Activities

Restricted Discretionary Activities will be assessed only in respect of the Relevant Assessment Criteria applicable to the Conditions with which the activity was unable to comply.

Non-Complying Activities will be assessed against, but not limited to, the assessment criteria below.

- (a) The extent to which the scale and nature of the signage is compatible with the surrounding environment.
- (b) The effect of the signage on the amenity values of adjoining residentially zoned land and the surrounding environment.
- (c) The extent to which the signage is obtrusively visible from outside the site or zone.



- (d) The extent to which signage is likely to give rise to a distraction to motorists and pedestrians, or create situations which are hazardous or dangerous to road users.
- (e) The effect of any illuminated signage on motorists and adjoining properties.
- (f) The extent to which the signage creates visual clutter, particularly along major arterial roads.
- (j) The opportunity for signage to enhance local amenity values and character.
- (k) The extent to which signage is compatible with the scale and style of an identified heritage building.
- (l) The extent to which the signage is sympathetic to the character of the surrounding landscape
- (m) The extent of the potential health and safety risk.
- (n) The extent to which the potential effects associated with the sign will be temporary in nature.