

SIGNS

Signs are used for a variety of purposes, including providing directional information, warning of danger and advertising commercial operations.

In managing signs as a use of land the Council is required to fulfil the purpose of the Act. Therefore, the Council has balanced the positive effects of signs, and in particular commercial signs, against the adverse environmental effects of signs, including amenity values and traffic safety effects.

Within the District there are some areas which will be more sensitive to the adverse effects of signs than others. Sensitive areas include; Residential, Rural and Protected Areas Zones. Particular consideration must be given to the effects which will be produced in different areas.

SI 1.0 ISSUES

- (a) Signs creating visual distractions to motorists resulting in a lessening of traffic safety thereby causing an adverse environmental effect.**
- (b) Loss of amenity values in Residential, Rural and Protected Areas Zones as a result of the erection of signs.**

SI 1.1 OUTCOMES

- (a) Avoidance of the visual distraction of motorists achieved by avoiding the adverse environmental affects associated with the proliferation of signs.**
- (b) Maintenance of the quality of the environment.**

SI 1.2 OBJECTIVE

- (a) Avoidance of the effects of the proliferation of signs, including those effects on:**
 - (i) the quality of the environment**
 - (ii) amenity values**
 - (iii) road users safety**

SI 1.3 POLICIES

- (a) To ensure that only legitimate traffic control and advisory signs are sited within the road reserve.**
- (b) To distinguish between temporary and permanent signs due to the community function temporary signs fulfil and the difference in the duration of environmental effects.**
- (c) To provide for signs which are required to be erected by government statute.**
- (d) To avoid, remedy or mitigate the adverse environmental effects of the erection of signs on the transportation network.**

- (e) To ensure that the erection of signs dose not adversely affect the amenity values associated with the environment the sign is located within.

Explanation of Policies

The policies seek to provide for a range of signs of a type and in a location where the adverse environmental effects, including traffic safety, will be avoided, remedied or mitigated, and amenity values will be maintained thereby protecting the quality of the environment.

SI 2.0 METHODS

- (1) To provide information to the public which promotes good design practices for signs.
- (2) To require different standards for signs in the Residential, Commercial, Industrial, Rural and Protected Areas Zones due to the different characteristics of each environment.
- (3) To promote the use of recognised international signs with international symbols and explanatory words.

SI 3.0 RULES

SI 3.1 GENERAL

SI 3.1.1 Permitted Activities

The following are permitted activities in all zones.

- (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.

SI 3.1.2 Discretionary Activities (Restricted)

- (a) Any permitted activity specified in Rule SI 3.1.1 which cannot meet the relevant permitted activity conditions.

SI 3.1.3 Non-Complying Activities

- (a) Any sign not specifically referred to in Rules SI 3.1.1 and SI 3.1.2.

SI 3.1.4 Conditions For Permitted Activities

Compliance with the following conditions is required for the activity to be a permitted activity:

- SI 3.1.4a "Welcome To" Signs

- (1) Size
A sign may be double sided and shall not exceed 3.0m² in area.
- (2) Number
Only one “Welcome To” sign shall be erected at each entrance to any town, area, district, or region.
- (3) Nature
 - (a) A sign shall not contain commercial advertising material.
 - (b) A sign shall not be constructed using retro-reflective material.

SI 3.1.4b Any sign associated with the disposal of land or premises

- (1) Scale
A sign shall not exceed 2.0m² in area.
- (2) Location
A sign shall be located on the land or premises that is for sale, and shall only be erected while the land or premises is for sale.
- (3) Safety
A sign shall not be constructed using retro-reflective material.

SI 3.1.4c Temporary Signs

- (1) Size
A temporary sign shall not exceed 3.0m² in area.
- (2) Location
 - (a) A temporary sign shall not be erected anywhere within the District for a period exceeding six weeks.
 - (a) A temporary sign shall not be erected within any Residential Zone.
 - (b) A temporary sign shall not be located within the road reserve.
- (3) Safety and Visibility
 - (a) A temporary sign shall be erected to present an unrestricted view to the motorist in accordance with Table 1 below.

TABLE 1

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



- (b) No temporary sign shall be located within 20 metres of any road intersection.
- (c) A temporary sign shall not be constructed using retro-reflective material.

SI 3.1.4d Signs identifying a site of special, scenic, historic or cultural interest

(1) Scale and Location

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.

(2) Safety

Signs shall not be constructed using retro-reflective material.

SI 3.1.4e Warning signs relating to aspects of public safety

(1) Scale and Location

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.

(2) Safety

Signs shall not be constructed using retro-reflective material.

SI 3.1.5 Standards and Terms for Discretionary Activities (Restricted)

For Discretionary Activities (Restricted) compliance with the following standards and terms is required for an activity to be a Discretionary Activity (Restricted):

None.

SI 3.1.6 Matters over which the Council has Restricted the Exercise of its Discretion for Discretionary Activities (Restricted)

Any actual and potential effects on the environment of the activity due to the non-compliance of the activity with the permitted activity conditions, specifically including cumulative effects which may arise over time or in combination with other effects, but for the purposes of clarification, excluding those actual and potential effects on the environment that would result if the activity complied with all the permitted activity conditions.

SI 3.2 RURAL ZONE

In addition to the general rules the following rules apply to the Rural Zone:

SI 3.2.1 Permitted Activities

- (a) Commercial Advertising Signs
- (b) Information Kiosks within laybys

SI 3.2.2 Discretionary Activities (Restricted)

- (a) Any permitted activity specified in Rule SI 3.2.1 which cannot meet the relevant permitted activity conditions.

SI 3.2.3 Non-Complying Activities

- (a) Any sign not specifically referred to in Rules SI 3.2.1 and SI 3.2.2.

SI 3.2.4 Conditions for Permitted Activities

SI 3.2.4a Commercial Advertising Signs

- (1) Scale
 - (a) Any sign shall not exceed 3.0m² in area.
 - (b) Only one sign shall be erected per site.
- (2) Location
 - (a) Any sign shall be located outside the road reserve.
 - (b) A sign shall only be erected on the site or building to which it relates.
- (3) Safety and Visibility
 - (a) Signs shall be erected to present an unrestricted view to the motorist in accordance with Table 2 below.

TABLE 2

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

- (b) No sign shall be located within 20 metres of any road intersection.
- (c) No sign shall be constructed using retro-reflective material.
- (d) No sign shall be flashing or employ revolving lights.

SI 3.2.4b Information Kiosks within Laybys

- (1) Information Kiosks shall be designed so that information contained is not obtrusively visible from the carriageway.

SI 3.2.5 Standards and Terms for Discretionary Activities (Restricted)

For Discretionary Activities (Restricted) compliance with the following standards and terms is required for an activity to be a Discretionary Activity (Restricted):

None.

SI 3.2.6 Matters over which the Council has Restricted the Exercise of its Discretion for Discretionary Activities (Restricted)

Any actual and potential effects on the environment of the activity due to the non-compliance of the activity with the permitted activity conditions, specifically including cumulative effects which may arise over time or in combination with other effects, but for the purposes of clarification, excluding those actual and potential effects on the environment that would result if the activity complied with all the permitted activity conditions.

SI 3.3 RESIDENTIAL HIGH, RESIDENTIAL MEDIUM AND RESIDENTIAL LOW ZONES

In addition to the general rules the following rules apply to the Residential High, Residential Medium and Residential Low Zones:

SI 3.3.1 Permitted Activities

- (a) Commercial Advertising Signs

SI 3.3.2 Discretionary Activities (Restricted)

- (a) Any permitted activity specified in Rule SI 3.3.1 which cannot meet the relevant permitted activity conditions.

SI 3.3.3 Non-Complying Activities

- (a) Any sign not specifically referred to in Rules SI 3.3.1 and SI 3.3.2.

SI 3.3.4 Conditions for Permitted Activities

- (1) Scale

Any sign shall not exceed 0.5m² in area.

- (2) Location

- (a) A sign shall not be located on the road reserve.
- (b) Any sign shall only be erected on the site or building to which it relates.

- (3) Safety

- (a) No sign shall be constructed using retro-reflective material.
- (b) No sign shall be flashing or employ revolving lights.

SI 3.3.5 Standards and Terms for Discretionary Activities (Restricted)

For Discretionary Activities (Restricted) compliance with the following standards and terms is required for an activity to be a Discretionary Activity (Restricted):

None.

SI 3.3.6 Matters over which the Council has restricted the exercise of its discretion for Discretionary Activities (Restricted)

Any actual and potential effects on the environment of the activity due to the non-compliance of the activity with the permitted activity conditions, specifically including cumulative effects which may arise over time or in combination with other effects, but for the purposes of clarification, excluding those actual and potential effects on the environment that would result if the activity complied with all the permitted activity conditions.

SI 3.4 COMMERCIAL AND INDUSTRIAL ZONES

In addition to the general rules the following rules apply to the Commercial and Industrial Zone:

SI 3.4.1 Permitted Activities

- (a) Commercial Advertising Signs

SI 3.4.2 Discretionary Activities (Restricted)

- (a) Any permitted activity specified in Rule SI 3.4.1 which cannot meet the relevant permitted activity conditions.

SI 3.4.3 Non-Complying Activities

- (a) Any sign not specifically referred to in Rules SI 3.4.1 and SI 3.4.2.

SI 3.4.4 Conditions For Permitted Activities

- (1) Scale

A sign shall not exceed the height requirements set out for the particular zone.

- (2) Location

A sign shall only be erected on the site or building to which it relates.

- (3) Safety

A sign shall not be constructed using retro-reflective materials.

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.

SI 3.4.5 Standards and Terms for Discretionary Activities (Restricted)

For Discretionary Activities (Restricted) compliance with the following standards and terms is required for an activity to be a Discretionary Activity (Restricted):

None.

SI 3.4.6 Matters over which the Council has Restricted the Exercise of its Discretion for Discretionary Activities (Restricted)

Any actual and potential effects on the environment of the activity due to the non-compliance of the activity with the permitted activity conditions, specifically including cumulative effects which may arise over time or in combination with other effects, but for the purposes of clarification, excluding those actual and potential effects on the environment that would result if the activity complied with all the permitted activity conditions.

SI 3.5 URBAN SETTLEMENT ZONE

In addition to the general rules the following rules apply to the Urban Settlement Zone:

SI 3.5.1 Permitted Activities

- (a) Commercial Advertising Signs

SI 3.5.2 Discretionary Activities (Restricted)

- (a) Any permitted activity specified in Rule SI 3.5.1 which cannot meet the relevant permitted activity conditions.

SI 3.5.3 Non-Complying Activities

- (a) Any sign not specifically referred to in Rules SI 3.5.1 and SI 3.5.2.

SI 3.5.4 Conditions for Permitted Activities

- (1) Scale

A sign shall not exceed 3.0m² in area.
Only one sign shall be erected per site.

- (2) Location

A sign shall only be erected on the site or building to which it relates.

A sign shall not be located on the road reserve.

- (3) Safety

No sign shall be constructed using retro-reflective material.

No sign shall be flashing or employ revolving lights.

SI 3.5.5 Standards and Terms for Discretionary Activities (Restricted)

For Discretionary Activities (Restricted) compliance with the following standards and terms is required for an activity to be a Discretionary Activity (Restricted):

None.

SI 3.5.6 Matters over which the Council has Restricted the Exercise of its Discretion for Discretionary Activities (Restricted)

Any actual and potential effects on the environment of the activity due to the non-compliance of the activity with the permitted activity conditions, specifically including cumulative effects which may arise over time or in combination with other effects, but for the purposes of clarification, excluding those actual and potential effects on the environment that would result if the activity complied with all the permitted activity conditions.

SI 3.6 PROTECTED AREAS ZONE

In addition to the general rules the following rules apply to the Protected Areas Zone:

SI 3.6.1 Permitted Activities

- (a) Commercial Advertising Signs
- (b) Information Signs

SI 3.6.2 Discretionary Activities (Restricted)

- (a) Any permitted activity specified in Rule SI 3.6.1 which cannot meet the relevant permitted activity conditions.

SI 3.6.3 Non-Complying Activities

- (a) Any sign not specifically referred to in Rules SI 3.6.1 and SI 3.6.2.

SI 3.6.4 Conditions For Permitted Activities

For Commercial Advertising signs, compliance with the following conditions is required for the activity to be a permitted activity:

- (1) Scale

A sign shall not exceed 3.0m² in area.

- (2) Location

Only one double sided sign may be erected on any frontage of a site in the Protected Areas Zone.

Notwithstanding the above, two single sided signs may be erected on any frontage of a site in the Protected Areas Zone.

In this context only, a site includes any area of land subject to a licence to occupy.

SI 3.6.5 Standards and Terms for Discretionary Activities (Restricted)

For Discretionary Activities (Restricted) compliance with the following standards and terms is required for an activity to be a Discretionary Activity (Restricted):

None.

SI 3.6.6 Matters over which the Council has Restricted the Exercise of its Discretion for Discretionary Activities (Restricted)

Any actual and potential effects on the environment of the activity due to the non-compliance of the activity with the permitted activity conditions, specifically including cumulative effects which may arise over time or in combination with other effects, but for the purposes of clarification, excluding those actual and potential effects on the environment that would result if the activity complied with all the permitted activity conditions.

Principal Reasons for Adopting the Objectives, Policies and Methods

Signs are a use of land in terms of Section 9(1) of the Act. The Council, when exercising its functions, powers and duties, must ensure the purpose of the Act is met.

Signs can create a range of adverse environmental effects, including adversely affecting the quality of the environment, amenity values, and the safety of road users. Given these effects the Council determined that to take no action is inappropriate.

Consideration was given to managing the effects of signs through Bylaws. This method was discarded principally because affected parties would be excluded from this process. The Council considered that this would reduce the effectiveness of any decision made to an extent not warranted by the benefit of avoiding the cost the resource consent process.

Provision is made for a range of signs to occur as of right, subject to compliance with permitted activity conditions. This recognises that in particular circumstances the adverse effects can be avoided, remedied or mitigated and signs can have positive effects.

SI 4.0 CROSS REFERENCES

As a guide only, and person referring to the above should also refer to the parts of the District Plan addressing the following issues:

- Information Requirements
- District Rules
- Residential High Zone
- Residential Medium Zone
- Residential Low Zone
- Commercial Zone
- Industrial Zone
- Transportation
- Financial Contributions
- Hazardous Substances

