



RESOURCE MANAGEMENT A GUIDE TO PERMISSIBLE SIGNS

Why the fuss?

Simply put, “signs” are a use of land in terms of Section 9(1) of the Resource Management Act and therefore Council, when exercising its functions, powers and duties, must ensure the purpose of the Act is met.

Signs can adversely affect the quality of the environment, the value of amenities and the safety of road users. Because of this, Council believes that to take no action is inappropriate.

What is a “sign“?

A sign may be defined as:

“Any board, hoarding or similar structure which supports or contains a sign, which is greater than 1.5m in height and any device attached to a letterbox greater than 0.25m in size”

Definitions for specific signs which individuals may wish to erect within the District may be summarised as follows:

1. *Temporary sign*

Any sign providing information to the community on an upcoming community event but excludes any sign which would fall under the definition of a commercial advertising sign.

2. *Commercial advertising sign*

Signs designed to inform the public of goods, products or services available from an enterprise and includes signs advising of shops, recreational opportunities, accommodation, industries, services such as banks and providers of regular recreational products such as skifields and mountain bike and river products.

As mentioned later, rules for these signs vary for the various zones within the District.

3. *Information kiosks*

Signs located adjacent to the road, including areas for the display of information and directories relating to commercial businesses in an nearby township.

4. *Information signs*

Signs providing information, including; safety instructions, warnings, and directory information, located within a Protected Areas Zone (ie. a reserve) and not visible from any location outside that area.

5. Traffic control and advisory signs

Signs solely for the purpose of directing or controlling traffic. Located on roads and conforming with nationally recognised standards approved by the road controlling authority.

6. “Welcome to” signs

Signs advising people of an upcoming region, district or township which do not fall under the definition of a commercial advertising sign.

7. Warning signs

Signs advising people that they are exposed to a danger in the immediate vicinity more so than the general public. Such signs may contain information on how to avoid or minimise their exposure to that danger. Such signs may contain information identifying the party erecting the sign.

Permitted activities

The following signs are “Permitted Activities” when erected in accordance with the stated rules:

“Welcome To” Signs

- May be double sided but no larger than 3.0 square metres in area.
- Only one sign shall be erected at each entrance to any town, area, district, or region.
- Shall not contain commercial advertising material nor be constructed using retro-reflective material.

For Sale Signs

- Shall not be larger than 2.0 square metres in area.
- Shall be located on the land or premises that is for sale, and only while the land or premises is for sale
- Shall not be constructed using retro-reflective material.

Temporary Signs

- No larger than 3.0 square metres in area.
- Not erected for a period exceeding six weeks.
- Not erected within any Residential Zone.
- Not located within the road reserve.
- Shall be erected to present an unrestricted view to the motorist.
- Shall not be located within 20 metres of any road intersection.
- Shall not be constructed using retro-reflective material.
- Shall be erected to present an unrestricted view to the motorist in accordance with the following table.

Speed Limit (km)	50	70	80	100
Limit Visibility (m)	80	30	175	250

Signs Identifying Sites of Special Interest

- Shall not exceed 0.5 square metres in area and shall be located on or as close as reasonable to where the site of interest is located.
- Shall not be constructed using retro-reflective material.

Warning Signs Relating to Public Safety

- Shall not exceed 3.0 square metres in area and shall be located on or as close as reasonable to the site of concern.
- Shall not be constructed using retro-reflective material.

Information Kiosks within Laybys

These are located within the Rural Zone and shall be designed so that information contained is not conspicuously visible from the carriageway.

Commercial Advertising Signs

The requirements and rules for Commercial Advertising Signs vary with the different zoning within the District.

Rural zone

- Shall not exceed 3.0 square metres in area
- Only one sign shall be erected per site
- Shall be located outside the road reserve
- Shall only be erected on the site or building to which they relate
- Shall be erected to present an unrestricted view to the motorist in accordance with this table:

Speed Limit (km)	50	70	80	100
Limit Visibility (m)	80	30	175	250

- Shall not be located within 20 metres of any road intersection
- Shall not be constructed using retro-reflective material
- Shall not be flashing or employ revolving lights

High, medium and low residential zones

- Shall not exceed 0.5 square metres in area
- Shall not be located on the road reserve
- Shall only be erected on the site/building to which they relate
- Shall not be constructed using retro-reflective material
- Shall not use flashing or revolving lights

Commercial and industrial zones

- Shall not exceed 3.0 square metres in area
- Shall not exceed the height requirements set out for the particular zone
- Shall be erected only on the site or building to which they relate
- Shall not be constructed using retro-reflective material
- Where located adjacent to a residential zone do not flash or employ revolving lights (only internally illuminated signs may be located adjacent to a residential zone)

Urban settlement zone

- Shall not exceed 3.0 square metres in area
- Shall be erected only on the site or building to which they relate
- Shall not be located on the road reserve
- Shall not be constructed using retro-reflective material
- Shall not use flashing or revolving lights.

Protected areas zone

- Shall not exceed 3.0 square metres in area
- Only one double sided sign may be erected on any frontage of a site
- 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.