



SIGNAGE - POLICY

SG2.1 Introduction

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

Council must balance the positive effects of signs, for example, providing information and advertising goods and services, 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.

Note: Council also has a Public Places Bylaw, which also places controls on Signage.

SG2.2 Issue

- (a) Signs creating visual distractions to motorists affecting traffic safety.
- (b) Loss of amenity values as a result of signage, especially in the Residential, Rural and Protected Areas Zones.

SG2.2.1 Objective

- (a) Avoidance of the adverse visual effects of signage, including those effects on:
 - (i) The character of the area and surrounding environment.
 - (ii) Amenity and landscape values.
 - (iii) Road users' safety.

SG2.2.2 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, except official traffic control and advisory signs.
- (e) To ensure that the erection of signs does not adversely affect the amenity values associated with the environment the sign is located within.

SG2.2.3 Explanation of Policies

The policies seek to allow signs 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.

**SG2.3 Issue**

- (a) Signs are an important element in the functioning, promotion and management of activities in the District

SG2.3.1 Objective

- (a) To make provision for signs that promote activities undertaken in the District that support the social, cultural and economic wellbeing of the community, while avoiding adverse effects on the environment that are more than minor.

SG2.3.2 Policies

- (a) To provide for signs that promote community activities and events.
- (b) To provide for signs that promote legitimate commercial and industrial activities.
- (c) To recognise that, in some circumstances, it may be necessary to locate signs on a separate site from the activity to which it relates to ensure the economic well-being of the parent activity.

SG2.3.3 Explanation of Policies

These policies seek to allow for signage where they are related to community events, commercial or industrial activities. It also outlines that, in some instances, it may be appropriate to locate a sign on a site remote from the activity to ensure its long term wellbeing.