

PART 14

SIGNS

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14.1 INTRODUCTION

This part of the District Plan sets out the requirements in respect of signs. These matters were formerly controlled by bylaws.

14.2 OVERVIEW

Signs form an integral part of the urban environment, providing a variety of public information. However, when signs are not sensitively designed or placed on a site, they can detract from the visual amenities of an area or create a traffic hazard. Consequently, the size, design and placement of signs is controlled through the provisions of the Plan to ensure that signs are visually compatible with the surrounding area and are not a distraction to motorists.

14.3 RESOURCE MANAGEMENT ISSUES

- The establishment of signs within the urban environment and the retention of high levels of visual amenity and road safety.

14.4 RESOURCE MANAGEMENT STRATEGY

The resource management strategy in respect of signs is:

- to enable the establishment of signs in conjunction with permitted and approved activities.

14.5 OBJECTIVES AND POLICIES

Objective

- 14.5.1** *To ensure that signs are displayed in a manner that will not detrimentally affect the visual amenities of an area nor create a traffic hazard.*

Policies

- 14.5.1.1** To permit a limited range of signs throughout the District.

To control the height, size and illumination of signs.

14.6 EXPLANATION

The principal concern raised by signs is the possibility that the quality of the visual environment, amenity values and road safety may be degraded through the establishment of visually intrusive signs and related structures. The objectives and policies of the Plan are aimed at ensuring that appropriate signs may be established throughout the District in conjunction with the associated activities in a manner which retains amenity and safety.

14.7 RULES

14.7.1 Permitted Signs

The following signs shall be permitted in all zones:

1. *Directional signs*

Directional signs for vehicular and pedestrian traffic.

2. *Street numbers*

Any sign not exceeding 0.2m² in area denoting the street number of any premises.

3. *Signs for public purposes*

One sign or a planned arrangement of signs not exceeding a total area of 2m² for any public purpose in connection with the following uses:

- a) recreation grounds
- b) churches and buildings used for religious purposes
- c) museums and educational facilities
- d) private hospitals
- e) community halls
- f) travellers' accommodation
- g) boarding houses
- h) identification of a specific neighbourhood or community
- i) community facilities
- j) reserve or conservation area information/directional signs

1. *Temporary signs as follows:*

- i) A sign advertising for sale, lease or letting the whole or part of the land or premises on which it is situated not exceeding 0.5m² in area in a residential zone or 3m² in area in other zones.
- ii) A sign not exceeding 3m² in area advertising forthcoming cultural, religious or sporting events provided that the sign shall be displayed for not more than 21 days before and shall be removed within 3 days after the event.
- iii) A sign not exceeding 3m² in area for electioneering purposes provided that no such sign shall be displayed for more than 2 months.
- iv) A sign not exceeding 3m² in area erected on a construction project for the purpose of identifying the project.
- v) A sign not exceeding 0.5m² in area advertising forthcoming activities of Council, located within the road reserve provided that such sign shall be displayed for not more than 21 days before and shall be removed within 3 days after the event.

5. *Advertising Signs*

One sign not exceeding 0.2m² for any purpose in connection with the occupation, trade, profession or business of an owner or occupier of premises.

6. *Signs Permitted in Commercial and Industrial Zones*

In addition to those signs permitted in all zones the following signs may be permitted in Commercial and Industrial zones:

- i) Within the Commercial 1 zone signs shall be limited to the facia of buildings. Except that one sandwich board may be provided per shop with an area not exceeding 1m². No neon, flashing or spot-lit signs will be permitted.
- ii) Within all Industrial zones and Commercial 2, 3 and 4 zones:
 - a) a single free standing sign not exceeding a height of 9 metres and a total area of 16m² (one side) for each street frontage. This sign may be internally lit or spot-lit but may not comprise neon tubing.
 - b) an internally-illuminated or non-illuminated sign affixed to each façade of a building, or in the case of industrial zones, the façade of each premises, which may include advertising relating to the brand of goods sold.
 - c) an illuminated (not necessarily internally illuminated and may be flashing) or non-illuminated sign no greater than 2m² in area displayed under the verandah of any premises.
 - d) a non-illuminated sign no greater than 2m² in area displayed on one verandah facia.
 - e) an internally-illuminated or non-illuminated sign no greater than 4m² in area, on or above the roof of a building or on the top of any parapet or verandah.
 - f) directional signs no greater than 1.0m² in area for the purpose of directing traffic and pedestrians and to facilitate the operation of the landuses on site.
 - g) in the case of service stations the following additional signage for the purpose of service station operations:
 - i) for each road frontage, a combination sign, not exceeding 3.5m² in area for the purpose of displaying the price of fuel.
 - ii) not more than two non-illuminated sandwich boards, each not exceeding 1m² in area (one side).
 - iii) an internally-illuminated or non-illuminated sign on each side of the canopy facia.
 - iv) additional non-illuminated signage under the service station canopy provided that this is directed towards vehicles already within the service station site.
 - v) car wash identity signage not exceeding 3.0m².
 - vi) internally illuminated or non-illuminated signs not exceeding two per entrance to direct traffic within the forecourt area.

7. *Signs visible from the Motorway*

In respect of signs which are located so as to be visible from the motorway any such sign shall be set back a minimum distance of 10 metres from the legal boundary of the motorway and shall not be flashing or moving but may be floodlit and illuminated.

14.7.2 Requirements Relating to all Signs

1. Signs shall not detract from the external appearance of a development or be visually intrusive to the surrounding area or neighbourhood.
2. No signs shall be permitted that are likely to detract from the amenities of any residential or recreational land in terms of design, height, scale and dominance.
3. No sign shall detrimentally affect traffic safety or traffic control by obstructing drivers' vision or causing confusion or distraction for drivers or creating a situation hazardous to the safe movement of traffic.
4. All signs shall be directly related to the land use activity on the site on which they are located, except for directional and temporary signs provided for in this ordinance.
5. In respect of any sign, the term 'area' refers to the surface area of the sign which is used for the display of information and excludes any structure used solely for support. Where a freestanding sign is erected or a double-faced sign is erected at right angles to the street, the area of sign permitted by these controls shall be that which is visible at any one time.
6. In respect of any sign, the term 'internally illuminated' refers to the illumination of a sign only behind a perspex or similar screen which will serve to significantly reduce the intensity of the light. No exposed bulbs or neon tubing will be permitted.
7. Signs attached to a building shall be affixed to the building in such a manner that no part of the sign protrudes outside the line of the eaves of the building to which it is attached.
8. Moving or flashing signs will only be permitted if it can be demonstrated that the position and the design of the sign will not have an adverse effect on traffic safety or on amenities.
9. All free standing signs shall not be located closer than 0.5 metres from the kerb line. Any free standing sign shall be so positioned on the site that it does not obstruct any parking or manoeuvring area.
10. Signs should be designed as an integral part of a building and, where possible, should be incorporated within the structure of a building.
11. Signs should be neat and uncluttered in their lettering and be easily legible from passing vehicles.

12. If more than one sign is displayed on a site, a planned arrangement should be used to avoid an effect of clutter.
13. Signs on properties with road frontage in the Central Business Area should be so designed that they blend in with and do not detract from the overall appearance of the area.

14.7.3 Applications for Signs

The Council may approve, by consent, to a restricted discretionary activity application, any proposal to erect a sign or signs which do not comply with these provisions. Such applications will be assessed and conditions imposed having regard to the objectives and policies contained in this part of the Plan and for the zone within which it is proposed to establish the sign and the criteria in Part 14.7.2.

Council may seek the advice of Transit NZ in considering an application for a sign which would be visible from the Southern Motorway.

All applications for consent to erect a sign shall include full information concerning the structure of the sign, its method of support and its composition and appearance. In the case of a sign painted on an existing wall of a building, such a sign shall be assessed as set out above.

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