

## **13 SIGN RULES**

### **13.1 ACTIVITIES AND SITE DEVELOPMENT STANDARDS**

#### **13.1.1 GENERAL SITE DEVELOPMENT STANDARDS FOR ALL SIGNS**

- 1 All signs shall comply with the height requirements for the zone in which they are located.
- 2 No sign shall be attached to a tree, other than a sign identifying the species of tree and/or its classification in terms of the District Plan.
- 3 No sign shall be erected on or adjacent to a road which will:
  - a) obstruct the line of sight of drivers at any corner, bend, intersection or vehicle crossing.
  - b) obstruct, obscure or impair the view of any traffic sign or signal.
  - c) resemble or be likely to be confused with any traffic sign or signal.
  - d) use reflective materials that may interfere with a road user's vision.
  - e) use flashing or revolving lights.
  - f) be located on a traffic island or kerb protrusion within the normal carriageway width.
- 4 Readability and Location of Signs
  - a) On roads with speed limits over 50km/hr, the lettering of all signs shall be in accordance with the sizes set out in the following table; and,
  - b) the minimum visibility distance from a motorist to a sign shall also be in accordance with the distances set out in the following table:

Regulatory Speed Limit (km/hr)	Minimum Lettering Height (mm)		Minimum Visibility Distance from a Motorist to a Sign (m)
	Message Designed to Slow or Stop Vehicles within 50 m of the Sign	Message Designed to be Read whilst Driving Past the Sign	
up to 70	150	100	80
70	200	150	130
80	250	175	175
100	300	200	250

- c) Lettering at the bottom of a sign is exempt from sizes specified in the above table provided that the lettering is no larger than 1cm. The purpose of such lettering is for reading by pedestrians.
- 5 All signs shall be maintained so that the signs are legible and that the surface and materials of all signs are maintained to such a standard that they do not cause a hazard to persons or property or detract from the amenity of the area in which they are located.

#### **13.1.2 SIGNS IN ALL ZONES**

Except where specifically provided for as discretionary activities, the following signs shall be **Permitted Activities** in all zones, subject to compliance within the General Site Development Standards below for all Signs:

- 1 Traffic signs or signs denoting the name of a street or the street number of the premises.

- 2 Temporary signs for community, educational and recreational events, provided that they comply with the following Site Development Standards:
  - a) Signs shall not exceed 3m<sup>2</sup> in area;
  - b) Signs shall not be erected more than 3 months prior to the date of the commencement of the activity advertised nor remain erected more than one month following completion of that activity.
- 3 Temporary signs during building construction, provided that they comply with the following Site Development Standards:
  - a) Signs shall not exceed 3m<sup>2</sup> in area;
  - b) Signs shall not remain erected more than one month following completion of that activity.
- 4 Signs for any public purpose by a central or local government agency or in connection with and on the same site as any utility, community facility or public reserve, provided that they comply with the following Site Development Standard:
  - a) Signs shall not exceed 3m<sup>2</sup> in area, where they are visible from any public road, public land or adjoining or neighbouring property.
- 5 Signs advertising that the property, on which the sign is located, is for sale, provided that they comply with the following Site Development Standards:
  - a) Signs shall not exceed 1.5m<sup>2</sup> in area.

### **13.1.3 SIGNS OVER ROADS**

Signs on, under or attached to verandahs and/or signs attached to buildings which extend over roads shall comply with the requirements of the District Plan for signs in the zone in which the associated building is located.

### **13.1.4 SIGNS IN THE OAMARU AIRPORT ZONE, TOWNSHIP ZONES AND BUSINESS ZONES OTHER THAN THE BUSINESS H ZONE**

Except where specifically provided for as controlled or discretionary activities, the erection of signs shall be **Permitted Activities** in the Oamaru Airport Zone, Township Zone, and all Business Zones (other than the Business H Zone) and provided they comply with the following Site Development Standards:

- 1 Signs shall not exceed the highest point of the roof.
- 2 The total area of a free standing sign shall not exceed 3m<sup>2</sup>.
- 3 Signs attached to, but under, street verandah shall be:
  - a) no closer than 2.5 metres to the footpath below.
  - b) setback at least 500mm from the kerb of the road.
  - c) be at least 1.5m away from any other under verandah sign.
- 4 Street verandah fascia signs shall be no closer than 2.5m to the footpath below.

- 5 Signs above verandah but attached to the verandah shall not be more than 1.2m above the top of the verandah and shall be setback at least 500mm from the fascia line.
- 6 Signs attached to a structure or the face of a building shall not project more than:
  - a) 50mm onto or over a road if the sign is less than 2.5m above the road.
  - b) 150mm onto or over a road if the sign is 2.5m or more above the road.
- 7 The total area of signs on any site in the Township Zone shall not exceed 3m<sup>2</sup>
- 8 Sandwich boards, magazine signs, merchandise displays or display stands in public places are permitted, providing that they are adjacent to the trading premises selling such items and are positioned in such a way as not to create a hazard to pedestrian traffic. Such structures shall be no more than 600mm in width and 1000mm in height and shall not extend more than 600mm off the frontage of the adjacent premises or boundary line.

**Note:** Signs to be displayed on road reserves and public open spaces require the written approval of the landowner or the relevant controlling authority (eg Transit New Zealand, Waitaki District Council, Department of Conservation)

### 13.1.5 SIGNS IN RESIDENTIAL and RURAL RESIDENTIAL ZONES

Except where specifically provided for as a discretionary activity signs shall be **Permitted Activities** in the Residential and the Rural Residential Zones provided that they comply with the General Site Development Standards for All Signs and the following Site Development Standards:

- 1 Signs in Residential and Rural Residential Zones shall be limited to a single sign for each road frontage of any site.
- 2 Signs in the Residential and Rural Residential Zones shall be limited to advertising a lawful use of the site, located on the site on which the activity occurs and shall advertise only services, products or events available or occurring on the site.
- 3 The total area of signs on any site shall not exceed 0.5m<sup>2</sup> in area

**Note:** For the purposes of measuring the area of any sign, a double-sided sign shall be measured as the area of one side only.

- 4 Signs shall be placed no more than 3 metres above ground level or be no higher than the eaves of a building to which they relate, whichever is the lesser.
- 5 Sandwich boards, magazine signs or display stands in public places are permitted, providing that they are adjacent to the trading premises selling such items and are positioned in such a way as not to create a hazard to pedestrian traffic.

**Note:** Signs to be displayed on road reserves and public open spaces require the written approval of the landowner or the relevant controlling authority (eg Transit New Zealand, Waitaki District Council, Department of Conservation)

### 13.1.6 SIGNS IN THE RURAL ZONE

The total area of on-site signs on any site shall not exceed 3.0m<sup>2</sup> in area, except that up to a further two advance warning signs shall be permitted whether they relate to the site on which they are located or not, provided that:

- 1 the area of each advance warning sign shall not exceed 1.5m<sup>2</sup>; and
- 2 the content of advance warning signs shall be limited to advance warning of an impending site with access from the road from which the sign is visible, or directional information to sites located on a side road where access to this side road is from the road from which the sign is visible.

**Note:** For the purposes of measuring the area of any sign, a double-sided sign shall be measured as the area of one side only.

### 13.1.7 CONTROLLED ACTIVITIES

Except where specifically provided for as discretionary activity, any sign in the Business H Zone and in the Business 1 Zone with frontage on Thames and Severn Streets, south of Coquet Street, shall be a **Controlled Activity** in relation to design, size and appearance.

### 13.1.8 DISCRETIONARY ACTIVITIES

The erection of the following signs are **Discretionary Activities**, with the exercise of the Council's discretion being restricted to the matter(s) specified in the relevant standard or rule:

- 1 Any sign listed as a permitted activity which does not comply with any one or more of the General Site Development Standards for All Signs and/or the specific Site Development Standards specified for signs as permitted activities.
- 2 The following signs in Business and Township Zones in relation to their effect on traffic safety:
  - a) Flashing signs with lights or illumination which flashes, moves, rotates, varies in intensity, colour or size, and all other advertising devices of this nature.
  - b) Moving signs which visibly move, revolve, rotate, create an optical illusion of movement, or change colour, whether by electrical or other means, and all other advertising devices of this nature.
- 3 Signs affixed to vehicles or trailers, and parking in a public place, road, public property or private property so as to be visible from a public place. This does not apply to advertising which is painted, or attached directly, onto vehicles or trailers and incidental to the primary use of that vehicle or trailer.

**Note:** Transit New Zealand bylaws apply to signs on the road reserve on State Highways and motorways and require the written approval of Transit.

## 13.2 NON-NOTIFIED RESOURCE CONSENTS

Resource consents in relation to the following matters shall be non-notified and the written approval of affected persons need not be obtained:

- Controlled Activities - Signs in the Business H Zone
- Site Development Standards - Signs under verandas (13.1.4 (1), (2) and (3)).
- Signs in the Business 1 Zone with frontage on Thames and Severn Streets, south of Coquet Street

## 13.3 RESOURCE CONSENTS - ASSESSMENT MATTERS

### 13.3.1 GENERAL

- 1 The following Assessment Matters are methods or matters included in the District Plan, in order to enable the Council to implement the Plan's policies and fulfil its functions and duties under the Act.
- 2 In addition to the applicable provisions of the Act, the Council shall also apply the relevant *Assessment Matters* set out in Clause 13.3.2 below.
- 3 In the case of *Discretionary Activities, where the exercise of the Council's discretion is restricted to the matter(s) specified in a particular standard(s)*, the assessment matters taken into account shall only be those relevant to that/those standard(s).

### 13.3.2 ASSESSMENT MATTERS

In considering whether or not to grant consent or impose conditions, the Council shall have regard to, but not be limited by, the following assessment matters:

- 1 The extent to which the design, appearance, size, location and colour are in sympathy and harmony with the architectural style of the streetscape and historic buildings of the Business H Zone. *(The Council has produced the document, Oamaru Central Area Design Guidelines, to assist developers in achieving Council's objectives of maintaining and enhancing the Victoria and Edwardian heritage of the Business H Zone. This document should be consulted when proposals are being drafted.*
- 2 The extent to which the sign will have any adverse effects on traffic safety and the visual amenities of the locality.
- 3 The need for any extra signage in addition to the permitted signage for the zone.
- 4 In relation to general traffic safety:
  - a) the extent to which the signs may cause an obstruction to driving sight distances, traffic signs or signals, or unnecessarily intrude into a driver's field of view.
  - b) the potential adverse effects of the proposed sign on driver's concentration under all possible weather conditions.

- c) the extent that any sign resembles a traffic control sign or signal, or may make a traffic control sign or signal difficult to discern, with respect to both colour and shape, when considered from all possible driving angles. This includes signs which:
  - i) resemble in shape and/or coloration an official traffic control sign or signal, and may accordingly confuse motorists when in the vicinity of an intersection or other potential traffic hazard;
  - ii) provide a confusing or dominating background, which could reduce the clarity or effectiveness of a traffic sign or signal;
  - iii) invite drivers to turn, but are sited in such proximity to the vehicle entrance that there is no time to signal, slow down and turn safely;
  - iv) contain reflectors, and therefore have the potential to be confused with traffic control signs or signals at night.
- 5 The visual impact of the sign and its potential effects on the amenities of the locality.
- 6 The potential of the sign to adversely effect public health and safety, or to reduce public convenience.
- 7 Any likely cumulative effects of allowing the sign to be erected.
- 8 The need to impose conditions relating to the location, design and appearance of the sign and the period for which it may be erected, or operated.

