

SIGN

Signs

DRAFT
WAITAKI DISTRICT PLAN



Waitaki

DISTRICT COUNCIL
TE KAUNIHERA Ā ROHE O WAITAKI

Signs

Introduction

Signs contribute to the social, cultural and economic well-being of the Waitaki District by providing useful information, advertising events or businesses, and identifying places. Rules and standards controlling signs are required to manage potential adverse effects, maintain character and amenity values across the District and ensure the safety of the community. District Plan sign provisions apply district-wide, with specific provisions also applying in sensitive locations.

The Sign Chapter manages signs located on both private and public property, where the sign is fixed onto the land, building or a structure.

Any sign that meets the definition of a 'building' or 'structure' must comply with all zone-based provisions (such as standards for setbacks from boundaries and height in relation to boundary).

Objectives

SIGN-O1 Appropriate management of signs

Signs contribute to the social, cultural and economic well-being of the Waitaki District while:

1. supporting the needs of business, infrastructure and community activities; and
2. maintaining the character and visual amenity values of the zone and its location; and
3. maintaining public and transport safety.

Policies

SIGN-P1 Enable signs

Allow signs that are compatible with the role, function and character of the zone in which they are located, including:

1. official signs; and
2. temporary signs.

SIGN-P2 Managing the effects of signs

Provide for signs, where it can be demonstrated that the sign:

1. does not detract from the character, amenity and values of the zone;
2. does not compromise public health and safety, including road safety;
3. is proportional to the scale and tenancies of the building it is located on; and
4. does not contribute to visual clutter and other adverse cumulative effects.

SIGN-P3 Off-site signs

Only allow off-site signs where they:

1. are not located adjacent to State Highways; and
2. do not detract from the purpose, character and amenity values of the zone in which they are located.

SIGN-P4 Signs on trailers, vehicles and vessels

Avoid any sign-written trailer, or sign attached to a vehicle, or permanently moored vessel for the sole purpose of advertising where the vehicle, trailer or permanently moored vessel is parked or moored and visible from any road or public place.

SIGN-P5 Signs in Open Space and Recreation Zones

Provide for off-site commercial sponsorship signs in Open Space and Recreation Zones where these are ancillary to recreation activities and are either:

1. temporary; or
2. do not adversely affect the character and amenity of the zone or any adjoining zone.

SIGN-P6 Managing road safety

Signs are required to be designed, located and maintained so they do not compromise the safe use of the transport network by:

1. ensuring the type, scale, design and location of signs have regard to the road type and the speed restrictions of the road; and
2. managing sign proliferation, illumination levels, light spill, flashing and moving images and digital signs.

SIGN-P7 Digital signs

Enable digital signs in the Town Centre Zone, Commercial Zone, Mixed Use Zone and the General and Heavy Industrial Zone where it can be demonstrated that:

1. it maintains the character and amenity values of the zone and adjoining zones; and
2. there are no adverse effects on the safety of road users; and
3. lawfully established or permitted activities are not adversely affected by the sign.

SIGN-P8 Signs in overlays

Provide for signs where it can be demonstrated that:

1. it does not adversely affect the identified values and character of the overlay; and
2. it does not detract from the character, amenity and values of the overlay; and
3. it does not compromise public health and safety, including traffic and road users; and
4. it is for a lawfully established activity.

Rules

Note: For certain activities, a resource consent may be required by rules in more than one chapter in the District Plan. Unless expressly stated otherwise by a rule, resource consent is required under each of those rules. The steps to determine the status of an activity are set out in the General Approach Chapter.

Other requirements outside the District Plan:

1. Signs on or visible from State Highways

Approval is required from Waka Kotahi New Zealand Transport Agency for any signs located on the State Highways. This is regardless of whether the sign complies with the District Plan provisions.

2. Election signs

Election campaign signs are controlled through the Electoral (Advertisements of a Specified Kind) Regulations 2005 (lettering and design) and the Electoral Act 1993 (timeframes for general election signs to be erected and removed). No separate legislation or regulation covers time periods for local government election signage, which is addressed by this Chapter.

PERMITTED ACTIVITIES

SIGN-R1 Official signs		
All zones	<p>Activity status: Permitted</p> <p>Where: PER-1 SIGN-S1 and SIGN-S6 are complied with.</p>	<p>Activity status when compliance is not achieved: Restricted Discretionary</p> <p>Where: RDIS-1 Compliance is not achieved with PER-1</p> <p>Matters of discretion are restricted to:</p> <p>1. the matters of discretion of any infringed standard.</p>
SIGN-R2 Temporary signs		
All zones	<p>Activity status: Permitted</p> <p>Where: PER-1 The sign is associated with a temporary activity and is erected no more than 8 weeks before the first day of the event, or 12 months prior to the anniversary of a school or community organisation and is</p>	<p>Activity status when compliance is not achieved: Restricted Discretionary</p> <p>Where: RDIS-1 Compliance is not achieved with PER 6</p> <p>Matters of discretion are restricted to:</p>

	<p>removed within 1 week of the event ending; or</p> <p>PER-2 For construction sites or developments under construction, the sign is erected no earlier than 6 months before commencement of the construction works and is removed within 7 days of completion of the site construction or development; or</p> <p>PER-3 For local government electioneering, the sign is erected no earlier than 8 weeks before the elections to which it relates and is removed 1 day after the election period ends; or</p> <p>PER-4 For land and/or premises for sale or lease there is no limit on the duration, provided that once the property is sold or let, the sign is removed within 7 days; and</p> <p>PER-5 SIGN-S1 to SIGN-S6 are complied with, and</p> <p>PER-6 The relevant light standards for the zone in which the building or structure is located must be complied with.</p>	<p>1. the matters of discretion of any infringed standard.</p> <p>Activity status when compliance is not achieved: Discretionary</p> <p>Where: DIS-1 Compliance is not achieved with PER-1, PER-2, PER-3, PER-4 or PER-5</p>
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SIGN-R3 Signs in Commercial and Mixed Use Zones and Industrial Zones		
<p>Commercial and Mixed Use Zones</p> <p>Industrial Zones</p>	<p>Activity status: Permitted</p> <p>Where: PER-1 The sign must be contained within the boundary of the site; and</p> <p>PER-2</p>	<p>Activity status when compliance is not achieved: Restricted Discretionary</p> <p>Where: RDIS-1 Compliance is not achieved with PER-2, PER-3 or PER-4</p> <p>Matters of discretion are restricted to:</p>

<p>The sign must comply with the height in relation to boundary standard for the zone; and</p> <p>PER-3 SIGN-S1 to SIGN-S6 are complied with and</p> <p>PER-4 The relevant light standards for the zone in which the building or structure is located must be complied with.</p>	<p>1. the matters of discretion of any infringed standard.</p> <p>Activity status when compliance is not achieved: Discretionary</p> <p>Where: DIS-1: Compliance is not achieved with PER-1</p>
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SIGN-R4 Signs in Residential and Rural Zones		
<p>General Residential Zone</p> <p>Medium Density Residential Zone</p> <p>General Rural Zone</p> <p>Rural Lifestyle Zone</p> <p>Settlement Zone</p>	<p>Activity status: Permitted</p> <p>Where: PER-1</p> <p>The sign does not contain any of the following features:</p> <ol style="list-style-type: none"> 1. flashing, revolving, or intermittently illuminated lights; 2. moving components; 3. changing images, digital or LED displays; 4. sound effects; 5. captive balloons or blimps; and <p>PER-2 The sign must meet the height in relation to boundary standard for the zone; and</p> <p>PER-3 SIGN-S1, SIGN-S3, SIGN-S4, SIGN-S5 and SIGN-S6 are complied with; and</p> <p>PER-4 The relevant light standards for the zone in which the building or structure is must be complied with.</p>	<p>Activity status when compliance is not achieved: Restricted Discretionary</p> <p>Where: RDIS-1 Compliance is not achieved with PER-2, PER-3 or PER-4</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. the matters of discretion of any infringed standard. <p>Activity status when compliance is not achieved: Non-Complying</p> <p>Where: NC-1 Compliance is not achieved with PER-1</p>

SIGN-R5 Signs in Open Space Zone and Sport and Active Recreation Zone		
<p>Open Space Zone</p> <p>Sport and Active Recreation Zone</p>	<p>Activity status: Permitted</p> <p>Where: PER-1 The sign: 1. is not an off-site sign; or 2. is an off-site sign; and a) is for the purpose of commercial sponsorship of a recreational activity; and b) will not be visible beyond the site; and</p> <p>PER-2 The sign is ancillary to a recreation activity; and</p> <p>PER-3 The sign must meet the height in relation to boundary standard for the zone; and</p> <p>PER-4 SIGN-S1, SIGN-S2, SIGN-S3, SIGN-S4, SIGN-S5 and SIGN-S6 are complied with; and</p> <p>PER-5 The relevant light standards for the zone in which the building or structure is located must be complied with.</p>	<p>Activity status when compliance is not achieved: Restricted Discretionary</p> <p>Where: RDIS-1 Compliance is not achieved with PER-3, PER-4 or PER-5</p> <p>Matters of discretion are restricted to: 1. the matters of discretion of any infringed standard.</p> <p>Activity status when compliance is not achieved: Discretionary</p> <p>Where: DIS-1 Compliance is not achieved with PER-1 or PER-2</p>

DISCRETIONARY ACTIVITIES

SIGN-R6 Off-site signs		
<p>All zones</p>	<p>Activity status: Discretionary</p> <p>Where: PER-1 The sign is not located adjacent to a State Highway.</p> <p>PER-2 SIGN-S1 to SIGN-S6 are complied with.</p>	<p>Activity status when compliance is not achieved: Non-Complying</p> <p>Where: NC-1 Compliance is not achieved with PER-1 or PER-2</p>

NON-COMPLYING ACTIVITIES

SIGN-R7 Signs attached to a trailer, vehicle or vessel		
All zones	<p>Activity status: Non-Complying</p> <p>This rule does not apply to:</p> <ol style="list-style-type: none"> 1. an advertising sign painted or adhered directly onto vehicles or trailers which is incidental to the primary use of that vehicle or trailer; or 2. an advertising sign painted or adhered directly onto company/fleet vehicles or trailers which are used in the day-to-day operation of that business; or 3. businesses operating from a truck or caravan such as food vendors. 	<p>Activity status when compliance is not achieved: Not Applicable</p>

SIGN STANDARDS

SIGN-S1	Traffic safety	
<p>All zones</p>	<ol style="list-style-type: none"> 1. Signs must not have any flashing or revolving lights or lasers where located adjacent to any road; and 2. all freestanding signs visible from State Highways must: <ol style="list-style-type: none"> a) be erected at a right angle to the road; and 3. no sign must be erected adjacent to a road in a manner that will: <ol style="list-style-type: none"> a) obstruct the line of sight of any road corner, bend or intersection, or vehicle crossing; or b) obstruct, obscure or impair the view of any traffic sign or signal; or c) resemble, or be likely to be confused with, any traffic sign or signal; or d) use reflective materials that may interfere with a road user’s vision; and 4. all signs within 10 horizontal metres of a road must comply with the minimum and maximum lettering sizes in Table 11 – Minimum and Maximum Lettering Sizes; and 5. all signs within 10 horizontal metres of a road must comply with the minimum setback distances from other signs as read from one direction and measured parallel to the centreline of the road in Table 12 – Setback Distances. 	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. traffic safety; and 2. the design and location of the sign and any alternative options.

Table 11– Minimum and maximum lettering size

Regulatory speed limit of adjoining road	Main message	Main message	Secondary message
Km/hr	Minimum lettering height (mm)	Maximum lettering height (mm)	Minimum lettering height (mm)
0 – 50	100	150	75
51 – 70	150	200	100
71 – 80	175	250	125
81 – 100	200	300	150

Table 12 – Setback distances

Regulatory speed limit (km/hr)	Separation distance (m)
0 – 70	60
71 – 80	70
81 – 100	80

SIGN-S2		Distracting features
All zones	<ol style="list-style-type: none"> 1. The sign does not contain any of the following features: <ol style="list-style-type: none"> a) flashing, revolving, or intermittently illuminated lights; or b) moving components; or c) changing images, digital or LED displays; or d) sound effects; or e) captive balloons or blimps. 	Matters of discretion are restricted to: <ol style="list-style-type: none"> 1. the frequency and intensity of intermittent or flashing light and/or image change; and 2. the prominence of the sign and any potential for distraction; and 3. extent of illumination when visible from a public place; and 4. whether the sign incorporates lighting controls to automatically adjust the brightness of the screen in line with ambient light levels; and 5. the proximity of the sign to residential and other sensitive activities; and 6. impact on surrounding activities, including the amenity of the surrounding environment.

SIGN-S3		Maximum height of signs
All zones	1. Any temporary sign must not exceed three metres in height measured from ground level.	Matters of discretion are restricted to: <ol style="list-style-type: none"> 1. any impact on the character and amenity values of the surrounding area; and 2. whether the sign is compatible with the built form on the site; and 3. whether the sign contributes to visual clutter; and 4. any adverse cumulative effects.
Commercial and Mixed Use Zones	2. a free-standing sign must not exceed four metres in height, measured from ground level; and	
Industrial Zones	3. any sign attached to a building must not extend above the height of the façade.	
General Rural Zone	4. any sign must not exceed three metres in height, measured from ground level; 5. any sign attached to a building must not extend above the height of the façade.	
Open Space and Recreation Zones	6. any freestanding sign must not exceed four metres in height, measured from ground level; and 7. any sign attached to a building must not extend above façade height.	
Residential Zone Settlement Zone Rural Lifestyle Zone	8. any freestanding sign must not exceed two metres in height, measured from ground level; and 9. any sign attached to a building must not extend above the height of the façade.	

SIGN-S4		Maximum area of signs
All zones	1. Any temporary sign must not exceed a maximum area of 2m ² , but may be double sided. Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign; and	Matters of discretion are restricted to: <ol style="list-style-type: none"> 1. any impact on the character and amenity values of the surrounding area; and 2. whether the sign is compatible with the built form on the site; and

	<p>2. all sandwich board signs must not exceed a maximum area of 1m²; and</p> <p>3. all advertising flags must not exceed 1.8m high x 0.5m wide in size; and</p>	<p>3. whether the sign contributes to visual clutter; and</p> <p>4. any adverse cumulative effects.</p>
<p>Commercial and Mixed Use Zones</p> <p>Industrial Zones</p>	<p>4. any freestanding sign must not exceed a surface area of 5m²; and</p>	
<p>Residential Zones</p> <p>Settlement Zone</p> <p>Rural Lifestyle Zone</p>	<p>5. the maximum total area of signs on any site must not exceed 0.5m²; and</p>	
<p>General Rural Zone</p>	<p>6. the maximum total area of signs on any site shall not exceed 3m²; and</p>	
<p>Open Space and Recreation Zones</p>	<p>7. except for (8.) below, any sign must not exceed a surface area of 3m²; and</p> <p>8. the surface area of a sign displaying the club/s name on clubrooms must not exceed 5m² in area.</p>	

SIGN-S5		Maximum number of signs
All zones	<p>1. There shall be no more than one temporary sign (excluding real estate and development) per site; and</p>	Matters of discretion are restricted to:

<p>Commercial and Mixed Use Zones</p> <p>Industrial Zones</p>	<p>2. a maximum of one freestanding sign per site per road frontage; and</p> <p>3. a maximum of one sign per tenancy per road frontage attached to the fascia of a veranda; and</p> <p>4. a maximum of one sign per tenancy attached to the wall, fence or building per elevation (other than a veranda sign); and</p> <p>5. a maximum of one sandwich board sign per tenancy or business.</p>	<p>1. any impact on the character and amenity values of the surrounding area; and</p> <p>2. whether the sign contributes to visual clutter; and</p> <p>3. any adverse cumulative effects.</p>
<p>Residential Zones</p> <p>Settlement Zone</p> <p>General Rural Zone</p> <p>Rural Lifestyle Zone</p>	<p>6. there shall be no more than one sign per site visible from a public space, including public roads.</p>	
<p>Open Space and Recreation Zones</p>	<p>7. there shall be no more than two signs per site visible beyond the site.</p>	

SIGN-S6 Signs in overlays	
<p>Significant Natural Area</p> <p>Sites and Areas of Significance to Māori</p> <p>Outstanding Natural Features and Landscapes</p>	<p>1. The sign must not be internally or externally illuminated;</p> <p>2. there shall be no more than one sign per site visible from a public space, including public roads;</p> <p>3. the maximum total area of any official signs on any site shall not exceed 3m².</p> <p>Matters of discretion are restricted to:</p> <p>1. any positive effects of the sign; and</p> <p>2. any adverse effects on the identified values, or character of the overlay in which it is located or any adjacent overlays; and</p> <p>3. the extent to which the sign, including its content and design, complements the identified values or character of the overlay; and</p> <p>4. the location of the sign within, or in relation to, any identified feature, site,</p>

<p>Light Sensitive Environment</p>		<p>area or setting identified by any overlay; and</p> <ol style="list-style-type: none">5. the mitigation of effects through alternative methods, locations or design of the sign; and6. any operational needs or functional needs of the sign; and7. any cumulative effects.
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