



Signs (SIGN)

What are the key issues we need to think about?

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. However, signage can have adverse impacts on character and amenity values and traffic safety implications meaning the potential adverse effects of signage need to be managed.

What are we suggesting in the Draft District Plan?

The key objective of this chapter are intended to balance the positive contribution signage makes to the social, cultural and economic well-being of the district, with managing the potential adverse effects of signs.

Sign rules apply across the district with additional standards intended to protect sensitive locations.

Standards cover limits on lighting, management of effects on traffic safety, distracting features, size and height limits, and specific restrictions on signs in overlays. Compliance with the standards allows the display of signs as a permitted activity (without the need for a resource consent).



What does it mean for me?

Any lawfully established existing signs have what is referred to as 'existing use rights' and can remain unchanged.

If you want to erect or display a sign, in most cases signs can still be displayed without requiring a resource consent so long as they meet the standards for their specific location (a residential area for example). If the standards are not all complied with a resource consent will be required.

If you own a heritage building, signage continues to require a resource consent when attached to the building and the consent requirement for free-standing signs in the setting of the heritage item has been clarified (consent would be needed).

If you're located in the Ōamaru Historic Area, signage would no longer require a resource consent, but there are revised standards to address the cumulative effects of signage and to ensure that signage is appropriate to the character and values of the historic buildings and streetscapes.

Key changes from the current rules

- Clearer direction around managing the effects of signs, including the cumulative effects of signage.
- Off-site signage would require consent (signs that advertise businesses not on the site where the sign is located).
- Clearer rules for the variety of temporary signs that are common around the district (real estate signs, event promotion, local government elections).
- Removing the need for resource consent for signage in the Ōamaru Historic Area when signage standards are complied with (unless the building is on the Historic Heritage Items schedule). Note the Ōamaru Historic Area signage standards are found in Part B of the Historic Heritage chapter.
- In the Open Space and Sport and Active Recreation zones (parks and reserves etc.) providing more flexibility around sponsorship signs when not visible from outside the site.
- Signs would need to meet the light standards for the zone.

Summary of suggested rules

Permitted Activities that would not require a resource consent:

- Official signs subject to standards.
- Temporary signs subject to limits on timeframes on erection before and removal after the event and other standards (height, number of signs etc.).
- Signs in Residential and Rural zones, subject to standards.
- Signs in commercial, mixed use zone and industrial zones (again subject to standards on height, number of signs per site etc.).
- Signs in Open Space and Sport and Active Recreation zones, subject to standards.

Activities that would require a resource consent:

- Off-site signs.
- Any of the permitted signs where the standards are not complied with.
- Signs attached to a trailer, vehicle or vessel (this doesn't include advertising/business names sign painted or adhered directly onto a vehicle or trailer where the sign is incidental to the primary use of the vehicle or trailer).

Find out more

You can view the full draft chapter on our website

visit www.waitaki.govt.nz/district-plan-review



More questions?

If you have any further questions that aren't covered in this document, or on our website, you can email the Planning Team at planreview@waitaki.govt.nz or call the District Plan Review hotline on 03 433 1661 and leave a message.