

18. Signs

18.1 Objectives and Policies

18.1.1 Purpose

The purpose of signs is to provide information to the general public. However, signs may have adverse environmental effects, particularly on visual amenity, and may conflict with traffic and pedestrian safety.

The standard of visual amenity varies in different parts of the District, and is generally defined by the range and nature of land use. In areas where the development is more diverse, such as commercial and industrial areas, the potential adverse effects of signs on visual amenity may be more limited due to the existing mix of development within those areas. In residential and rural areas, signs have the potential to create adverse effects on visual amenity due to the more sensitive nature of these areas.

Because of the differing visual sensitivity and signage needs of the various areas of the District, it is appropriate that different standards for signage apply to the different areas.

18.1.3.1 Objective and Policies

Objective 1 –Signs

Signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access and on the District's important landscape, streetscape, cultural heritage and water area visual amenity values.

Policies:

- 1 *To ensure the number, size, location and design of signs in different areas are compatible with the character and amenity of those areas.*

- 2 *When located on buildings, to ensure the design and display of signs is consistent with and complementary to the overall design of the building through attention to:

 - *lettering design*
 - *location on the building*
 - *relationship to the architectural features of the building and any adjacent buildings*
 - *the number, area and height of signs*
 - *ensuring signs are designed in a way that is compatible with and sympathetic to the amenity, visual, heritage and streetscape values of the surrounding area*
 - *the effect of illumination on adjoining properties and public places.**
- 3 *To ensure the design and display of signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views of, motorists or pedestrians.*
- 4 *To ensure all signs are constructed and located in a manner that does not pose a danger to property and/or obstruction to pedestrians.*
- 5 *To ensure signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.*
- 6 *To enable a diversity of sign types within commercial areas that provide for effective communication of business information and enable commercial individuality whilst maintaining public safety, access needs and the overall character of the area.*

- 7 *To ensure signs are limited to those relating to a particular activity and/or the use of land or buildings, and are located on the site of that activity, land or building.*
- 8 *To support the establishment of information signs and lay-bys at the entrance to the District's settlements and at sites of natural, historical or tangata whenua interest.*
- 9 *To support the use of traditional Kai Tahu (tangata whenua) place names within the District.*
- 10 *To promote the identification of signage platforms so that signage is considered at the time of building design and to streamline changes in signs associated with changing tenants through the life of a building.*
- 11 *To provide, in limited circumstances, for offsite signs where it is not practical to display the sign on the site where the activity occurs.*
- 12 *To provide, in limited circumstances, for signs on commercial buildings of a size or dimension which exceeds that otherwise anticipated in the area where the increased size is visually compatible with the surrounding environment and the scale and character of the building to which it relates*
- 13 *To manage the extent of signage on windows to promote passive surveillance of streets and encourage visual interest for pedestrians.*

Objective 2 – Signs on Waterfronts, Wharves and Jetties

Signs located on waterfronts, wharves and jetties (including signs on buildings on wharves and jetties) that convey necessary information while preserving a high standard of amenity and public views

Policies

- 1 *To provide for signs that convey information regarding commercial activities and services that operate from or adjacent to the wharf, jetty or waterfront on which the sign is located.*
- 2 *To ensure that waterfront signs provide only essential information directly associated with activities based on the surface of lakes and rivers or undertaken within buildings located on wharves and jetties and/or the waterfront*
3. *To ensure that signs on wharves, jetties and waterfronts do not detract from the views and amenity of the foreshore and of the lakes and rivers through inappropriate placement, size and colour.*

18.2 Signs - Rules

18.2.1 Structure of the Rules Section

Three Activity Tables 'Commercial', 'Residential' and 'Other' group the District Plan zones. Each Activity Table contains rules relevant to the listed zones, and establishes the activity status for signs in each zone.

In addition Activity Table 4 contains District Wide rules that apply to signs in any Zone.

18.2.2 Activities

18.2.3 Permitted Activities

Any activity which is listed as a **Permitted** Activity (PER) in Tables 1 – 4 or is not listed as a Controlled Activity (CON), Discretionary Activity (DIS) or Prohibited Activity (PRO) in Tables 1- 4.

18.2.4 Controlled Activities

Any activity which is listed as a **Controlled** Activity (CON) in Tables 1 -4

The exercise of Council's control shall be limited to:

- Colour
- Materials
- Design and content
- Location
- Access and safety
- Compliance with the relevant design guidelines (if applicable) for the specific Zone.

18.2.5 Discretionary Activities

Any activity which is listed as a **Discretionary** Activity (DIS) in Tables 1 – 4, or signage that is not specifically covered in Tables 1 - 4.

Any activity that does not comply with a Permitted or Controlled Activity.

18.2.6 Prohibited Activities

Any activity which is listed as **Prohibited** (PRO) in any of Activity Tables 1 – 4.

ACTIVITY TABLE 1 – COMMERCIAL AREAS

		Commercial Precincts within the Township Zone	Town Centre Zone (including Town Centre Transition Sub-Zone)	Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E4	Queenstown Airport Mixed Use Zone	Corner Shopping Centre Zone	Business & Industrial Zone	Three Parks Zone (Business & Commercial Core Sub-Zones)	Remarkables Park Zone (Activity Areas 3, 5 and 8)	Ballantyne Road Mixed Use Zone (Activity Areas B and C)	Kingston Village Special Zone (Activity Area 2)
1.	Identification of Signage Platforms that comply with the size requirements for 3-6 below.	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON
2.	All signs located within a Signage Platform in accordance with an approved resource consent.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
3.	Arcade Directory Signs that do not exceed 3m ² in area and one per arcade.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
4.	Upstairs Entrance Signs that do not exceed 1.5m ² in area.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
5.	<p>All signs located within the Ground Floor Area of a building which do not cumulatively exceed a total area of 15% of the Ground Floor Area provided that:</p> <p>(i) Where a building contains more than one commercial tenancy on the ground floor each commercial tenancy shall not display signs larger than 15% of the Ground Floor Area that tenancy occupies, and,</p> <p>(ii) Signs attached to glazing shall not exceed 50% coverage of that glazing. This applies to individual or partitioned glazed areas located within the Ground Floor Area.</p> <p>Note: Arcade Directory Upstairs Entrance Signs and signs located behind the glazing are not included within the Ground Floor Area signage allowance. Note: Only one face of an Under Verandah Sign shall be counted toward any allowance under this rule.</p>	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON

ACTIVITY TABLE 1 – COMMERCIAL AREAS (Continued)

		Commercial Precincts within the Township Zone	Town Centre Zone (including Town Centre Transition Sub-Zone)	Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E4	Queenstown Airport Mixed Use Zone	Corner Shopping Centre Zone	Business & Industrial Zone	Three Parks Zone (Business & Commercial Core Sub-Zones)	Remarkables Park Zone (Activity Areas 3, 5 and 8)	Ballantyne Road Mixed Use Zone (Activity Areas B and C)	Kingston Village Special Zone (Activity Area 2)
6.	Above Ground Floor Signs that cumulatively do not exceed 2m ² in area per building.	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON
7.	Any sign that does not comply with any of 1 - 6 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS

ACTIVITY TABLE 2 – RESIDENTIAL AREAS

		Low & High Density Residential Zones	Three Parks Zone (Low and Medium Density Residential Sub-Zones)	Township Zones (excluding Commercial Precincts)	Quail Rise, Meadow Park & Shotover Country Special Zones	Residential Arrowtown Historic Management Zone	Rural Residential Zones	Remarkables Park Zone (excluding Activity Areas 3, 5 & 8)	Ballantyne Road Mixed Use Zone (activity Areas D & E)	Kingston Village Special Zone (Activity Areas 1, 3 and 4)	Penrith Park Zone	Frankton Flats Special Zone B Area C2
1.	One sign per site with a maximum area of 0.5m ²	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
2.	Signs for recreation grounds, churches, medical facilities, nursing homes, educational institutions and community buildings with a maximum area of 2m ² per site and which are attached to a building or free standing.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
3.	Signs for Visitor Accommodation comprising no more than two signs, one identifying the Visitor accommodation and measuring no more than 2m ² in area and the other containing only the words 'No' and 'Vacancy' and measure no more than 0.15m ² in area.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
4.	Any sign that does not comply with 1-3 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS

ACTIVITY TABLE 3 – OTHER AREAS

		Rural General & Gibbston Character Zone	Rural Lifestyle Zone	Hydro Generation Zone	Rural Visitor Zones	Bendemeer Zone	Three Parks Zone (Tourism and Community Facilities Sub-Zone)	Open Space Zone, Frankton Flats Special Zone B Area A	Jacks Point & Henley Downs	Mt Cardrona Station Special Zone
1.	Up to 2m ² of signage per site with no illumination or lighting.	PER	PER	PER	PER	PER	PER			
2.	Up to 1m ² of signage per site with no illumination or lighting.							CON		
3.	Signage that complies with the relevant design guidelines for the specific Zone.								CON	CON
4.	Signage that does not comply with the relevant design guidelines for the specific Zone.								DIS	DIS
5.	Any sign that does not comply with 1 or 2 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS		

ACTIVITY TABLE 4. – DISTRICT WIDE

1.	Flags – provided that: a) There is only 1 per site depicting corporate colours or logo of the business provided it does not exceed 1.8m x 0.9m in size; and, b) Any number of flags depicting national colours and logos provided that each flag does not exceed 1.8m x 0.9m in dimension; and, c) Only one flag of each nationality is erected.	PER
2.	Temporary Event signs provided that: a) They are established no more than two months prior to the date of the event; and, b) They have an area no greater than 2m ² or 3m ² if a Banner; and, c) Are removed within 24 hours of completion of the event; and, d) Are limited to two signs fronting any State Highway and two signs fronting other roads.	PER
3.	Signs in Reserves provided that: a) They have an area no greater than 1m ² . b) Only relate to businesses operating in the reserve ; c) They are located where the business operates from ; d) They are limited to one sign per business.	PER
4.	Real Estate Signs (including auction signs) provided that: a) They are located on the site to which they relate; and, b) They have an area no greater than 1.62m ² ; and, c) No more than 1 sign per agency is erected.	PER
5.	Temporary Sale Signs erected for no more than 14 days.	PER
6.	Construction Signs provided that: a) There is no more than one sign per site. b) They have an area no greater than 1.62m ² . c) They are erected for no more than 30 days prior to works commencing. d) They are removed within 14 days of completion of the work.	PER
7.	Any sign which does not comply with the requirements of 1 - 6 above.	DIS
8.	Free Standing Signs a) That exceed 3.5m in height; and/or b) That are less than 2.5m above the footpath; and/or c) That extend more than 1 metre over any footpath d) That have an area greater than 2m ²	DIS
9.	Sandwich or Flat Board Signs a) That have an area greater than 1m ² ; and/or b) That are not located on private land. Note: For the purpose of measuring the area of sandwich boards only one face of the board shall be counted.	DIS

10.	Under Verandah Signs that are less than 2.5m above the footpath.	DIS
11.	Signs on Wharves and Jetties (including on buildings established on wharves and jetties).	DIS
12.	Off-site signs.	DIS
13.	Signs exceeding 150cd/m ² of illumination.	DIS
14.	Flashing, moving, animated signs and signs that create an optical illusion.	PRO
15.	Signs displayed on a roof or projecting above the roof line of the building to which is attached and/or relates.	PRO
16.	Signs displaying sexually explicit, lewd or otherwise offensive content.	PRO
17.	Sign-written trailers or vehicles or signs attached to any trailer or vehicle which is parked on or visible from any road or public place for the sole purpose of advertising.	DIS
18.	Signs imitating any traffic direction and safety sign as required by New Zealand Transport Agency.	PRO
19.	Signs required by acts of Parliament.	PER
20.	Signs required by acts of Parliament, legislation or statutory requirements.	PER
21.	Electioneering Signs.	PER

NOTE – For assistance refer to Appendix 4 Interpretative Diagrams Signs

18.3 Signs - Assessment Matters

18.3.1 Assessment Matters

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

i Controlled Activity – Signs in All Zones

- (a) Whether the proposed signage:
 - (i) Incorporates colours and materials that complement the external appearance of the building and/or surrounding buildings;
 - (ii) Incorporates colours and materials that are sympathetic to the surrounding landscape;
 - (iii) Design, including lighting, is consistent with and sympathetic to the surrounding environment;
 - (iv) Complies with the relevant design guidelines (if applicable) for the specific Zone.
 - (v) Adversely affects public pedestrian access through inappropriate location, design or type of sign.
 - (vi) Has been located to integrate with the design of the building and does not obscure the architectural features of the building.
- (b) Whether there are any effects on heritage buildings, or on buildings and structures in heritage precincts, and whether any Conservation advice has been obtained.
- (c) When considering Signage Platforms the extent that:

- (i) The platforms have been considered within the overall design of the building and specifically the architectural features of the building and/or
- (ii) The requirements of multiple tenants within a building have been provided for.
- (d) If Signage Platforms are not proposed how it has been demonstrated that the matters in (c) above have been addressed in respect to signage.

ii Discretionary Activity – Signs within Commercial Areas (Activity Table 1)

- (a) The extent to which:
 - (i) The size of the signage is visually compatible with the scale and character of the building to which it relates and the surrounding environment.
 - (ii) The design, location and size of the proposed signage complements the surrounding built environment and does not dominate built form;
 - (iii) The design is consistent with other signs in the vicinity;
 - (iv) The size, colour and location do not adversely affect traffic and/or pedestrian safety;
 - (v) The placement, size and choice of materials has considered the architectural features of the building on which the sign is to be erected; and
 - (vi) Any signage on windows will retain the function of the window to provide interest, activity and passive surveillance on the street.
- (b) Whether the cumulative effects of the proposed signage (and all that which can be anticipated to be established on the same

building) will adversely affect the streetscape and visual amenity of the surrounding environment.

(iii) Discretionary Activity – Signs within Residential Areas (Activity Table 2)

- (a) Compatibility with amenity values of the surrounding environment considering the visual amenity of the street and neighbouring properties and:
 - (i) Whether the design, location and size of the proposed signage will detract from the residential character of the site and/or building on which it is situated.
 - (ii) Whether the proposed signage dominates the streetscape and wider residential character of the area in which it is located.
 - (iii) The size, colour and location of the signage do not adversely affect traffic and/or pedestrian safety.

(iv) Discretionary Activity – Signs within Other Areas (Activity Table 3)

- (a) The extent to which:
 - (i) The design, colours and materials of the proposed signage are appropriate within the rural context.
 - (ii) The extent to which the proposed signage is compatible with the character of the surrounding environment.
- (b) Any adverse effects of the proposed signage in terms of:
 - (i) Lighting;
 - (ii) The extent to which the proposed signage may cause a visual distraction to drivers;

- (iii) Location with special regard to skylines, ridges, hills and prominent slopes.

(v) Discretionary Activity – District Wide Signs (Activity Table 4)

- (a) Whether the period the signage is to be erected is necessary for the event being advertised.
- (b) Whether the size of the sign and/or number of signs are compatible with the size of the site on which they are located.
- (c) The extent to which the proposed signage is compatible with the character of the surrounding environment.
- (d) Whether signs located on wharves and jetties (including buildings on wharves and jetties):
 - (i) are directly related to commercial activities and services that operate from, adjacent to or on the wharf, jetty or water front on which the sign is located;
 - (ii) detract from the views and amenity of the surrounding environment through inappropriate placement, size and colour of signage
 - (iii) are of a design, colour and material base appropriate to the specific location of the wharf or jetty to which it is attached.
- (d) Whether the design, colours and materials of the proposed signage, including any lighting, are consistent with and sympathetic to the surrounding environment.
- (e) Whether the size, colour and location adversely affect traffic and/or pedestrian safety.

The proposed deletions are shown as ~~strikethrough~~ and proposed additions are shown as underlined.

GROUND FLOOR AREA (FOR SIGNS)	<p>Shall be measured:</p> <p>a) horizontally by the length of the building along the road, footpath, access way or service lane to which it has frontage.</p> <p>b) vertically by the height from the surface of the road, footpath, access way or service lane or, as the case may be, to the point at which the verandah, if any, meets the wall of the building or to a height of 3m above the surface of the road, footpath, access way or service lane, whichever is less.</p> <p>Refer to Appendix 4 Interpretative Diagrams Signs (b) for assistance</p>
SIGN and SIGNAGE	<p><u>Means:</u></p> <p>a) <u>any external name, figure, character, outline, display, delineation, announcement, design, logo, mural or other artwork, poster, handbill, banner, captive balloon, flag, flashing sign, flatboard, free-standing sign, illuminated sign, moving signs, roof sign, sandwich board, streamer, hoarding or any other thing of a similar nature which is:</u></p> <p style="padding-left: 40px;">i) <u>intended to attract attention; and</u></p> <p style="padding-left: 40px;">ii) <u>visible from a road or any public place; and</u></p> <p>b) <u>all material and components comprising the sign, its frame, background, structure, any support and any means by which the sign is attached to any other thing.</u></p> <p>c) <u>Includes any sign written vehicle/trailer or any advertising media attached to a vehicle/trailer</u></p> <p>Sign Area:</p> <p><u>The area of a sign means the surface area of a sign and the area of a sign includes all the area actually or normally enclosed, as the case may be, by the outside of a line drawn around the sign and enclosing the sign</u></p> <p>Refer to Appendix 4 Interpretative Diagrams Signs (d) for assistance</p> <p>Sign Types:</p> <p><u>Above Ground Floor Sign</u></p> <p><u>means a sign attached to a building above the verandah or above 3 metres in height from the ground but excluding the face of the verandah.(refer to Interpretative Diagram 13 Signs (a))</u></p>

Arcade Directory Sign

means a sign which identifies commercial activities that are accessed internally within a building or arcade

Banner

means any sign made of flexible material, suspended in the air and supported on more than one side by poles or cables.

Flag

means any sign made of flexible material attached by one edge to a staff or halvard and includes a flagpole.

Flashing Sign

means an intermittently illuminated sign.

Flat Board Sign

Means a portable flat board sign which is not self-supporting.

Free Standing Sign

means any sign which has a structural support or frame that is directly connected to the ground and which is independent of any other building or structure for its support; and includes a sign on a fence.

Moving Sign

means a sign other than a flag or a banner that is intended to move or change whether by reflection or otherwise.

Off Site Sign

means a sign which does not relate to goods or services available at the Site where the sign is located or an event at the Site where the sign is located.

Roof Sign

means any sign painted on or attached to a roof.

Sandwich Board

means a self-supporting and portable sign.

Signage Platform

Means a physical area identified for the purpose of signage.

Temporary Event Sign

means any Sign established for the purpose of advertising or announcing a single forthcoming temporary event, function or occurrence including carnivals, fairs, galas, market days, meetings exhibitions, parades, rallies, filming, sporting and cultural events, concerts, shows, musical and theatrical festivals and entertainment; but does not include election signs, real estate signs, construction signs, Temporary Sale Signs or Temporary Event Banners.

Temporary Sale Sign

means any Sign established for the purpose of advertising or announcing the sale of products at special prices.

Under Verandah Sign

means a sign attached to the underside of a verandah.

Upstairs Entrance Sign

means a sign which identifies commercial activities that are located upstairs within a building

Wall Sign

means a sign attached to the wall of a building

Refer to Appendix 4 Interpretative Diagrams Signs for assistance.

SIGN

Means:—

- a) any name, figure, character, outline, display, delineation, announcement, design, logo, mural or other artwork, poster, handbill, banner, captive balloon, flag, flashing sign, flatboard, free standing sign, illuminated sign, moving signs, roof sign, sandwich board, streamer, hoarding or any other thing of a similar nature which is:—

- ~~i) intended to attract attention; and~~
- ~~ii) visible from a road or any public place; and~~
- ~~b) all material and components comprising the sign, its frame, background, structure, any support and any means by which the sign is attached to any other thing.~~

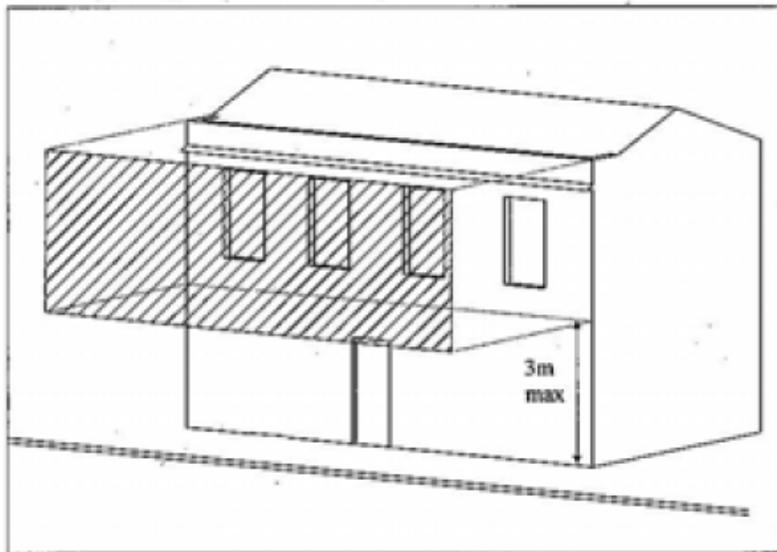
Appendix 4

Interpretative Diagrams

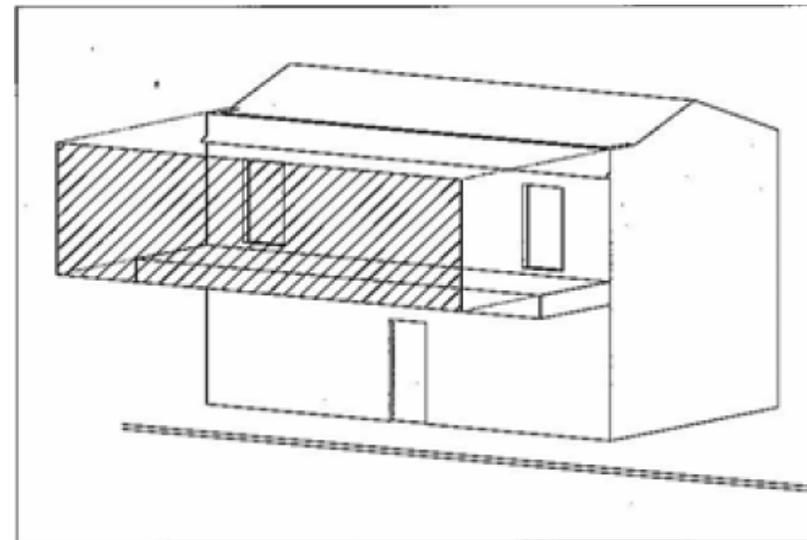
Add the following interpretative diagrams to the current end page.

13. Signs – Interpretative Diagrams

a) Above Ground Floor Signs

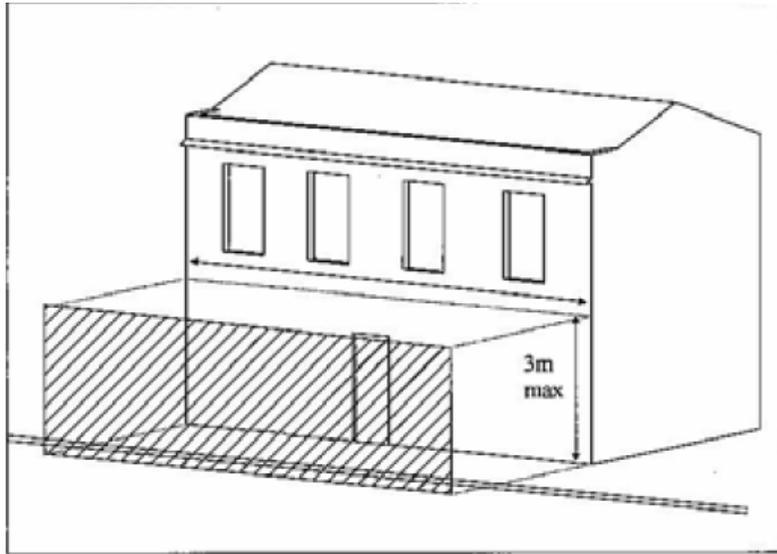


For buildings without a verandah

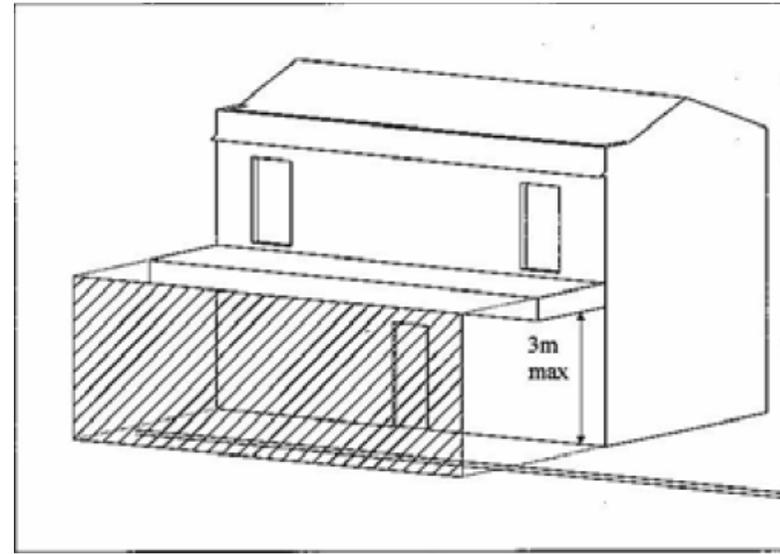


For buildings with a verandah

b) Ground Floor Area

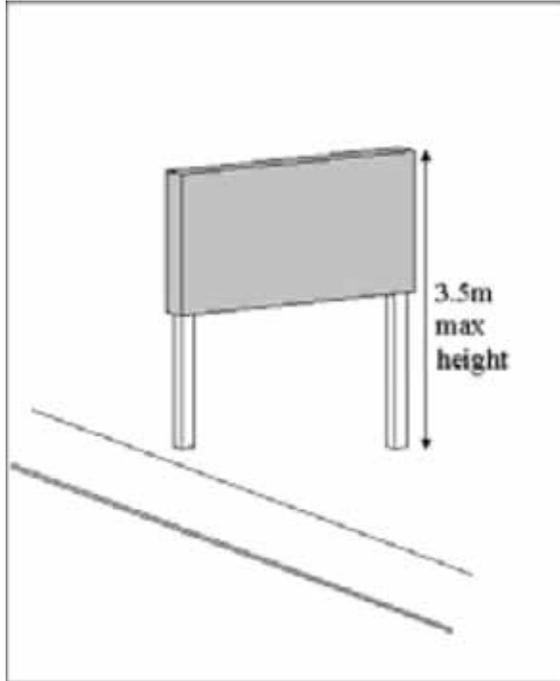


For buildings without a verandah



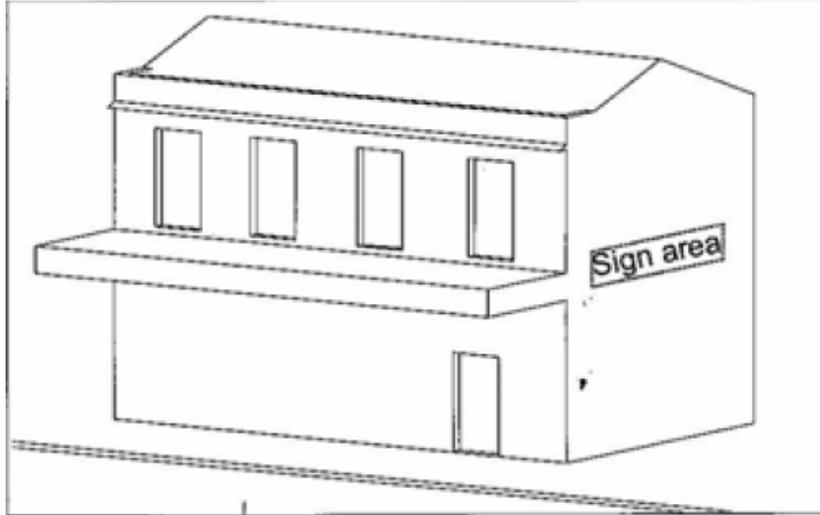
For buildings with a verandah

c) Freestanding Signs

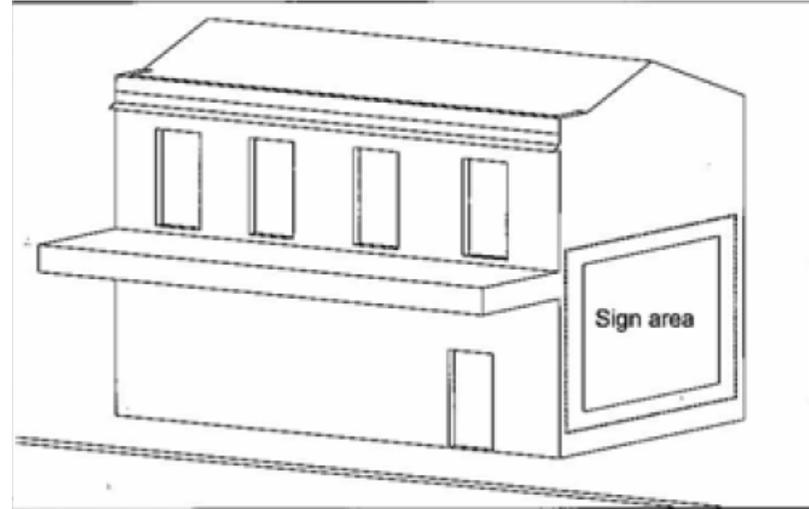


Maximum of 2m² in area and minimum 2.5m in height above any footpath

d) Sign Area

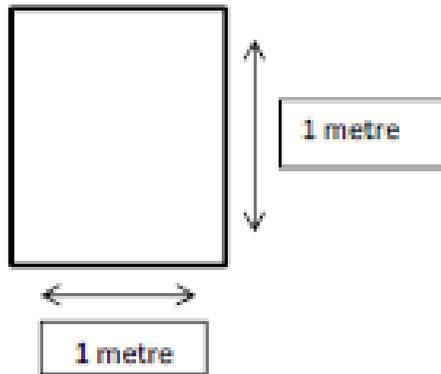


Outside line drawn around and enclosing the sign



Sign with backdrop differentiating the sign from the building

e) Flat Boards and Sandwich Boards



Maximum of 1m² in area; and

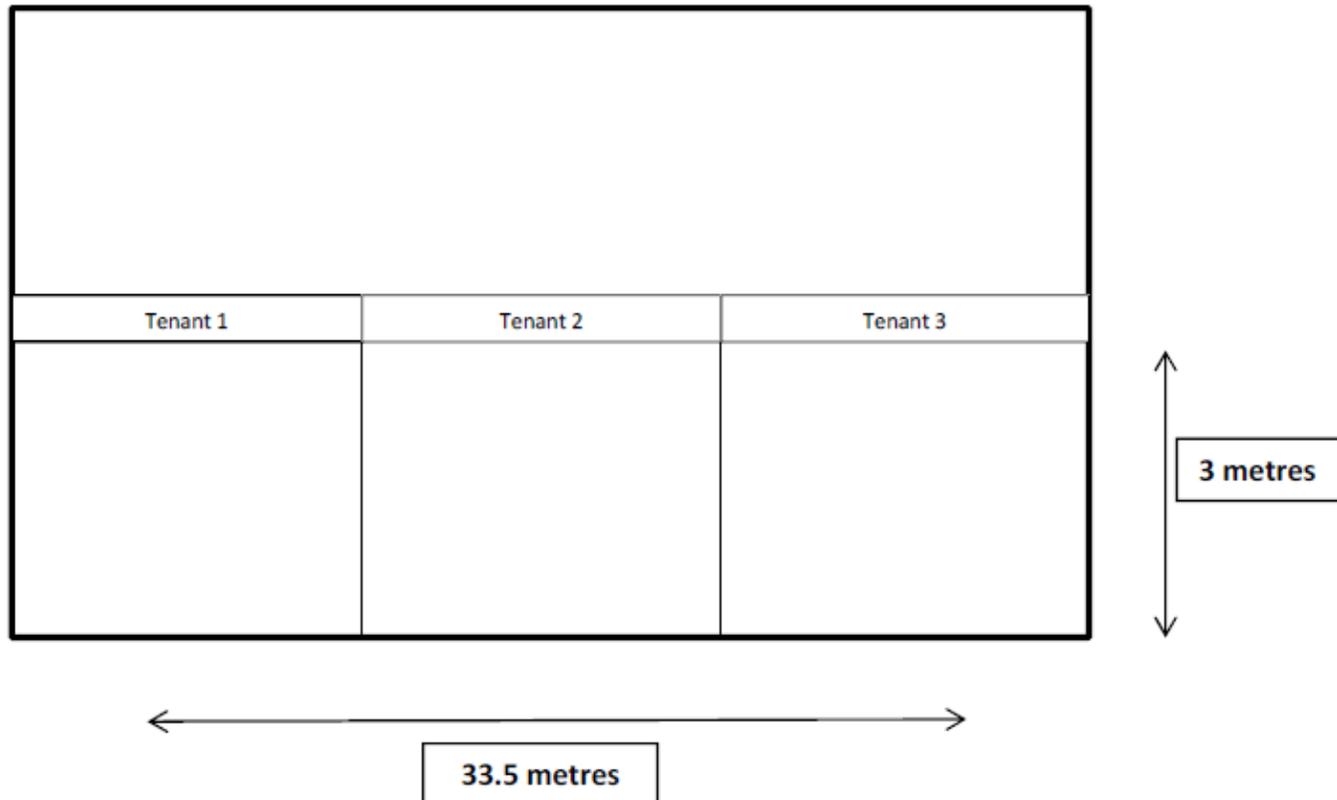
Maximum of 2 flat boards or 1 sandwich board per site

Example 1.

Total Ground Floor Area = 100.5m²

Maximum 15% Sign Area = 15m²

Divided by number of
Tenancies = 5m² / tenant



Example 2.

Total Ground Floor Area	= 90m ²
Maximum Building Signage Area	= 13.5m ²
Tenancy 1	= 2.25m ²
Tenancy 2	= 11.25m ²



Plan Change 48 – Signs

Proposed deletions as notified 12 March 2014

The proposed deletions are shown as ~~strikethrough~~.

1. ~~Delete the existing Chapter 18 Signs:~~

~~18. Signs~~

~~18.1 Issues, Objectives and Policies~~

~~18.1.1 Resources, Activities and Values~~

~~The purpose of signs is to provide information to the general public. There is a possibility that signs may have adverse environmental effects, particularly on visual amenity, and may conflict with traffic and pedestrian safety.~~

~~The standard of visual amenity varies in different parts of the District, and is generally defined by the range and nature of land use. In areas where the visual amenity is more diverse, such as commercial or industrial areas, the potential adverse effect of signs is limited by the existing mix of visual amenity. Because of the range in needs and the visual sensitivity of different parts of the District, both rural and urban, consideration needs to be given to different standards for signage in different areas.~~

~~18.1.2 Issues~~

~~In order to protect people's safety and well being some control of signs is required. The Council is also required to avoid, remedy, or mitigate any potential adverse effects on the environment which may arise from the use of signs.~~

~~i Safety~~

~~The most significant potential adverse effects of signage are on traffic safety, and on visual amenity.~~

~~In respect of a traffic safety viewpoint, careful consideration needs to be given to advertising along State Highways and major arterial routes, where the potential for conflicts with traffic safety are highest. The potential adverse effects of signs on traffic safety include:~~

- ~~• distraction of drivers' attention due to inappropriateness of the location, design, size, or type of sign.~~
- ~~• poor location or design of sign causing impulsive driver action, such as stopping or sudden turning movements without giving an adequate warning signal.~~

~~All signage situated within a State Highway is subject to the controls specified in the Transit New Zealand Bylaw 1987/3. State Highways and roads are designated for their transportation purpose, therefore all activities, including signs, for State Highway or road purposes are permitted as an integral part of the road designation. Any other activities, which are proposed to be undertaken within the State Highway or road, including signs, require the approval of the designating authority, either Transit New Zealand in the case of State Highways or the Council for other roads. Signs located within or along State Highways and other designated roads, other than for roading purposes, have the same potential adverse effects on traffic safety as on-site signs, and therefore may need to be controlled. The Council also controls signboards on roads within the towns by way of a Bylaw and considers it appropriate to continue to do so.~~

~~ii Visual Amenity~~

~~The need for controls on signs in the District is also important to ensure the potential visual effects of signs do not adversely affect the amenities of the District. Because of their different characteristics, residential and rural areas are more susceptible than commercial and industrial areas to the potential impacts of signs. Therefore different forms of control are required to maintain and enhance the visual amenities of different areas and to have regard to the cumulative effect of signs over time.~~

~~— The high visual quality of the landscape, townscape, the compatibility of buildings and structures in that landscape is an important factor in the social and economic well being of the District's inhabitants and businesses. As such the appropriateness of any signs needs to be assessed in terms of the visual environment and the effect they may have on the image of the District.~~

iii ~~Water Area Values~~

~~— Because of the intensity of use and popularity of the District's lakes and rivers there is potential for conflict between the various activities and facilities, including signs which are established on or along the perimeter of the major lakes and rivers.~~

18.1.3.1 ~~Objective and Policies~~

~~Objective 1 – Outdoor Signs~~

~~— **Outdoor signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access or on the visual amenities of the District's important landscape, townscape, heritage and water area values.**~~

~~Policies:~~

~~1 — To ensure the number, size, location and nature of outdoor signs in different areas are in accordance with the character and amenity of those areas and the community's desire to maintain and/or enhance the environment, appearance or visual amenity through attention to:~~

- ~~— • *lettering design*~~
- ~~— • *site specific locations*~~
- ~~— • *relationship to background surroundings*~~
- ~~— • *the number, area and height of signs*~~

~~— • *ensuring signs are designed in sympathy with local amenity, visual and heritage values*~~

~~— • *the effect of illumination on adjoining properties and public places.*~~

~~2 — To ensure that waterfront signage only provides essential information and directions for people.~~

~~3 — To ensure the display of outdoor signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views, of motorists or pedestrians.~~

~~4 — To ensure all signs are constructed and placed in a manner which does not pose a danger to property or people.~~

~~5 — To ensure outdoor signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.~~

~~6 — To enable a wide range of sign types within commercial areas consistent with public safety, access needs and the overall character of the area.~~

~~7 — To ensure outdoor signs are limited to those relating to a particular activity, the use of land or buildings, and located on the site of that activity, land or building.~~

~~8 — To support the establishment of information signs, and lay-bys, at the entrance to the District's settlements, and at sites of natural or historical interest.~~

~~Implementation Methods~~

~~The objective and associated policies will be implemented through a number of methods including:~~

~~(i) District Plan~~

~~— (a) Through rules in the District Plan.~~

~~— (b) Through the implementation of conditions on resource consents for additional controls on the location, number, size and type of outdoor signs.~~

~~(ii) Other Methods~~

~~— (a) The preparation and implementation of a Council Bylaw relating to the location, number, size and type of outdoor signs.~~

~~— (b) The exercise of control as owner and designating authority for all roads in the District, other than State Highways.~~

~~— (c) Encouragement to Transit New Zealand for the implementation of Transit New Zealand Bylaw (1987/3) regarding advertising signs on State Highways.~~

~~— (d) Through the Annual Plan, as resources are available, to support the establishment of information signs for the District's settlements and for sites of historical and natural interest.~~

~~(i) Adequate signage to convey the information necessary for the social, economic and cultural well being of the community.~~

~~(ii) Minimal adverse effects of signs on traffic and pedestrian safety.~~

~~(iii) Maintenance and enhancement of the visual amenity.~~

~~(iv) Colourful and vibrant signage within the commercial areas of the District while still having significant regard to the visual amenity of these areas and pedestrian safety in particular.~~

Explanation and Principal Reasons for Adoption

The control of outdoor signs generally varies according to the scrutiny of the environment within which they are located. Within the District a number of areas have been identified as being of special significance in terms of their heritage or visual importance. The District contains rural and urban visual characteristics which are integral to the well being of not just the District, but also the region and the country. Because of the overriding objective of protecting and enhancing the visual character of the area, signs, whether it be in terms of their individual or cumulative effect, require control in terms of number, size and scale.

Those aspects of signs, which cause the greatest concerns, often relate to their design and placement. The combination of Bylaws and District Plan rules provide appropriate regulations on these matters, and seek to minimise any detraction from the appearance of buildings, neighbourhoods, town centres, landscape or water features.

18.1.3.2 Environmental Results Anticipated

18.2 Signs - Rules

18.2.1 Activities

Any activity which complies with all the relevant zone standards and is not listed as a Controlled Non-Complying or Prohibited Activity, shall be a Permitted Activity.

18.2.2 Controlled Activities

The following shall be **Controlled Activities**

(a) All signs within the Jacks Point Zone, with the exercise of Council's control limited to:

§ Colour;

§ Design;

§ Consistency with any relevant Council approved development controls and design guidelines; and

§ Consistency with public sign policy and controls throughout the District

(b) All signs within the Mount Cardrona Station Special Zone, with Council's control limited to:

(i) Colour and materials

(ii) Design

(iii) Location

(iv) Size

(v) Consistency with the Mount Cardrona Station Design Guidelines (2008)

18.2.3 Non-Complying Activities

The following shall be **Non-Complying Activities**.

(a) signs on, or attached to, the roof of a building.

(b) All activities that do not meet the zone standards shall be Non-Complying Activities.

18.2.4 Prohibited Activities

The following shall be **Prohibited Activities**.

(a) signs projecting above the roofline of the building to which the sign is attached

(b) flashing signs

(c) moving signs

(d) signs creating any optical illusion

(e) signs attached to any vehicle parked in or visible from any road or public place for the principle purpose of commercial advertising

(f) signs attached to a tree unless the sign identifies solely the species of tree and/or its classification under the District Plan.

18.2.5 Zone Standards

~~TOWNSHIP, TOWN CENTRE, (EXCEPT WITHIN THE TOWN CENTRE TRANSITION SUB-ZONE), CORNER SHOPPING CENTRE, AIRPORT MIXED USE, BUSINESS & INDUSTRIAL ZONES, BUSINESS SUBZONE (THREE PARKS ZONE), COMMERCIAL CORE SUBZONE (THREE PARKS ZONE), REMARKABLES PARK ZONE ACTIVITY AREAS 3 AND 5, BALLANTYNE ROAD MIXED USE ZONE ACTIVITY AREAS B AND C AND ACTIVITY AREA 2 OF THE KINGSTON VILLAGE SPECIAL ZONE~~

(i) Ground Floor Signs

(a) Ground floor areas with frontage to a road, footpath, service lane or access way: signs on the ground floor areas of each face of a

building shall not exceed 5m² in total area or 15% of the ground floor area of that face of the building, whichever is less.

Provided that if the building also has frontage to a road the signs on the face of the building adjacent to the service lane or access way shall not exceed 2% of the ground floor area of the face of the building adjacent to the service lane or access way.

b) Standards:

Sign Type	Maximum Area	Additional Standards
Wall Signs	2m ²	
Verandah Face Signs	Shall not together with other ground floor signs exceed the area specified in 18.2.5(i)(a) above	Shall not exceed 600mm in depth
Under Verandah Signs	Shall not together with other ground floor signs exceed the area specified in 18.2.5(i)(a) above	Shall be at 2.5m above the surface of the road, footpath, service lane or access way
Free-standing Signs	2m ²	Shall not project over and any road or service lane. Shall not project over a footpath unless it is 2.5m above the level of the footpath and does not project more than a metre over the footpath.
Flatboards	1m ²	Shall be located on the site maximum of two flatboards or one sandwich board per site.

(ii) Other Signs

(a) Standards:

Sign Type	Maximum Area	Additional
Above Ground Floor Signs	2 m ²	
Arcade Directory Sign	3 m ²	Shall list only the names of the occupiers of the arcade. Shall be displayed at the entrances to the arcade only.

Upstairs Entrance Sign	1.5m ²	Shall contain only the name of the activity of the occupier using that entrance.
Above Verandah Signs	2 m ²	

~~LOW DENSITY RESIDENTIAL, LOW DENSITY AND MEDIUM DENSITY RESIDENTIAL SUBZONES (THREE PARKS ZONE), HIGH DENSITY RESIDENTIAL, THE TOWN CENTRE TRANSITION SUB-ZONE, RESIDENTIAL ARROWTOWN HISTORIC MANAGEMENT, RURAL RESIDENTIAL ZONES, REMARKABLES PARK ZONE (except Activity Areas 3, 5 and 8), BALLANTYNE ROAD MIXED USE ZONE ACTIVITY AREAS D AND E AND ACTIVITY AREAS 1, 3 AND 4 OF THE KINGSTON VILLAGE SPECIAL ZONE~~

(i) On any site signage shall:

- have a maximum area of 0.5 m²
- either be attached to a building or be free-standing

(ii) If the sign is located at the front of the site it shall:

- not project over any road or service lane
- not extend over any footpath unless

(b) it is at least 2.5 m above the footpath

(c) it does not extend more than 1m over a footpath

(iii) Notwithstanding (i) above signage for recreation grounds, churches, medical facilities, nursing homes, educational institutions and community buildings shall have a maximum of 2m² per site and either by attached or by free-standing

(iv) Notwithstanding (i) above, visitor accommodation in Residential Zones may have two signs at each separate entrance/exit:

One sign which identifies the site and has a maximum area of 2m²

- One sign which contains the words ‘vacancy’ and ‘no and does not exceed 1m x 0.15m in dimension.

~~RURAL AREAS, HYDRO GENERATION ZONE, RESORT, RURAL VISITOR, BENDEMEER, TOURISM AND COMMUNITY FACILITIES SUBZONE (THREE PARKS ZONE), PENRITH PARK AND RURAL LIFESTYLE ZONES AND REMARKABLES PARK EXCEPT ACTIVITY AREA 3, 8.~~

(i) On any site signage shall:

- • have a maximum area of 2 m²
- • be located on the site
- • not project over any road or service lane
- • not extend over any footpath unless
 - (a) it is at least 2.5m above the footpath
 - (b) it does not extend more than 1m over a footpath.

DISTRICT WIDE

Event Signs

- (i) Signs shall be:
 - erected no more than 2 months before the date an event
 - limited to 2 m² in size
 - removed within 24 hours of the completion of the event
 - limited to 2 signs fronting the State Highway and 2 signs fronting onto other roads.

Banners

- (i) Banners shall be:
 - limited to 1 per site
 - erected for a maximum of 2 weeks before a specific event
 - removed within 24 hours of the completion of the event
 - limited to 3 m² in size

Signs in Reserves

- (i) Any signage shall:
 - contain only the name of the reserve; and
 - have a maximum area of 1 m²
- (ii) Business Signs Operating in Reserves shall:
 - be attached to the building to which it relates or be free-standing
 - have a maximum area of 1 m²
 - be limited to one sign per business operating in a reserve.

Exemptions

The following signs shall be exempt from the above standards:

- (i) Signs required by Acts of Parliament
 - All signs required to be displayed by any legislation and displayed in accordance with the provisions of that legislation.
- (ii) Real Estate Signs
- (iii) Electioneering Signs

18.3 Assessment Matters

18.3.1 General

- i. ~~The Assessment Matters are other 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.~~
- ii. ~~In considering resource consents for land use activities, in addition to the applicable provisions of the Act, the Council shall apply the relevant Assessment Matters set out below.~~
- iii. ~~In the case of Controlled and Discretionary Activities, where the exercise of the Council's discretion is restricted to the matter(s) specified in a particular standard(s) only, the assessment matters taken into account shall only be those relevant to that/these standard(s).~~
- iv. ~~In the case of controlled Activities, the assessment matters shall only apply in respect to conditions that may be imposed on a consent.~~

18.3.2 Assessment Matters

~~In considering whether or not to grant consent or impose conditions on a resource consent, the Council shall have regard to, but not be limited by, the following assessment matters.~~

~~i. Controlled Activity – Signs within the Jacks Point Zone~~

~~Conditions may be imposed to ensure~~

- ~~(a) The colour of the sign is sympathetic to the surrounding landscape;~~
- ~~(b) The design of the sign, including lighting, is consistent with and sympathetic to the surrounding built environment.~~
- ~~(d) The design of the sign is consistent with any relevant Council approved development.~~

- ~~(e) The design of the sign is consistent with public sign policy and controls throughout the District.~~

~~ii. Controlled Activity – Signs within Mount Cardrona Station Special Zone~~

~~The extent to which:~~

- ~~(a) The colour and materials complement the external appearance of surrounding buildings;~~
- ~~(b) The design, location and size complements the surrounding built environment and does not dominate built form;~~
- ~~(c) The design is consistent with other signs in the vicinity;~~
- ~~(d) The size, colour and location do not adversely affect traffic safety;~~
- ~~(e) The signage is consistent with the Mount Cardrona Station Design Guidelines (2008).~~