

## Section 2.12 Signage

---

Signage provide information, identification, direction and safety functions and typically promote goods, services, activities and events. Signage indirectly contributes to the District's social, cultural and economic wellbeing and supports public health and safety. Signage is typically located, designed and sized to maximise visibility and catch attention, often they are located adjacent to public places or the transport network. Inappropriate location, design and size of signage can give rise to adverse effects on the environment, including adverse effects on amenity values and the safety and efficiency of the transport network. A proliferation of signage on a site, or at a location, can also give rise to cumulative effects.

### Objective SIGN.1

Signage is appropriately located and conveys necessary information in a manner that avoids or mitigates adverse effects on the environment.

### Policy SIGN.1

The location and design of signage:

1. Minimises or avoids adverse effects on amenity values.
2. Avoids adverse effects on the safe and efficient operation of the transport network.

**Explanation:** Signage provide a number of functions which positively contribute to community wellbeing, however, they can also have adverse effects on the environment. Amenity values can be compromised by factors such as the character of signage, level of illumination or the proliferation or clutter of signage. Signage can also reduce the safety and efficiency of the transport network if it is poorly located, distract driver's attention or restrict visibility. Signage should be located and designed in a manner that avoids these effects and particular consideration should be given to the size of signage and the message displayed.

### Policy SIGN.2

Enable the display of temporary signage.

**Explanation:** Temporary signage should generally only be displayed for the duration of the activity to which they relate. Exceptions are provided for Real Estate and Event Signage allowing this temporary signage to be removed no later than two weeks after a property is sold or seven days after an event has been held. Temporary signage should be located and designed in a manner that avoids adverse effects on amenity values and the safety and efficiency of the transport network.

### Policy SIGN.3

Recognise there may be a need for off-site signage in circumstances where community or commercial land use activities are not located adjacent to State Highways or Regional Arterial Roads.

**Explanation:** There may be some cases, where the display of signage, on a site to which it does not relate, may be appropriate. Any such signage should avoid adverse effects on amenity values and the transport network and be consistent with the maximum sign height and area limits for the Rural Zone. The location of the commercial land use activity should be in the vicinity of the site of the signage, and the signage does not need to be located on a State Highway or Regional Arterial Road.

## Policy SIGN.4

Avoid inappropriate off-site signage where:

1. It adversely affects pedestrian and/or traffic safety.
2. Its content does not directly relate to providing directions, locations and the name of the business.
3. It detracts from the amenity and character of the area.

**Explanation:** While off-site signage may be acceptable in some circumstances, it may also be appropriate to decline an activity. Effects on safety or amenity could include, but are not limited to, the cumulative effects of the proliferation of signage and any effects on the landscape values of an area.

## Signage Rules

The Zone Sections of the District Plan apply in addition to any relevant district-wide rules such as those relating to Signage. If any of the Zone Rules detailed in the following sections are breached, the activity will require resource consent:

- Rural Zone - Section 3.1
- Urban Zone - Section 3.2
- Te Anau Residential B Zone - Section 3.3
- Industrial Zone - Section 3.4
- Fiordland/Rakiura Zone - Section 3.5
- Eweburn Zone – Section 3.6.

## Rule SIGN.1 (A) - Permitted Signage

Signage provided for in Table SIG

N.1.1 below is permitted provided it meets the General Signage Standards in Rule SIGN.4.

Table 3 Signage Limits

Zone	Maximum area m <sup>2</sup> of freestanding signage and signage attached at an angle to buildings	Maximum area m <sup>2</sup> of signage painted on to, or attached parallel to, buildings	Maximum height of freestanding signage
Urban Zone	1.5 m <sup>2</sup>	1.5 m <sup>2</sup>	3 metres
Commercial Precinct	0.5 m <sup>2</sup> per metre of street frontage except that only two freestanding signs are permitted and the areas of such signs shall not exceed 14 m <sup>2</sup> .	1 m <sup>2</sup> per metre of building frontage	6 metres
Industrial Zone	7 m <sup>2</sup>	1 m <sup>2</sup> per metre of building frontage	9 metres
Rural and Eweburn Zones	3 m <sup>2</sup>	3 m <sup>2</sup>	3 metres
Fiordland/ Rakiura Zone	1.5 m <sup>2</sup>	1.5 m <sup>2</sup>	2 metres

### Rule SIGN.1 (B) - Temporary Signage Permitted Throughout The District:

1. The following temporary signage shall be Permitted provided it meets the height limitations in Table SIGN.1.1 and the general signage standards in Rule SIGN.4
  - (a) **Real Estate Signage** - Signage not exceeding 0.6 m<sup>2</sup> in area advertising the disposal of land or premises on which it is located displayed while the property is on the market and removed no later than two weeks after the property has been sold.
  - (b) **Construction Signage** - Signage not exceeding 3 m<sup>2</sup> in area erected on a construction site. No such signage shall be displayed for a period exceeding the duration of the construction period and shall include only details of the project and names of parties connected therewith.
  - (c) **Event Signage** - Signage not exceeding 3 m<sup>2</sup> may be displayed within a period of no more than six weeks before the event and must be removed no later than seven days after the event.
2. **Public Election Signage** shall be Permitted provided that:
  - (a) Signage does not exceed 3 m<sup>2</sup>.
  - (b) It is not displayed more than six weeks before the election and is removed no later than midnight on the day preceding election/polling day.
  - (c) It complies with the signage requirements outlined in the Electoral Act.

### Rule SIGN.1 (C) - Sandwich Boards:

One sandwich board sign per premises shall be permitted provided it meets the following conditions:

1. Sandwich board signage shall only be displayed during the trading hours of the business to which the sandwich board relates.
2. The signage shall be located immediately adjacent to the street frontage of the premises to which it relates.
3. Such signage shall comply with the following dimensions:
  - (a) Height - minimum of 0.5 metres; maximum of 0.9 metres.
  - (b) Width - maximum of 0.6 metres.
  - (c) Spread - maximum of 0.5 metres.
4. Sandwich board signage must be located a minimum of 300 mm back from the carriageway edge and in such a position that there is a minimum 2 metre clearance of footpath for pedestrian traffic.
5. Where the area has a grass verge or a gravel berm then the signage is to be placed on this at least 600 mm from the carriageway and not on the footpath.
6. Where there are no footpaths then the signage will be sited in the berm area.
7. Sandwich boards shall not be located on footpath extensions and traffic islands constructed to accommodate pedestrian crossing points or traffic control devices.
8. Sandwich boards shall comply with Conditions 2, 3, 5, 7, 8, 9, 11 and 12 of Rule SIGN.4.

### Rule SIGN.1 (D) - Information and Warning Signage:

The following information and warning signage shall be Permitted provided it meets the relevant zone height and size requirements of Table SIGN.1.1:

1. Hazard identification and warning signage.
2. Interpretational signage.
3. Directional signage.
4. Signage erected by Fish & Game New Zealand for angling and hunting activity information purposes.

## Rule SIGN.2 - Restricted Discretionary Activities

1. Off-site signage that does not exceed 3 m<sup>2</sup> in area is a **Restricted Discretionary Activity**.
2. Any illuminated signage on Stewart Island / Rakiura (excludes offshore islands).
3. Any other signage that does not comply with Rule SIGN.1, SIGN.4 or is not subject to Rule SIGN.3 is a **Restricted Discretionary Activity**.

The matters to which Council will restrict its discretion are:

1. The effects of signage on the safety and visibility on transportation networks.
2. The content, size, colour and character of the signage, lettering size and style.
3. The illumination of the signage and the effects of light spill.
4. The siting of the signage with respect to sight lines pertaining to any road or rail intersection, or accessway on to a road.
5. Effects on the visual amenity and aesthetic coherence of the surrounding environment.
6. Effects on outstanding natural features and landscapes and Visual Amenity Landscapes.
7. Effects on historic or cultural heritage values of sites, structures, places and areas.
8. Cumulative effects of signage.
9. The location of the business premises or activity in relation to the signage.
10. The level of non-compliance with the maximum signage height and area limits for the relevant Zone or Precinct.

## Rule SIGN.3 - Prohibited Activities

Off-site signage that exceeds 3 m<sup>2</sup> in area is a Prohibited Activity throughout the District.

## Rule SIGN.4 - General Signage Standards

Signage shall comply with the following General Signage Standards:

1. **Under verandah signage** - In addition to the signage provided for above, signage attached under verandah is permitted within Commercial Precincts, provided that:
  - (a) It does not exceed the width of the verandah.
  - (b) There is at least 2.6 metres clearance to the footpath.
  - (c) There is a maximum of one under verandah sign per site per street frontage.
2. **International symbols** - Internationally recognised symbols shall be displayed on signs where appropriate.
3. **Similarity to traffic signage** - Signage shall not conflict with the colour combinations and/or shape or design of traffic signs.
4. **Orientation of Signage** - Roadside signage (excluding under verandah signage) shall be orientated a minimum of 5° off right angle to the road.
5. **Illumination** - Illuminated signage shall only be permitted within the Industrial Zone or Commercial Precincts and excludes any signage attached to an item of historic heritage or located within the site of an item listed in Schedule 5.2 - Historic Heritage Items.  
Any illuminated signage shall ensure that artificial light spill shall not exceed the following illuminance levels, within the boundary of any other site not zoned Industrial or not within the Commercial Precinct overlay:
  - (a) Day time                      25 lux
  - (b) Night time                      10 lux

Illuminance levels shall be measured vertically or horizontally anywhere along the affected site boundary in accordance with professional engineering practice.

6. **Signage attached to buildings** - Signage on or attached to buildings shall be within 200 mm of the profile of the building on which they are painted or attached (excluding under verandah signage).
7. **Clarity** - Messages displayed on signage must be clear, concise and of a clear lettering style. Signage located adjacent to a road shall comply with the following minimum letter height standards:

*Table 4 Minimum letter height standards*

Speed Limit (km/hr)	Main Message (mm)	Property Name (mm)	Secondary Message (mm)
50	150	100	75
60	175	125	90
70	200	150	100
80	250	175	125
100	300	200	150

8. **Location of Signage** -
  - (a) Unless otherwise stated, yard or setback requirements relating to buildings shall not apply to signage.
  - (b) Unless otherwise stated, signage shall be located on the site where the lawfully established activity to which the signage relates is occurring.
  - (c) Signage shall be sited such that it does not restrict visibility to and from intersections and accesses.
  - (d) Signage shall not be located where it could adversely affect driver/pedestrian safety.
9. Signage may be single or double sided provided that each side does not exceed the maximum area permitted within that Zone.
10. Any signage attached to a building shall not exceed the height of that building.
11. Signage shall not be reflective or have any moving or flashing components.
12. Signage can include sponsorship logos where they comprise no more than 10% of the area of the signage.

**Note:** The New Zealand Transport Agency also has requirements for signage located adjacent to a State Highway. Please check the NZTA website or contact NZTA directly to ensure your signage can comply with these requirements

