

## **8A.3      SIGNS**

### **8A.3.1      Introduction to Signs**

This chapter recognises the role of signs in communicating information for businesses and the community. It provides a framework to manage the effects of signs in the different zones across the district, while recognising the purpose, character and amenity of these zones, and transport safety matters.

Outside of the District Plan, there is other legislation and regulations that manage signs, for example New Zealand Transport Agency regulations and Council by-laws.

For signs located in road corridors, approvals may be needed from the Road Controlling Authority (including the Council), or the New Zealand Transport Agency for signs on the State Highway. These approvals may need to be sought regardless of whether the sign complies with the provisions of the District Plan.

### **8A.3.2      Objective**

#### **8A.3.2.1**      Signage in the district:

- (a)      supports the needs of the community and businesses to identify and advertise businesses and activities; and
- (b)      maintains the local character and amenity values, and the safe and efficient functioning of the transport network.

### **8A.3.3      Policies**

**8A.3.3.1**      Manage the number, size and design of signs in the Open Space Zones, Rural Zones, and Residential Zones to maintain the character and amenity values of these zones.

**8A.3.3.2**      Provide for a range of signs in the Business Zones, and Special Activity Zones that support business identification and advertising, while:

- (a)      maintaining the character and amenity values of these zones; and
- (b)      ensuring that the character and amenity values of adjoining residential zones are not adversely affected by signs in these locations; and

- (c) allowing the consolidation of signs to convey information about multiple businesses or tenancies.

#### **8A.3.3.3**

Ensure that the location and design of signs is provided for in a way that:

- (a) is compatible with the site, or building on which it is placed, and is of a scale that is appropriate for what the sign is identifying or advertising; and
- (b) maintains the character and visual amenity of the site and surrounding area, and does not result in additional visual clutter or dominate the skyline; and
- (c) integrates with the façade of the building to which it is attached including verandas, roofline and architectural features; and
- (d) manages any moving, digital or changing signage, and illuminated signage to protect residential amenity and to not comprise the safety of road users; and
- (e) limits signs which are not situated on the site to which they relate and when considering proposals for such signs have regard to the following:
  - (i) The need for the sign to be located away from the site, including any constraints relating to the location of the businesses, which creates a need for off-site signage, and
  - (ii) The capacity for the site and surrounding environment to accommodate the sign, and for character and amenity values to be maintained; and
  - (ii) Any adverse effects on transport safety or efficiency, or transport benefits in providing for the sign to be located away from the site.

#### **8A.3.3.4**

- (a) Enable temporary signs which meet a limited set of standards; and
- (b) Provide for temporary signs of a larger duration or size where amenity values are maintained and the safety of road users is not compromised.

#### **8A.3.3.5**

Ensure that signs located within, or visible from, the road corridor do not interfere with the safe and efficient use of all roads (including State Highways), pedestrian footpaths, and cycleways.

**Activity Status Table**

<b>Rule</b>	<b>Activity</b>	<b>Activity Status</b>
<u>8A.3.4.1</u>	<u>Any health and safety sign.</u>	<u>P</u>
<u>8A.3.4.2</u>	<u>Any temporary sign which complies with permitted standards in 8A.3.4.8.</u>	<u>P</u>
<u>8A.3.4.3</u>	<u>Any sign (other than a temporary sign) which complies with permitted standards 8A.3.4.9 – 8A.3.4.13.</u>	<u>P</u>
<u>8A.3.4.4</u>	<u>Any temporary sign which does not comply with permitted standard in 8A.3.4.8.</u>	<u>RD</u>
<u>8A.3.4.5</u>	<u>Any sign (other than a temporary sign) which does not comply with one or more of the permitted standards at 8A.3.4.9 – 8A.3.4.13.</u>	<u>RD</u>
<u>8A.3.4.6</u>	<u>Any sign (other than a temporary sign) which incorporates movement or changing content, and and digital signage.</u>	<u>D</u>
<u>8A.3.4.7</u>	<u>Any sign (other than a temporary sign) which is not situated on a site to which the sign relates.</u>	<u>D</u>

**Exemptions:**

The following exemptions apply:

- (a) Signs that are expressly permitted under the Council’s bylaw for signs.
- (b) Signs indicating hazardous substances used at a hazardous facility.
- (d) Any official regulatory or traffic sign.
- (e) Signs located on the interior of a building unless the sign is for external display from the interior surface of any window or door.

**Advice Notes:**

- Activities listed in the activity status table are identified as permitted (P), restricted discretionary (RD) or discretionary (D) activities. For those activities listed as RD, discretion is restricted to the identified matters of discretion listed in the standards.
- The rules apply in all zones unless otherwise stated. Activities are also subject to rules in the relevant chapter.
- The rules that relate to signs, other than temporary signs, in the heritage covenant area in the Gateway Precinct of the Wallaceville Structure Plan Area are contained in Chapter 20 - Business Zone Rules.
- For signs proposed in the road reserve, the adjoining Zone rules apply.
- The Figure at Appendix 1 shows location and size requirements for signs in the Business Zones. The diagram supports the rules but where there is a conflict in the wording of the rules and the diagram, the rules prevail.
- Where a sign is located within the state highway corridor, the express permission is required from the New Zealand Transport Agency as the road controlling authority.

- Refer to the National Environmental Standards for Electricity Transmission Activities Regulations 2009 for standards for signs on support structures of existing transmissions lines.

## **Standards for Permitted Activities**

### **8A.3.4.8 Temporary signs – all zones**

- (a) The maximum area of any one temporary sign shall not exceed 3m<sup>2</sup>.
- (b) In residential zones, the maximum total area of all temporary signs on a site shall not exceed 4.5m<sup>2</sup>.
- (c) The maximum duration for any temporary sign shall not exceed 2 months.

#### **Advice notes:**

- There are no duration standards for signs advertising real estate.
- Refer to Council bylaws for any specific requirements for temporary signs, including for signs advertising real estate.

**Council shall restrict its discretion to, and may impose conditions on, the matters listed below where any of the above standards are not met:**

- 8A.3.4.15 - Transport Safety – All signs
- 8A.3.4.16 - Temporary Signs.

### **8A.3.4.9 Signs in Residential Zones, Rural Zones, and Open Space Zones**

- (a) In Residential Zones and Rural Zones, a maximum of one sign per site, visible in any one direction.
- (b) In Open Space Zones there shall be no more than one free-standing sign per 100m of road frontage.
- (c) The maximum area of any sign visible in any one direction shall not exceed:
  - i. 1.5m<sup>2</sup> in Residential Zones;
  - ii. 3.0 m<sup>2</sup> in Rural Zones;
  - iii. In Open Space Zones:
    - 1. 4.5m<sup>2</sup> for free-standing signs,
    - 2. 3m<sup>2</sup> for any sign attached to a building;
    - 3. 0.5m<sup>2</sup> for signs used for marking tracks; and
    - 4. 2m<sup>2</sup> for signs providing interpretation or identification.
- (d) The maximum height of any part of a free-standing sign above ground level shall not exceed 3 metres.
- (e) No sign shall extend beyond the façade of the building to which it is attached, or extend above the roofline of the building.

- (f) The maximum width of any free-standing sign shall not exceed 2 metres.
- (g) In Residential Zones, signs on buildings must not cover any windows.
- (h) In Open Space Zones, signs not directly visible from any public road or the boundary of any residential zone are not limited in size and number.

**Council shall restrict its discretion to, and may impose conditions on, the matters listed below where any of the above standards are not met:**

- 8A.3.4.14 - All signs other than temporary signs
- 8A.3.4.15 - Transport Safety – All signs

**8A.3.4.10 Free-Standing Signs in Business Commercial Zones, Business Industrial Zones, and Special Activity Zones**

- (a) The number of free-standing signs on a site visible in any one direction shall not exceed:
  - (i) One sign per site on sites with road frontages less than 50m;  
or
  - (ii) Two signs per site where the road frontage exceeds 50m.
- (b) The maximum height of any part of a free-standing sign above ground level shall not exceed:
  - (i) 8m in Business Commercial Zones.
  - (ii) 9m in Business Industrial and Special Activity Zones.
- (c) The maximum width of any free-standing sign shall not exceed 2m.
- (d) The maximum area of any free-standing sign, visible in any one direction shall not exceed 7.5m<sup>2</sup>.
- (e) In Business Industrial Zones, free-standing signs greater than 4 metres in height on any site must be located a minimum distance of 15m from any other free-standing sign that is greater than 4m in height on an adjoining site; and
- (f) Signs on land identified in the Business Zone in Appendix Business 2 of Chapter 20 one free-standing sign per site visible in any one direction with a maximum area of 7.5m<sup>2</sup>.

**Council shall restrict its discretion to, and may impose conditions on, the matters listed below where any of the above standards are not met:**

- 8A.3.4.14 - All signs other than temporary signs.
- 8A.3.4.15 - Transport Safety – All signs.

**8A.3.4.11 Signs on buildings and other structures in Business Commercial Zones, Business Industrial and Special Activity Zones**

- (a) No sign shall extend beyond the façade of the building or beyond the height of the structure to which it is to be attached to, or extend above the roofline of the building.
- (b) The maximum area of any single sign on a building façade or structure shall not exceed 5m<sup>2</sup>, other than in the Business Industrial Zone, where the maximum area of any sign on a front façade or structure shall not exceed 10m<sup>2</sup>.
- (c) For signs on any building façade or structure, the total area of all combined signs shall not exceed 30% of the total area of that building façade or structure.
- (d) For signs located above a building's ground floor level there shall be a maximum horizontal separation distance of 5 metres between signs on the same floor level.
- (e) Any sign located on the parapet of a building shall not exceed an area of 5m<sup>2</sup>, or an area of 30% of the total area of the parapet, whichever is the lesser.
- (f) Any sign which is projecting from the façade of a building must be:
- (i) positioned at 90 degrees to the façade of the building;  
and
  - (ii) must not extend from the wall by more than 1m.
- (g) The maximum height of any sign located on the fascia of a veranda must not exceed a height of:
- (i) 0.6 metres; or
  - (ii) where the height of the fascia is 0.6m or greater, an additional 25% of the fascia height.
- (h) In the Business Industrial zone on Eastern Hutt Road identified in Appendix 3 of Chapter 20 – Business Zones Rules:
- (i) no sign shall be located within 6m of Eastern Hutt Road.
  - (ii) no sign shall be located on the façade of any building facing Eastern Hutt Road.
  - (iii) there shall be a maximum of one free-standing sign which may be located at the road entrance to the Business Industrial Zone and it shall not exceed a face area of 20m<sup>2</sup> visible from any one direction; or -be more than 9m above ground level.

- (i) On land identified in the Business Commercial Zone at Riverstone Terrace in Appendix Business 2 of Chapter 20, the area of any signs attached to buildings shall not exceed a total area of 7.5m<sup>2</sup>.

**Council shall restrict its discretion to, and may impose conditions on, the matters listed below where any of the above standards are not met:**

- 8A.3.4.14 - All signs other than temporary signs.
- 8A.3.4.15 - Transport Safety – All signs.

**8A.3.4.12 Signs for direction of traffic on a site in Business Commercial, Business Industrial Zones and Special Activity Zones**

- (a) The maximum vertical dimension of the sign shall not exceed 1m.
- (b) The maximum area of the sign, visible in any one direction, shall not exceed 0.5 m<sup>2</sup>.
- (c) The content of the sign must be limited to directional purposes.

**Council shall restrict its discretion to, and may impose conditions on, the matters listed below where any of the above standards are not met:**

- 8A.3.4.14 - All signs other than temporary signs.
- 8A.3.4.15 - Transport Safety – All signs.

**8A.3.4.13 Traffic safety - All signs**

- (a) No sign shall be located so that it obstructs or obscures any traffic sign or signal, or any official road sign, whether they are for regulatory, warning or advisory purposes.
- (b) No sign shall resemble any traffic sign or traffic signal, whether they are for regulatory, warning or advisory purposes.
- (c) No sign may restrict the line of sight to any intersection, bend or corner on a road.
- (d) No sign shall incorporate reflective materials.
- (e) Signs located over a pedestrian pathway, including free-standing signs and signs below verandas, should have a minimum clearance of 2.5 metres when measured from ground level.
- (f) Where any sign is visible from the State Highway and the speed limit is 70km/hr or greater, the sign shall:
- (i) Have a minimum letter height of 160 mm;

- (ii) Contain no more than six words and no more than 40 characters; and
- (iii) Be located so as to provide an unrestricted view to the motorist for a minimum distance of 180 metres.

**Council shall restrict its discretion to, and may impose conditions on, the matters listed below where any of the above standards are not met:**

- 8A.3.4.15 Transport Safety – All signs

**Advice note:**

For signs which are on or over any State Highway, it is advised to check relevant New Zealand Transport Agency Bylaws and regulations for specific requirements, such as location and design, including materials.

**Matters of discretion**

**8A.3.4.14 All signs other than temporary signs**

- (a) Whether the sign is in scale with the associated activities or building development and is compatible with the visual character of the area in which it is situated.
- (b) Whether the sign detracts from the appearance of the building to which it is attached due to:
  - (i) The proportion of the sign to the building façade; and
  - (ii) The location and design of the sign, including the colour, display, materials, and how the sign relates to any architectural features on the building; and
  - (iii) The number of signs on the building.
- (c) Whether the sign results in additional clutter of signs on the building or site.
- (d) Whether the sign, will result in a more consolidated or co-ordinated sign display on the building or site.
- (e) Whether there are any special circumstances or functional need for an increase in sign size, or different location of the sign including for
  - (i) operational, directional or safety purposes; or



- (ii) any mitigating features of the site which would lessen the impact of the sign, such as vegetation or landscaping.
- (f) Whether the sign would impact on residential amenity due to its location and design or proximity to residential activities.
- (g) The extent to which the sign is clear and legible.

**8A.3.4.15**     **Transport Safety – All signs**

- (a) Whether there would be any adverse effects on traffic, cyclist or pedestrian safety, and the efficiency of the surrounding transport network due to:
  - (i) The potential for obstruction, confusion or distraction in the observance of traffic directions, controls or conditions; and
  - (ii) The potential for obstruction of sightlines to intersections, corners, bends in roads and vehicle and pedestrian entrances.
- (b) Whether due to the siting and design of the sign, there are any transport safety benefits for the site and surrounding transport network.

**8A.3.4.16**     **Temporary signs**

- (a) Whether the information being displayed relates to the business or activity on the site.
- (b) The need for the business or activity to identify or promote itself beyond the specified duration.
- (c) Whether the signage would impact on residential amenity due to the location and design of the sign or proximity to residential activities; and
- (d) Any mitigation measures which are proposed to be implemented that would lessen the impact of the sign.

**APPENDIX 1 – BUSINESS ZONE DIAGRAM**

