

### OVERVIEW

Signs are a physical resource, which have an integral role in the efficient functioning of both the commercial and social components of the District. Their purpose is to advertise goods, services and events, to identify individual sites and premises, and to provide direction and information.

The design, size, location and type of sign can have adverse effects on the visual amenities of the buildings and locations on which they are placed and can also create a traffic hazard.

The provisions of the Plan controlling signs aim to maintain and enhance the amenity values of the District and to ensure pedestrian and traffic safety.

<b>ISSUE 1</b>	<b>Signs can have an adverse effect on the visual amenity of the District and in particular the heritage value of buildings and sites.</b>
<b>OBJECTIVE 1</b>	<b>To provide for signs in a manner that does not have an adverse effect on the visual amenity of an area and in particular the heritage value of buildings.</b>

### POLICIES

- 1A** The size and number of signs should be consistent with the maintenance of the character and amenity values that currently exist within the Zones.
- 1B** Signs located on Protected and Notable Buildings, objects and sites should not compromise their heritage value.

### EXPLANATION AND REASONS

Adverse effects of signs on the visual amenity of the District are caused by:

- Poor design and placement, inappropriate colours and size not in keeping with the surrounding environment; or
- A proliferation of signs resulting in visual clutter which can reduce the effectiveness of each sign; or
- The unsympathetic design, location, colour and placement of signs on heritage building and sites.

The principal concern of the Council with regard to signs is to avoid, remedy or mitigate their adverse effects on amenity values. The areas in which most control is warranted are the Residential Conservation and the Town Centre Zones where inappropriate signage can have a significant effect on existing amenity values. A further concern is the potential adverse effects of signage on the heritage value of buildings and sites.

Resource consent applications will be required to determine such effects on an individual basis. Further, the Plan seeks to control the number of signs, especially in the Town Centre Zones. Large numbers of signs create visual clutter, which detracts from amenity values and diminishes the effectiveness of each individual sign as an advertising tool.

<b>ISSUE 2</b>	<b>Signs on or near roads, other than those for the purpose of traffic safety, can have adverse effects on the safe and efficient functioning of the road network.</b>
<b>OBJECTIVE 2</b>	<b>To provide for signs in a manner that avoids or mitigates adverse effects on traffic and pedestrian safety.</b>

## **POLICIES**

- 2A** Signs shall not cause confusion, distraction or obstruct the visibility necessary for motorists and pedestrians.
- 2B** The erecting by the roading authorities of appropriate signs essential for traffic safety and motorist information shall be facilitated throughout the district.
- 2C** To encourage the contents of signs to contain minimal wording and symbols.
- 2D** The location and number of signs on footpaths and pedestrian accessways shall not cause unnecessary obstruction or hazard to pedestrians.

## **EXPLANATION AND REASONS**

Signs may detract from the safe and efficient functioning of the road network:

- By causing driver distraction or confusion; or
- By obstructing the visibility of road users through poor placement or other reasons such as glare.

There is a considerable weight of evidence to suggest that the inappropriate placement, design, size or number of signs erected in the vicinity of roads can have an adverse effect on the safe functioning of the road network. Although an individual sign may not, of itself, represent a hazard, the cumulative effect of signs on road safety can be significant.

A further consideration is the amount of information on a sign, particularly when viewed from the road. Simple and clear messages using a minimum number of words and symbols are less likely to be a distraction for road users.

The location and number of signs on pedestrian accessways will be controlled so as not to create a hazard.

**METHODS TO ACHIEVE OBJECTIVES AND POLICIES**

- Standards and conditions set out in the Plan.
- Design guidelines for signs (Appendix XII).

**RULES**

**1. Permitted Activities**

The following are permitted activities in all areas, except the Residential Conservation and Town Centre Zones, provided they meet the conditions set out in Rule 3 (below):

- a) Street signs
- b) All forms of commercial and special event signage except moving displays, illumination and captive balloons.
- c) Temporary signs.

Traffic signs approved for erection by Transit New Zealand are permitted activities in all areas without the need to meet the conditions set out in Rule 3 (below).

**2. Controlled Activities**

The following are controlled activities:

- a) All permanent signs in the Residential Conservation and Town Centre Zones where they meet the standards set out in Rule 3 (below).

**2.1 Matters over which Control may be Exercised**

In considering an application for a controlled activity the Council may exercise its discretion in relation to the following matters:

- The size, style and location of any sign on a site.

**3.        Conditions for Permitted and Standards for Controlled Activities****3.1      Street Signs**

These controls shall also apply to named private right-of-ways, accessways and thoroughfares.

All costs incurred by the Council in obtaining and fixing a sign on privately owned land shall be borne by the applicant.

Sign lettering and background colours:

- Town Centre and Residential Conservation Zones within Akaroa: white reflective lettering on a black background.
- All other Zones: white reflective lettering on a blue background.
- Lettering styles: Highway Gothic in capital letters.
- Minimum lettering height: 100mm.
- Sign lettering and background shall be in retroreflective materials.

Maximum dimension: 1.2 m long by 200 mm high.

**3.2      Dimensions of all Other Signs**

For all Residential, Small Settlement, Papakaianga, Lakes and Recreational Reserves Zones:

- Maximum height for all signs is 3 metres except where the sign is attached to a building, in which case the maximum height of the sign is no higher than the maximum height of the building.
- Maximum sign area: 0.2m<sup>2</sup>, except for temporary signs.
- Maximum number of signs per site: 2 (with the maximum area per sign being 0.2m<sup>2</sup>).
- Maximum number of words and/or logos/symbols per sign: 10.
- Minimum lettering height: 75 mm.

For the Rural Zone:

- Maximum height of all signs is 4 metres except where the sign is attached to a building, in which case the maximum height of the sign is no higher than the maximum height of the building.
- Maximum sign area: 2m<sup>2</sup>, including temporary signs.
- Maximum number of signs per site: 1 with the maximum area per sign being 2m<sup>2</sup>.
- Maximum number of words and/or logos/symbols per sign: 6.
- Minimum lettering height: 160mm.
- Signs, apart from street signs and traffic safety signs, shall not be located on road reserve.
- Erected signs shall provide the motorist with an unrestricted view for the following minimum distances:

<b>Regulatory Speed Limit (km/hr)</b>	<b>Visibility Distance (metres)</b>
70	130
100	250

For the Boat Harbour and Industrial Zones:

- Maximum height of all signs is 6 metres except where the sign is attached to a building, in which case the maximum height of the sign is no higher than the maximum height of the building.
- Maximum sign area: 4m<sup>2</sup>, except for temporary signs.
- Maximum number of signs per site: 4 with the maximum area per sign being 2m<sup>2</sup>.
- Maximum number of words and/or logos/symbols per sign: 10.
- Minimum lettering height: 100 mm.

For the Lyttelton Port Zone:

- Maximum height of all signs is 6 metres except where the sign is attached to a building, in which case the maximum height of the sign is no higher than the maximum height of the building.
- For advertising signs the conditions of the Boat Harbour Zone shall apply.

For the Town Centre Zone:

- Signs attached to buildings shall not exceed the highest point of that building.
- Signs affixed to the underside of street verandahs shall:
  - be no lower than 2.5 metres above the footpath level;
  - not protrude beyond the fascia line of the verandah;
  - be set back a minimum of 500 mm from the line of the kerb;
  - have a minimum separation of 2 metres from other verandah signs (including those on adjoining properties);
  - 1 sign per property for every 10 metres of road frontage, or part thereof.
- Signs affixed to a verandah fascia shall:
  - have a maximum depth of 500mm;
  - be contained within the existing profile of the verandah structure.
- Signs affixed to the face of a building shall:
  - have a maximum thickness of 200 mm;
  - project no further than 1.2 metres beyond the building face.
  - be no lower than 2.5 metres above the footpath level or other areas where pedestrians are likely to walk, if the sign protrudes more than 100mm beyond the property boundary with the road frontage.
- Maximum signage area of all types per site (excluding window displays): the lesser of 10% or 5 m<sup>2</sup> of the building frontage area facing the road, with any one sign having a maximum area of 2 m<sup>2</sup>.
- Freestanding Signs:
  - Maximum height: 6 metres.
  - Maximum sign area per site: 2 m<sup>2</sup>.
  - Maximum number per site: 3, with the maximum area per sign being 1.0m<sup>2</sup>.
- Lettering Styles and Colour Combinations: All new signs and renovated existing signs in the Town Centre and Residential Conservation Zones shall be in accordance with the lettering guides set out in the guidelines in Appendix XII.

### 3.3 Temporary Signs

Temporary signage may be displayed for elections, public health and safety, community, educational or recreational events and building construction, provided that:

- maximum sign area - 2 m<sup>2</sup> (except in the Residential Zones where the maximum sign area is 0.5m<sup>2</sup>)
- the sign is erected not earlier than 2 months prior to the event and removed not later than 1 week following the completion of the event.

Additional signage may be permitted advertising the sale, leasing, renting or otherwise disposal of property provided that:

- maximum area of signage – 0.7m<sup>2</sup>;
- shall be limited to a display period of 6 months in any 12 month period; and
- the sign shall be removed within two weeks of the sale, leasing agreement, etc. being confirmed.

### 3.4 Visibility

All signs other than those provided for in Rule 3.3(a) shall be sited so that they do not restrict visibility to and from intersections, property access points, bends and any traffic sign or signal.

### 3.5 Location

All signs shall be sited so that they are located on the property to which they refer.

## 4. Restricted Discretionary Activities

An application must be made for a restricted discretionary activity for any activity included in the lists of permitted or controlled activities which does not comply with one or more of the conditions for permitted activities and standards for controlled activities.

### 4.1 Resource Consent Conditions

In considering an application for a resource consent the Council shall restrict the exercise of its discretion to those conditions for permitted activities or standards for controlled activities with which the proposal fails to comply.

## 5. Discretionary Activities

The following are discretionary activities:

- a) Signs with moving components.
- b) Illuminated signs, including intermittently illuminated signs.
- c) Signs located on historic and notable buildings or historic sites.
- d) Captive balloons.

**6. Standards for Discretionary Activities**

6.1 Captive Balloons

- Maximum height - 40 metres.
- The tethering point for any captive balloon shall not be located within 50 metres of the centre-line of the traffic lane of any state highway, or within 60 metres of any Residential Zone.
- There shall be no more than 1 captive balloon per site.

**7. Non-Complying Activities**

7.1 Captive balloons which do not comply with Rule 6.1

7.2 Any sign not otherwise specified as a permitted, controlled, restricted discretionary, or discretionary activity is a non-complying activity.

**ASSESSMENT OF APPLICATIONS**

**8. Controlled Activities**

Applications for controlled activities will be assessed against the following:

- The objectives and policies set out in Signs.
- The objectives and policies of the relevant Zone.
- Any other objectives and policies of the Plan which are relevant to consideration of the application.
- Any relevant criteria set out in Chapter 30 (Resource Consent Procedures).

**9. Restricted Discretionary Activities**

Assessment of applications for restricted discretionary activities will be limited to those conditions of permitted activities or standards for controlled activities with which the proposal fails to comply.

Applications for discretionary activities will be assessed against the following:

- The objectives and policies set out above.
- The objectives and policies for the relevant Zone.
- Any other objectives and policies of the Plan which are relevant to consideration of the application.
- Any relevant criteria set out in Chapter 30 (Resource Consent Procedures).
- The guidelines in Appendix XII.

In addition, the conditions for permitted activities will be used as a guide.

**10. Discretionary Activities**

Applications for restricted discretionary activities will be assessed against the following:

- The relevant objectives and policies set out above.
- The objectives and policies for the relevant Zone.
- Any other objectives and policies of the Plan which are relevant to consideration of the application.
- Any relevant criteria set out in Chapter 30 (Resource Consent Procedures).
- The guidelines in Appendix XII.

In addition the conditions for permitted and standards for controlled activities will be used as a guide.

**ANTICIPATED ENVIRONMENTAL RESULTS**

The following environmental results are anticipated from the implementation of the objectives and policies relating to signs:

- The maintenance of traffic safety on the District's roads through controls on the location, size, design and number of signs to reduce driver distractions from signs other than traffic signs.
- The maintenance and enhancement of visual amenity throughout the District by preventing clutter and dominance from the number and size of signs.
- The protection of the historical character of the Town Centre and Residential Conservation Zones in Akaroa and Lyttelton through controls on sign design and colour.