

Signs

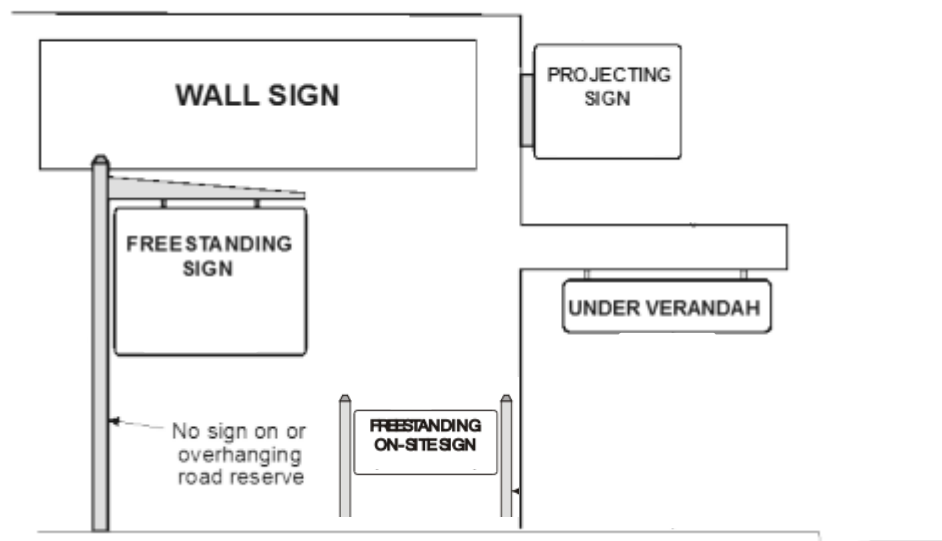
The purpose of this chapter

Signs provide a range of community, consumer and destination information including safety messages, traffic controls, advertising of businesses, products and services.

It is important to control the location, size and number of signs. Too many signs or signs too large or located in the wrong areas can have a negative impact on the appearance of an area.

The rules

The rules and standards within the Sign Chapter control the types of signs (freestanding, attached to buildings etc) as well as the location and size of signs. Generally, only one sign is allowed per site. This is to avoid too many signs, which may be intrusive and detract from the character and appearance of an area. Examples of the types of signs provided for in the Proposed District Plan are:



A higher number of signs is expected in the commercial centres as there are a greater number of businesses and activities needing signage.

In the residential zone signs are more tightly controlled and to maintain residential character smaller signs are permitted. In the rural zones larger signs are allowed, but they must be setback from the road to respect rural character values.

The rules and standards also control digital signs, illumination, attaching signs to heritage buildings and temporary signs.

This chapter does not control the design or content of signs. The exceptions are where a sign is attached to heritage buildings, or adjacent to a road or railway. In the latter case, the design must not create confusion with traffic signs or signals.

Resource consent examples

You might need a resource consent to erect a sign for the following reasons:

- You want to erect a sign which is larger than the allowed size
- You want more than one sign on your site
- You want to erect a sign which advertises an activity carried out on another site
- You want to have a temporary sign displayed for longer than the permitted timeframe.

Changes from the existing Plan

The current District Plan specifically provides for temporary signs for electioneering, traffic management and real estate. Any other sign must meet certain criteria otherwise it will require a resource consent. There are also specific sign rules for different zones.

The Proposed District Plan allows for a wider range of temporary signs, as well as cultural markers in certain locations (Māori Purpose, Open Space and Recreation Zones) and digital signs in certain locations (Commercial and Industrial Zones and Field Days Zone). The Proposed Plan also includes provisions for fixing signs to heritage buildings and allowances for signage illumination. As with the current Plan there are specific restrictions on signs in different zones.

Residential zones

The current and Proposed Plans have a limit of one 1m² sign per site in the Residential Zone. In the Proposed District plan the height limit for signs is increased to 2.5m (2m in the current Plan).

Rural zones

The Proposed Plan permits one sign per site, compared to two per site in the current Plan. However, a larger sign is permitted under the Proposed Plan - 3m² compared to 2m². The Proposed and current Plans have a height limit of 3m for signs in the Rural Zone.

Commercial (Town, Local & Neighbourhood Zones and Mixed Use Zones) and Industrial zones

To manage amenity values in the Commercial and Industrial Zones, the Proposed District Plan includes limits on the number, size, height and location of signs. This will ensure more consistency and guard against visual clutter from too many signs.

Links to the Proposed District Plan

This information sheet addresses a few of the key provisions in the Proposed District Plan. It should not be used as a definitive representation of content. To view actual Proposed District Plan content, please go to www.lets.talk.goredc.govt.nz

Make a submission

To find out how to submit on the Proposed District Plan, head to www.lets.talk.goredc.govt.nz.