

19. Signs

19.1. Introduction

19.1.1 Signs form an integral part of the commercial and social life of the District, providing information, identification and advertising of goods and services and promote business in the District. Although they usually form part of another activity there are also occasions when they are a "stand alone" structure. Because they are a specific type of structure with a particular role, for clarity a separate section in the Plan is provided. Signs form part of the "amenity values" of an area. Section 7 of the Act requires attention to "Other Matters" and includes:

"7(c) The maintenance and enhancement of amenity values.
7(f) Maintenance and enhancement of the quality of the environment".

19.2 Issues

19.2.1 Inappropriately placed or designed signs including those with small lettering and cluttered messages, may cause driver distraction and thus adversely affect the safe and efficient operation of the roading network.

19.2.2 Signs may adversely affect the visual appearance or character of an area.

19.2.3 Inappropriately placed or designed signs may have adverse effects on heritage values, including cumulative effects.

19.3 Objectives

19.3.1 To ensure that the design and/or location of signs does not have significant adverse effects on visual amenity or character or heritage values. *Issue 19.2.2, 19.2.3*

19.3.2 To ensure that signs do not detract from the safe and efficient operation of roads. *Issue 19.2.1*

19.4 Policies

19.4.1 To ensure that signs are designed to clearly document the message they wish to convey. *Objective 19.3.2*

19.4.2 To avoid unnecessary proliferation and clutter of signs. *Objective 19.3.1*

19.4.3 To ensure that the signs are designed and located so that official roading signage remains conspicuous, and so that they take into account the requirements for traffic safety, in particular by including clear lettering of appropriate size. *Objective 19.3.2*

19.4.4 To limit the location and nature of signs where they have significant adverse visual effects, particularly on sensitive areas, or areas with natural character, or on heritage values or features. *Objective 19.3.1*

Note: All signs located within the road reserve of a State Highway are controlled by Transit New Zealand's signage bylaw. The bylaw requires the written consent of Transit New Zealand for any signs which are proposed within a road reserve under their control. Any person wishing to erect a sign within the road reserve should approach Transit New Zealand for their comment before proceeding with any resource consent application under this Plan. All signs located within the road reserve of a District Road are controlled by Waitomo District Council. Any person wishing to erect a sign within the road reserve of a District Road should approach Waitomo District Council for their comment. The term "road reserve" in this Section means all the land lying within the boundaries of a road or state highway.

19.5 Rules

19.5.1 Activity Classifications

Activities	Zone			
	Residential	Business	Rural	Industrial
(a) One free standing double sided sign for each frontage of a site and one sign on a building that is located in conjunction with an activity on that site.	P (up to 1m ² in area for each sign)	P	P	P
(b) Off site signs	N/C	P	D	P
(c) Official traffic directional and information signs associated with the operation of roads and highways, and all other official signs.	P	P	P	P
(d) Temporary signage including electoral signage, not exceeding 3m ² in area and one sign per site.	P	P	P	P
(e) Any sign attached to or forming part of a building and not otherwise provided for.	N/C	P	D	P
(f) Any sign not otherwise classified as a permitted activity.	D	P	D	P
(g) Any sign that does not comply with the dimensions in 19.5.1 (a) or (d) or with one or more of the conditions in Section 19.5.2.	D	D	D	D
(h) "Sandwich Board" signs either on private land or on Waitomo District Council road reserve. Not more than 1m x 600mm per side and located within 10 metres of the related business.	P	P	P	P
(i) Any of the above signs that are internally or externally illuminated and are located on a site adjoining a State Highway.	D	P	D	P
(j) Any of the above signs that are flashing or animated and are located on a site adjoining a State Highway.	D	D	D	D

Notes:

- i) Signage requirements for the Conservation Zone are included in Section 14.
- ii) The Council has a bylaw that requires the registration of all free standing signs.
- iii) See Rule 12.5.1.4(g) for further rules on signs in the Landscape Policy Area.
- iv) In this rule "off site sign" means a sign which is not located on the property where the activity being advertised or identified is carried out.

Key	P	=	Permitted Activity
	D	=	Discretionary Activity
	N/C	=	Non Complying Activity

19.5.2 Conditions for Permitted Activities

- (a) The relevant conditions for buildings for the applicable Zone. *Policy 19.4.3*
- (b) Illuminated, animated or flashing signs shall not constitute a nuisance to adjoining dwellings or other activities, or a hazard to vehicular traffic. *Policy 19.4.3, 19.4.4*
- (c) No temporary sign may be erected for a period exceeding three (3) months, except that temporary signs for the sale of real estate may exceed this time, provided that they are removed once the property has been sold. *Policy 19.4.2*
- (d) Signs in the Rural Zone and the Residential Zone shall not contain more than 30 characters and/or symbols. (This rule does not apply to official signs). *Policy 19.4.3*

- (e) The height of sign letters in the Rural Zone and the Residential Zone shall be within the following range in relation to speed limits:

Policy 19.4.3

50 km/hr	75 mm – 150 mm
60 km/hr	85 mm – 175 mm
70 km/hr	100 mm – 200 mm
80 km/hr	125 mm – 250 mm
100 km/hr	175 mm – 300 mm

- (f) The distance at which a sign must be visible in relation to speed limits in the Rural Zone and Residential Zone shall be the following minimum distances:

Policy 19.4.3

50 km/hr	80 metres
60 km/hr	105 metres
70 km/hr	130 metres
80 km/hr	175 metres
100 km/hr	250 metres

- (g) In the Rural Zone and the Residential Zone signs shall be sited:

*Policy 19.4.3
19.4.4*

- i) So as not to obstruct driver visibility of any official road sign.
- ii) So as not to obstruct driver visibility along the road and at intersections and entranceways.

19.5.3 Assessment Criteria for Discretionary and Controlled Activities

- (a) The measures proposed by the applicant to avoid, remedy or mitigate any potential adverse effects arising from the activity.
- (b) The proposed duration of any temporary sign.
- (c) The degree of compliance with the conditions which apply to permitted signage.
- (d) The Objectives and Policies of the Signs Section and the relevant Objectives and Policies of the Zone in which the sign is to be located.
- (e) The impact of any aspect of non-compliance upon the following matters:
 - ♦ The visual amenity, heritage values and character of the area in which the sign is located.
 - ♦ the safe and efficient operation of the District roads and the State Highway network
- (f) For any off-site sign, whether the written approval of the adjoining neighbours and of the road controlling authority of any adjoining road, has been obtained
- (g) Whether any off-site sign will have adverse effects on traffic safety.
- (h) The provisions of Section 21, Heritage Resources, where any sites, buildings, places or areas of heritage value are affected.

19.6 **Anticipated Environmental Outcomes**

An environment where:

- ♦ Signs are recognised as being key components of development and amenity.
- ♦ Signs do not adversely impact upon the districts natural and physical resources and amenities.
- ♦ Signs do not cause traffic hazards.