

## 16.1 OUTDOOR SIGNS AND ADVERTISING

*Refer to Policy sets 5.2, 6.7, 7.4, 8.1, 8.2, 9.1, 9.2, 9.3, 14.4.*

### 16.1.1 Scope of Section

This section deals with outdoor signs and advertising throughout the District. Information required with resource consent applications is detailed in Chapter 19 (*refer, in particular, to 19.2.5*).

### 16.1.2 Traffic Signs on Roads

#### 16.1.2.1 Permitted Activities (Traffic Signs on Roads)

The erection of a traffic sign on a road is a permitted activity that may be undertaken without a resource consent, if it complies with the following condition:

- (a) The sign has been approved for erection by the road controlling authority.

**Note:** Traffic signs include road marking, traffic control and enforcement signs erected by or on behalf of the road controlling authority.

### 16.1.3 Outdoor Signs in Residential Zone

#### 16.1.3.1 Permitted Activities (Outdoor Signs in Residential Zone)

The erection of an outdoor sign in the Residential Zone is a permitted activity that may be undertaken without a resource consent, if it complies with the following conditions:

##### Location and Size

- (a) One permanent sign up to 0.5 square metres in display area and up to 2 metres in height per site is permitted (in accordance with Figure 16.1A).
- (b) The sign relates only to activities undertaken on the site unless it is a temporary sign provided for in rules 16.1.6.1 and 16.1.6.2.
- (c) A freestanding sign is set back at least 10 metres from any road intersection, and where it is within 10 metres of any access, to be set back at least 1 metre from the road boundary of the site.

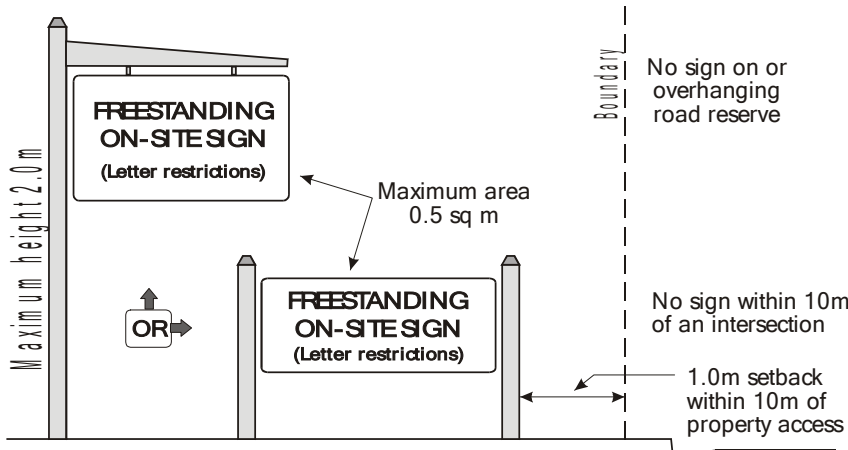
##### Appearance

- (d) The sign is maintained in a tidy, legible state.
- (e) A spotlight or floodlight used to illuminate a sign is permanently fixed so as to be directed solely at the sign.
- (f) No sign mimics the design, shape or colour combinations of statutory, regulatory or advisory traffic signs.
- (g) The sign does not incorporate retro-reflective material, flashing illumination, or aerial, animated or moving display.

**Letter Size**

- (h) Minimum vertical height of lettering is 150 millimetres and minimum spacing is 100 millimetres between lines.

**Figure 16.1A: Residential Zone - Permanent On-site Sign Dimensions**



**Note:** This diagram is not to scale and does not illustrate all requirements in the rules.

**16.1.3.2 Discretionary Activities (Outdoor Signs in Residential Zone)**

The erection of an outdoor sign in the Residential Zone that does not comply with the permitted conditions of rule 16.1.3.1 is a discretionary activity, if it complies with the following condition:

- (a) The sign does not incorporate retro-reflective material, flashing illumination, or aerial, animated or moving display.

**A resource consent is required.** Consent may be refused, or conditions imposed.

**16.1.4 Outdoor Signs in Business and Industrial Zones**

**16.1.4.1 Permitted Activities (Outdoor Signs in Central Business, Commercial, Mixed Business, Tourist Services, and all Industrial Zones)**

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The erection of an outdoor sign in the Central Business, Commercial, Mixed Business, Tourist Services, Light Industrial, Heavy Industrial or Rural Industrial zone is a permitted activity that may be undertaken without a resource consent, if it complies with the following conditions:

- (a) The sign is located, and has dimensions in accordance with Figure 16.1B.
- (b) Conditions (b) to (h) in rule 16.1.3.1.
- (c) The sign complies with the requirements indicated in Figure 16.1B.
- (d) During the hours of darkness, any sign on any site adjoining a Residential Zone is illuminated only if the premises or service is open for business.
- (e) A sign that is painted on, or attached to, a building complies with the following:
  - (i) the sign is on the building to which the advertising relates;

**16.1.4.2 Restricted Discretionary Activities (Outdoor Signs in Central Business, Commercial, Mixed Business, Tourist Services and all Industrial Zones)**

- (ii) the sign does not extend beyond the verandah of the building to which the sign is attached;
  - (iii) the top of the sign is no higher than the roof peak or parapet of that part of the building to which the sign is attached;
  - (iv) no more than one projecting sign or flag is placed on a building. The maximum area of the sign or flag is 1 square metre;
  - (v) in the Central Business, Commercial and Mixed Business zones, the total area of wall signage does not exceed 50 percent of the front wall (including verandah fascia) or 30 percent of any other exposed walls; C10 10/07  
Op 3/14
  - (vi) in the Heavy, Light or Rural Industrial zones, the total area of wall signage does not exceed 30 percent of the area of any wall;
  - (vii) a clearance of at least 2.3 metres from the footpath is provided under verandah signs.
- (f) A freestanding sign complies with the following and the requirements indicated in Figure 16.1B:
- (i) a freestanding sign is placed only on the site to which it relates; C68 7/18  
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  - (ii) only one freestanding sign may be placed on a site, with a maximum area of 3 square metres area and a maximum height of 5 metres;
    - Refer to Schedule 17.2A in respect of a single permitted free-standing sign within the Three Brothers Corner Commercial Zone.* C49 4/13  
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    - Refer to Schedule 17.2B in respect of two permitted free-standing signs within the Richmond North Commercial Zone.* C62 3/16  
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  - (iii) an additional freestanding sign bearing only the words “entry” or “exit” may be placed on a site, with a maximum area of 0.75 square metres and a maximum height of 1.5 metres, located near the site access in a position that does not limit visibility from the access;

**16.1.4.2 Restricted Discretionary Activities (Outdoor Signs in Central Business, Commercial, Mixed Business, Tourist Services and all Industrial Zones)**C10 10/07  
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The erection of an outdoor sign in the Central Business, Commercial, Mixed Business, Tourist Services, Light Industrial, Heavy Industrial or Rural Industrial zone that does not comply with the conditions of rule 16.1.4.1 is a restricted discretionary activity.

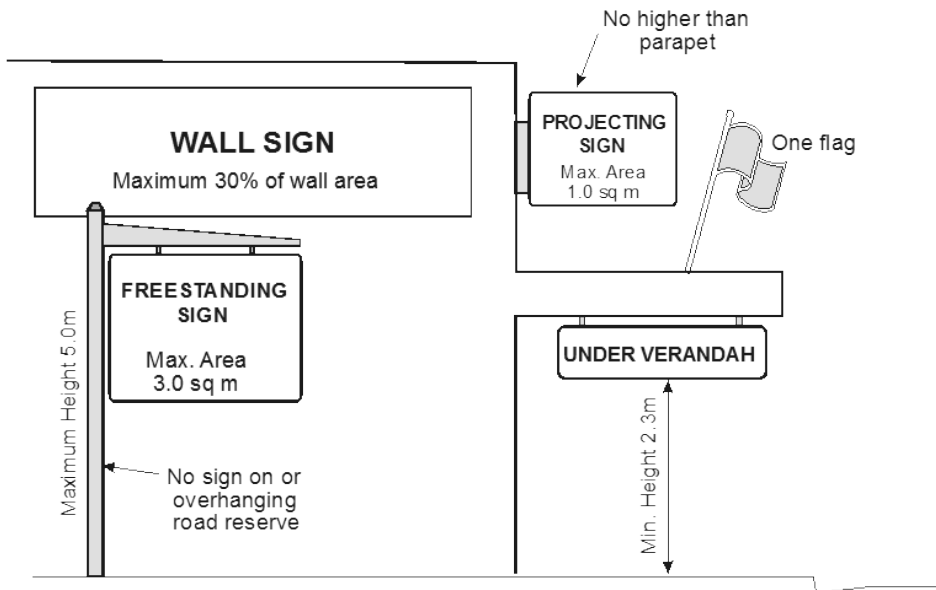
**A resource consent is required.** Consent may be refused, or conditions imposed, only in respect of the following matters to which Council has restricted its discretion:

- (1) Location and legibility in relation to traffic safety.
- (2) Any amenity effect on the surrounding area, including size and duration.

**Figure 16.1B: Central Business, Commercial, Mixed Business, Tourist Services and Industrial Zone Signs**

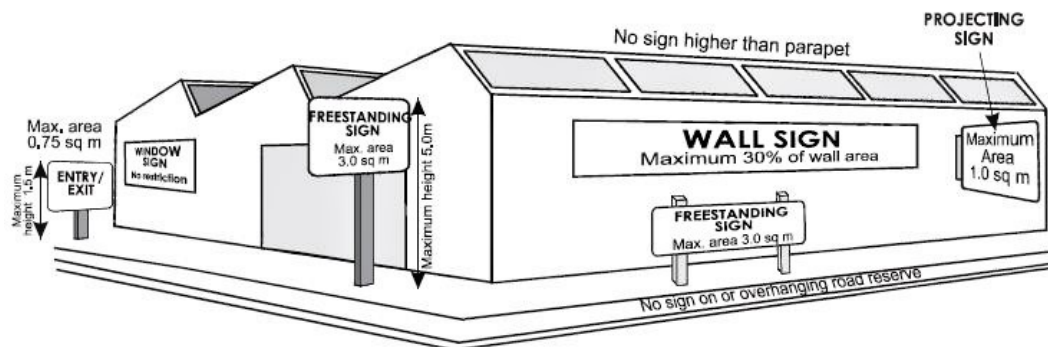
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**All Business Zones**



C68 7/18  
Op 6/19

**All Industrial Zones**



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**Note:** These diagrams are not to scale and do not illustrate all requirements in the rules.

**16.1.5 Outdoor Signs in the Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space and Papakainga Zones**

**16.1.5.1 Permitted Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space and Papakainga Zones)**

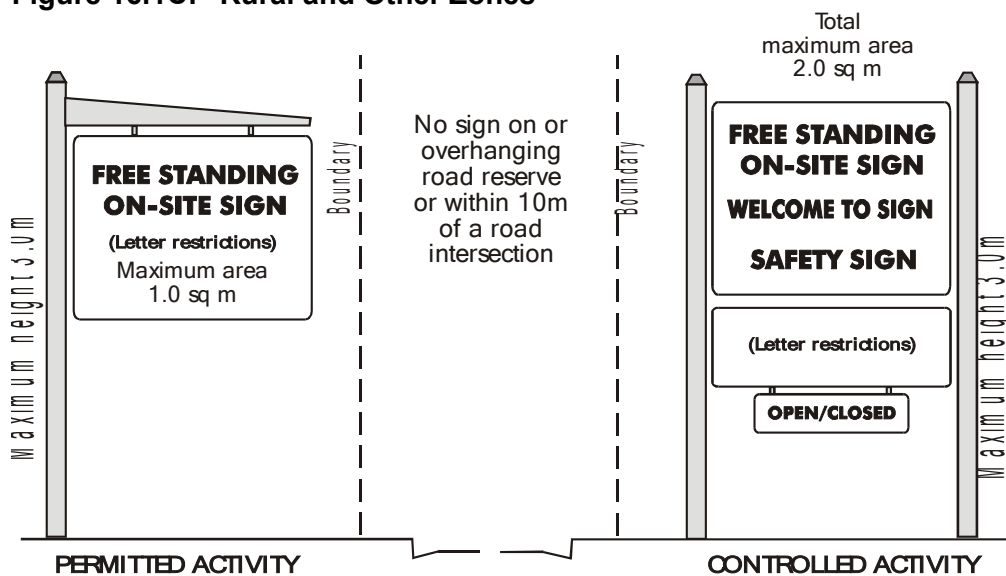
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The erection of one outdoor sign per site in the Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space or Papakainga zone is a permitted activity that may be undertaken without a resource consent, if it complies with the following conditions:

- (a) The sign is a property identification sign that gives the name of the property and/or the owners and/or the activity on the property and is erected on the property to which it relates, and is in accordance with Figure 16.1C.

**16.1.5.2 Controlled Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space and Papakainga Zones)**

- (b) The maximum height is 3 metres.
- (c) The maximum area is 1 square metre.
- (d) A freestanding sign does not restrict visibility of motorists at any intersection or access.
- (e) During the hours of darkness, a sign is illuminated only if the premises or business is open for business.
- (f) The minimum lettering height is 150 millimetres if located in an area where the speed limit does not exceed 70 kilometres per hour and 200 millimetres where the speed limit exceeds 70 kilometres per hour.
- (g) Conditions (d) to (g) in rule 16.1.3.1 [appearance].

**Figure 16.1C: Rural and Other Zones**


**Note:** This diagram is not to scale and does not illustrate all requirements in the rules.

[Insert new rule: 16.1.5.1A]

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**16.1.5.2 Controlled Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space and Papakainga Zones)**

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The erection of an outdoor sign in the Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space or Papakainga zone that does not comply with condition (c) of rule 16.1.5.1 is a controlled activity, if it complies with the following conditions:

- (a) The maximum area of any sign is 2 square metres, including a detachable “open/closed” panel as shown in Figure 16.1C.

**A resource consent is required** and may include conditions on the following matters to which the Council has reserved control:

- (1) The matters set out in rule 16.1.5.4, items (1) to (3).

**16.1.5.3 Controlled Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space and Papakainga Zones)**

C73 12/20

The erection of an outdoor sign in the Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space or Papakainga zone is a controlled activity, if it complies with the following conditions:

- (a) The sign:
  - (i) is a “welcome to” sign placed at a main entrance to any settlement in compliance with NZ Transport Agency bylaws; or
  - (ii) bears a primary message which is concerned with road safety, with or without a sponsor’s name or logo.
- (b) The minimum lettering height is 150 millimetres if located in an area where the speed limit does not exceed 70 kilometres per hour and 300 millimetres where the speed limit exceeds 70 kilometres per hour.
- (c) The maximum area of any sign is 2 square metres, as shown in Figure 16.1C.
- (d) The maximum height of any sign is 3 metres.
- (e) Conditions (d) to (g) in rule 16.1.3.1 [appearance].
- (f) The sign is sited at least 70 metres from any other sign.
- (g) A freestanding sign is not erected within 10 metres of a rural road intersection.
- (h) A freestanding sign does not restrict visibility of motorists at any intersection or access.

**A resource consent is required** and may include conditions on the following matters over which the Council has reserved control:

- (1) The matters set out in rule 16.1.5.4, items (1) to (3).

**16.1.5.4 Restricted Discretionary Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space and Papakainga Zones)**

C73 12/20

The erection of an outdoor sign in the Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space or Papakainga zone that does not comply with the permitted conditions of rule 16.1.5.1 or the controlled conditions of rules 16.1.5.2 or 16.1.5.3 is a restricted discretionary activity.

**A resource consent is required.** Consent may be refused or conditions imposed, only in respect of the following matters to which Council has restricted its discretion:

- (1) Location and legibility in respect to traffic safety.
- (2) Amenity effects on the surrounding area, including cumulative effects of signs.
- (3) The need for the sign to provide for ready identification of the activity, event or property to which the sign relates, including alternative means to provide for it.

## 16.1.6 Temporary Signs in All Zones

### 16.1.6.1 Permitted Activities (Temporary Signs)

The erection of a temporary sign in any zone is a permitted activity that may be undertaken without a resource consent, if it complies with the following conditions:

EITHER

- (a) The sign advertises that the land or building is for sale or lease and:
- (i) the maximum area of each sign is 1.5 square metres and maximum height is 3 metres;
  - (ii) there are no more than two signs per site;
  - (iii) signs are removed as soon as the sale is complete;
  - (iv) a free standing sign does not restrict visibility of motorists at any intersection or access.

OR

- (b) The sign is for a temporary community event (including an election) or fundraising event and:
- (i) the maximum size is 1.44 square metres in any urban area and 2.88 square metres in any rural area;
  - (ii) the maximum height for freestanding signs is 2 metres in any Residential Zone and 3 metres in any other zone;
  - (iii) there is no reflective material on the sign;
  - (iv) the lettering is legible as viewed at the speed limit of the nearest adjoining public road or nearest public viewing point (if there is no road);
  - (v) the sign is erected no more than two months before the event, or 9 weeks prior to polling day for election signs, and removed within 48 hours of the event finishing, or by midnight on the day before an election for election signs;
  - (vi) a freestanding sign does not restrict visibility of motorists at any intersection or access;

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C68 7/18  
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**Note:** The Electoral Act 1993 and the Electoral (Advertisements of a Specified Kind) Regulations 2005 contain requirements in relation to election signage

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### 16.1.6.2 Restricted Discretionary Activities (Temporary Signs)

Any temporary sign that does not comply with the permitted conditions of rule 16.1.6.1 is a restricted discretionary activity.

**A resource consent is required.** Consent may be refused, or conditions imposed, only in respect of the following matters to which the Council has restricted its discretion:

- (1) Location and legibility in respect to traffic safety.
- (2) Amenity effects on the surrounding area, including size and duration.

## 16.1.20 Principal Reasons for Rules

### Signs on Roads

A private sign on road reserve is not usually permitted because of possible conflict with traffic signs. Sandwich boards are managed by the road controlling authority concerned. Tasman District Council utilises the Traffic Control Bylaw 2016 for this purpose. On state highways, the road controlling authority is the NZ Transport Agency.

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Op 6/19

### Signs on the Property they relate to

This rule prevents the proliferation of commercial advertising throughout the District, including, for example, a supermarket advertising in the rural area distant from its operation. In stated circumstances, off-site or remote signs are provided for.

### Mimicking of Traffic Control Signs

This rule preserves the purpose and effectiveness of traffic control signs. These are of a distinctive design and colour so that they are readily identified by motorists and therefore effective in their purpose. Attention afforded to any private sign that copies traffic control signs would compromise the driving environment.

### Retro-reflective, Flashing, Aerial, Animated or Moving Signs

These characteristics have the potential to detract from road safety and local amenity values.

### Illumination after Dark

This rule serves the purpose of providing ready identification of trading premises during normal trading hours, as well as minimising conflict with living environments and promoting energy efficiency.

### Light Focusing

Misdirected external lighting has the potential to reduce the effectiveness of illumination and compromise both local living and traffic environments.

### Freestanding Signs near Intersections

This rule protects visibility to and from intersections and the effectiveness of traffic control signs.

### Sign Maintenance

This rule is to preserve amenity values.

### “For Sale” Signs

These are permitted in addition to other signs in urban zones and as a permitted activity in rural zones because of the limited adverse effects of these. However, multiple “for sale” signs may detract from the amenity of an area.

### Business Areas

Business areas offer opportunity for signs to be incorporated within the overall form of a building. The requirements are intended to:

- (a) encourage the use of walls for advertising purposes in preference to freestanding structures;
- (b) avoid the visual detraction of skyline signs and flags which penetrate the form of the building;

- (c) optimise the effectiveness of signs above verandahs when viewed from along a street;
- (d) balance the merits of on-wall advertising against the loss of amenity if buildings are totally covered in advertising;
- (e) avoid interference to pedestrians associated with under-verandah signs.

The standards for such signs are more lenient than in rural or residential areas because of the existing built environment and signage. The standards provide for the high signage requirements of some businesses, such as service stations. Provision for only one freestanding sign per site will encourage co-location of signs associated with complexes of multiple tenancies.

### **Industrial Areas**

Control over the area of wall signage recognises the advertising opportunity afforded by large industrial premises and the amenity implications of these.

### **Residential Areas**

An off-site sign (whether permanent or temporary, advertising public events or providing directional advice) is less appropriate in a residential area in view of the cumulative adverse amenity effects of excessive signage. This rule subjects off-site signs, apart from small temporary signs, to a resource consent application or, for directional advice, encourages people to pursue tourist symbol fingerboards.

### **Rural Areas**

These rules ensure that signs are effective without compromising traffic safety or the visual environment. This is more crucial in the rural area than in the urban context because of open road driving conditions and the insignificance of the existing built environment. The sight distances generally adopt measurements given in Land Transport Safety Authority (1993) and Transit New Zealand (1994) publications.

The rules specify signs that are acceptable in rural areas, but give the Council discretion with respect to such matters as the location or colour of signs that cannot be quantified through performance standards. By permitting only one sign per site, early warning signs and the proliferation of signs in association with roadside stalls would be subject to resource consent.

The rules are intended to avoid the proliferation of directional signs, ensuring that those erected are effective without being pure advertising. Temporary signs are often acceptable in rural areas, but may be limited by number, location and duration for visual and traffic safety reasons.

Hoardings and kiosks are desirable to allow advertising of public notices and other information of a non-commercial nature and to concentrate these in a few locations. The rules seek to avoid a proliferation of hoarding sites.

### **Recreation and Open Space Areas**

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The need for some signs on recreation and open space areas is recognised. These signs should relate to activities on site and care should be taken to ensure that the signs do not detract from the visual amenity of the site.

### **Notification**

The consent of people affected by signs will be necessary in most cases to avoid notification of resource consent applications. This is because most concerns are expected to relate to cumulative effects.

