

SECTION 19: SIGN RULES

This part of the Plan contains rules and performance standards relating to signs. When signs are located within private property the provisions of the District Plan apply.

When signs are located within a rail corridor (designated by New Zealand Railways Corporation/KiwiRail) or on road reserve (designated by New Zealand Transport Agency (NZTA) or South Taranaki District Council) the provisions of the District Plan do not apply.

The South Taranaki Public Places Bylaw 2014 contains specifications for Footpath Signs, Flag Signs, Real Estate Signs and Flags, and Election Signs located in public places, which must be complied with, separate to the District Plan.

The New Zealand Transport Agency (Signs on State Highways) Bylaw 2010 contains specifications for signs on the state highway network.

For signs on road reserve or in the rail corridor, written approval from the requiring authority may be required under Section 176 of the Resource Management Act, in addition to the above bylaws.

For clarification, when there is conflict or perceived conflict between the provisions of this Plan and the South Taranaki Public Places Bylaw 2014 provisions, the most stringent provisions shall apply.

19.1 CATEGORIES OF ACTIVITIES

19.1.1 PERMITTED ACTIVITIES

The following activities are permitted in all zones, provided activities comply with the relevant Performance Standards in Section 19.2:

- (a) Except where specifically provided for as restricted discretionary or discretionary activities, the erection of signs in all zones.
- (b) Signs installed purely for health and safety reasons or to comply with legislative requirements (e.g. hazardous substances signage).

Note: Signs in 19.1.1(b) are not subject to any performance standards in Section 19.2.

19.1.2 CONTROLLED ACTIVITIES

None.

19.1.3 RESTRICTED DISCRETIONARY ACTIVITIES

Except where specifically provided for as permitted or discretionary activities, the erection of the following signs are restricted discretionary activities.

- (a) Any sign listed as a permitted activity which does not comply with one or more of the performance standards in Section 19.2.

Matters to which the Council restricts its discretion:

- (i) The degree, extent and effects of the non-compliance with the Permitted Activity performance standards.
- (ii) Effects on visual amenity or pedestrian and traffic safety.
- (iii) Maintenance of the sign.
- (iv) For signs attached to any heritage building listed in Schedule 1A, effects on historic heritage.

- (b) Within all zones except for the Residential zone, the following signs:

- (i) Illuminated signs.
- (ii) Signs with lights or illumination which flashes, moves, rotates, varies in intensity, colour or size, and all other advertising devices of this nature.
- (iii) Signs which visibly move, revolve, rotate, create an optical illusion of movement, or change colour, whether by electrical or other means, and all other advertising devices of this nature.

Matters to which the Council restricts its discretion:

- (i) Whether the sign will adversely affect road safety by creating a distraction to drivers.
- (ii) Whether the sign can be viewed from adjoining residential properties, particularly bedrooms and living areas and whether this will create a nuisance effect.
- (iii) The impact on anticipated amenity values such as the ability to view the night sky.
- (iv) The hours of operation of the sign.
- (v) Maintenance of the sign.

19.1.4 DISCRETIONARY ACTIVITIES

- (a) Within or on sites adjacent to the Residential Zone:

- (i) Illuminated signs.
- (ii) Signs with lights or illumination which flashes, moves, rotates, varies in intensity, colour or size, and all other advertising devices of this nature.
- (iii) Signs which visibly move, revolve, rotate, create an optical illusion of movement, or change colour, whether by electrical or other means, and all other advertising devices of this nature.

- (b) Any sign listed as a restricted discretionary activity which does not comply with one or more of the performance standards in Section 19.3.1.

- (c) Signs affixed to vehicles or trailers, and parked in a private property so as to be visible from a public place. This does not apply to advertising painted, or attached directly, onto vehicles or trailers and incidental to the primary use of that vehicle or trailer.

19.1.5 NON-COMPLYING ACTIVITIES

None.

19.1.6 PROHIBITED ACTIVITIES

None.

19.2 PERFORMANCE STANDARDS - PERMITTED ACTIVITIES

19.2.1 General

- (a) All signs shall be located wholly within a site and shall relate to or be associated with services, products or events available or occurring on the site on which the sign is located.

Except that:

This standard does not apply to community boards, signs regulated by the Public Places Bylaw 2014, or temporary signs which meet the performance standards 19.2.2.

- (b) All signs attached to buildings shall not project above the parapet level, or the highest part of that part of the building to which the sign is attached.
- (c) On any heritage building listed in Schedule 1A, signs shall not obscure architectural features, including but not limited to windows, columns, mouldings, cornices and balustrades, except that signs may be located on ground floor windows if contained within the frames of any windows and shall not cover any transoms (horizontal dividers) or mullions (vertical dividers).

Note: For the purposes of 19.2.1(c), architectural features does not include verandas.

Note: For buildings located within a Defined Pedestrian Frontage, Performance Standard 6.2.2.1(iv) also applies.

- (d) All signs intended to be viewed from a moving vehicle shall be located so they are fully visible to motorists for 180m in a 70 kph speed zone and 250m in a 100 kph speed zone.
- (e) No sign shall be erected adjacent to a road or rail corridor which will:
- (i) Obstruct the line of sight of any corner, bend, intersection or vehicle/railway crossing.
 - (ii) Obstruct, obscure or impair the view of any traffic sign or signal.
 - (iii) Physically obstruct or impede traffic or pedestrians.
 - (iv) Resemble or be likely to be confused with any traffic sign or signal.
 - (v) Use reflective materials that may interfere with a road user's vision.
 - (vi) Use support structures which are not frangible (meaning able to be broken into fragments; brittle or fragile).

- (f) For all signs located adjacent to a road, the minimum/maximum lettering sizes in Table 1 below shall apply:

Table 1: Lettering Size

Regulatory Speed Limit (km/h) of Adjoining Road	Main Message Name of Occupier/Property		Secondary Message
	Minimum Lettering Height (mm)	Maximum Lettering Height (mm)	Maximum Lettering Height (mm)
0-50	100	150	75
51-70	150	200	100
71-80	175	250	125
81-100	200	300	150

- (g) All obsolete signs, such as those advertising businesses that have closed, must be removed within 2 months of the business closing or the activity on the site ceasing to operate.

19.2.2 Temporary Signs

- (a) Temporary signs shall comply with Performance Standards 19.2.1(b) - (g).
- (b) Temporary signs for community, educational, election campaign, or recreational events and during building construction shall have a maximum face area of 6 m² and be limited to one sign per site.
- (c) Temporary signs shall be erected no earlier than 3 months before the election or event and shall be removed within 7 days of the event concluding, unless otherwise required by statute.

Note:

- (i) This activity is not subject to any other performance standard.
- (ii) For the purposes of measuring the face area of any sign, a double-sided sign shall be measured as the face area of one side only, being the largest of any one side.

19.2.3 Real Estate Signs and Signs identifying a contractor is working on the site

- (a) Signs shall be a maximum of 6m² in face area.
- (b) Free-standing signs shall not exceed 7m in height.
- (c) Signs shall be located on the property which is for sale/let/lease or on which the contractor is working, except as allowed by the South Taranaki Public Places Bylaw 2014.
- (d) Real Estate signs shall be removed from the premises within seven (7) days of the sale or lease of the real estate.
- (e) Signs identifying a contractor is working on a site shall be removed from the premises within three weeks of the contractor no longer working on the site.

Note:

- (i) This activity is not subject to any other performance standard.
- (ii) For the purposes of measuring the face area of any sign, a double-sided sign shall be measured as the face area of one side only, being the largest of any one side.

19.2.4 Commercial, Industrial, and Rural-Industrial Zones

(a) All signs, including under veranda signs, shall be a minimum of:

- (i) 2.5m above a footpath, and
- (ii) Setback 0.5m from the kerb of a road or road boundary.

Except where the sign is attached for its full length and width to the façade of a building or to a fence.

(b) The total face area of any sign shall not exceed 3m².

Except that:

- (i) Signs affixed to, and flush with a building within the Commercial Zone (Large Format Trade and Service), Industrial Zone and Rural Industrial Zone shall not exceed a maximum total face area of 25% of the building wall.
- (ii) Free-standing signs with the Commercial Zone (Large Format Trade and Service) shall not exceed a face area of 4m².
- (c) Except on the state highway frontage between intersections with Fantham Street, Hawera and Ohangai Road, Normanby, all free standing signs on sites shall not exceed one per site for each road frontage, with a maximum height of 7m.
- (d) Freestanding signs adjacent to and visible from a road shall:
 - (iii) Be placed at least 15m from any existing directional sign.
 - (iv) Be erected at right angles to the road.
- (e) Any sign attached to a veranda shall be contained within the limits of the veranda fascia.

Note:

- (i) For the purposes of measuring the face area of any sign, a double-sided sign shall be measured as the face area of one side only, being the largest of any one side.

19.2.5 Rural, Township and Residential Zones

- (a) All signs on sites along the road frontage shall not exceed one sign per site for each road frontage.
- (b) Except for signs attached to a fence, Signs shall be setback a minimum of 0.5m from a road boundary.
- (c) The maximum face area of any sign shall be as shown in Table 2 below:

Table 2: Maximum Sign Face Areas

Zone	Face area of sign
Residential Zone	1m ²
Township Zone	2m ²
Rural Zone	3m ²

For the purposes of measuring the face area of any sign, a double-sided sign shall be measured as the face area of one side only, being the largest of any one side.

- (d) Free-standing signs adjacent to and visible from road shall:
- (i) Be placed at least 15m from any existing directional sign.
 - (ii) Be erected at right angles to the road.
 - (iii) Not exceed 7m in height.
- (e) The minimum distance between successive signs, as read from one direction and measured parallel to the centre-line of the road, shall be as shown in the Table 3 below:

Table 3: Minimum Distance between Signs

Regulatory Speed Limit (km/hr)	Separation Distance (m)
0-70	60m
71-80	70m
81-100	80m

- (f) For signs located on sites within Rural Zones and where the sign is visible from a State Highway, the sign's message must be limited to a maximum of six words or a combination of words and symbols to be not more than seven.

Note: For any sign visible from the state highway network, consultation with the NZ Transport Agency is encouraged.

19.3 PERFORMANCE STANDARDS – RESTRICTED DISCRETIONARY ACTIVITIES

19.3.1 Illuminated, Flashing and Moving Signs in Commercial, Industrial, Rural-Industrial, Township and Rural Zones

- (a) All signs shall be:
- (i) Setback a minimum of 2m from the road boundary.
 - (ii) A minimum of 3m above natural ground level.
 - (iii) No more than 6 m² in face area.
- (b) Except for in the Commercial zone, any such sign shall be located at least 100m from any other existing flashing or moving sign.