



DECISION OF THE MACKENZIE DISTRICT COUNCIL

DISTRICT PLAN CHANGE 10 - SIGNAGE

INTRODUCTION

1. The main purpose of proposed Plan Change 10 is to introduce new signage standards to relate to the Special Purpose Zones (Opuha Dam, Airport, Recreation, Pukaki Village and Special Traveller's Accommodation), which have previously not been subject to any specific rules. This change has been necessitated by an increase in development in these zones and the beginning of an uncontrolled proliferation of signs. The plan change aims to permit signage in each zone appropriate to the intention of the zone and the types of activities permitted to establish within them, while ensuring that the existing objectives and policies will be met.
2. In addition, the plan change amends some existing provisions which have proven to be ineffective, unclear or impractical.
3. In summary, proposed Plan Change 10:
 - Introduces new standards for signs permitted in all Special Purposes Zones;
 - Adds new provisions relating to the establishment of Temporary Signs;
 - Introduces a new rule providing for the establishment of Community Information Signboards in Business Zones;
 - Amends Residential 1 Zone rules to permit signs relating to permitted Visitor Accommodation activities;
 - Amends the standard relating to the colours of commercial signs in Rural Zones;
 - Makes minor amendments to the phrasing of some general rules.

THE HEARING

4. A hearing on the proposed plan change was held on Tuesday 29 August 2006 in the Mackenzie District Council Chambers, Fairlie. The hearing panel was made up of Mayor John O'Neill and Councillors Dave Pullen, Graeme Page, Barry Stringer, Evan Williams and John Gallagher. The Council staff attending the hearing were Glen Innes (Chief Executive Officer), Hayley Shearer (Senior Planner) and Rosemary Moran (Committee Clerk).

- The hearing was not attended by any of the submitters.

SUBMISSIONS AND FURTHER SUBMISSIONS RECEIVED

- The Council received submissions from 3 submitters to the proposed plan change, all in support of the changes. Attached is the full list of submitters with a summary of their submissions.

DECISION

- In response to each of the submissions received and decisions sought, the hearing panel has made the following decisions:

Submitter	Decision Sought	Decision
Ross Ivey (1.1)	That the proposed changes are implemented.	ACCEPTED
Meridian Energy Ltd (2.1)	Retain Rule 2.d in the same or similar form; or words of similar effect to achieve resolution of the concern/issue identified in the submission; and any other consequential amendments to Plan Change 10 (Signage) to achieve resolution of the concern/issue identified in this submission.	ACCEPTED
(2.2)	Retain Rule 3 in the same or similar form; or words of a similar effect to achieve resolution of the concern/issue identified in the submission; and any other consequential amendments to Proposed Plan Change 10 (Signage) to achieve resolution of the concern/issue identified in this submission.	ACCEPTED
Transit New Zealand (3.1)	Adopt Plan Change 10	ACCEPTED

REASONS FOR DECISIONS

- All of the submissions received were in support on the plan change. These all supported the plan change in its entirety and no amendments were requested. It was therefore appropriate for the panel to accept all submissions and to approve the plan change in the form as it was notified.

AMENDMENTS TO DISTRICT PLAN

- The following are amendments to the District Plan resulting from the hearing panel's decision:

Note: Existing wording in District Plan – plain text
Text proposed to be added by plan change – **bold underlined**
Text proposed to be removed by plan change – ~~strike through~~

Amend Section 11 – Signs, Outdoor Lighting and Aerial Distractions page 11-7 as follows:

SIGNS, OUTDOOR LIGHTING, AND AERIAL DISTRACTIONS RULES

1 General Requirements For All Signs And Aerial Distractions

- 1.a All signs shall comply with the height and setback requirements for the zone in which they are located.
- 1.b No sign shall be attached to a tree.
- 1.c No sign shall be erected or allowed to remain on or near a road which will:
 - i obstruct the line of sight of any corner, bend, intersection or vehicle crossing.
 - ii obstruct, obscure or impair the view of any traffic sign or signal.
 - iii resemble or be likely to be confused with any traffic sign or signal.
 - iv use reflective materials, ~~that may interfere with a road user's vision.~~
 - v revolve or otherwise move so as to cause a danger to pedestrians.
 - vi give rise to excessive levels of glare to a hazardous degree.
 - vii obstruct the flow of traffic on footpaths or roadways.
- 1.d All signs shall be constructed, fixed and placed in a manner so they do not pose a danger to property or people. This shall be the responsibility of the sign owner and the owner of the building or land on which the sign is placed.
- 1.e Advertising blimps or captive balloons shall not be flown.
- 1.f All signs shall be maintained in good order and shall not become unsightly or dangerous.
- 1.g Any signs **and/or support structures** which have become redundant shall be removed.

2 Signs Permitted In All Zones

The following signs shall be **Permitted Activities** in all zones subject to compliance with the **General Requirements for All Signs** in Rule 1.

- 2.a Traffic signs, including tourist and motorist service signs and all other signs erected on State Highways by Transit New Zealand, or signs denoting the street name or the street number of premises or the location of a timetable or other details of a public utility or facility.

- 2.b Composite destination signs erected at town entrances located within 2 kilometres of the Residential Zone on land other than the road reserve.
- ~~2.c Temporary signs for community, educational, election and recreational events, including signs put up to advise of stock movement, and during building construction being a maximum of 5.8m² in area. Signs are permitted to be erected one month prior to the date of the activity advertised and must be removed within one week following completion of that activity.~~
- 2.c** Signs indicating the name of the District at the entrances to the District and being constructed with natural, local materials.
- 2.d** A sign not exceeding one square metre for any public purpose or in connection with and on the same site as any utility, community facility or public reserve.
- 2.e** Off site signs erected at a turn-off from a road, other than a state highway, where
- i The signs relate to sites which do not adjoin that road.
 - ii The sign contains no more than 5 fingerboard signs grouped on a single upright post of the dimensions set out in Appendix F.
- 2.f** Any sign forming part of an Information Kiosk.

3 **Temporary Signs**

Temporary signs for the activities specified below are permitted in all zones, provided:

- **they are not listed in Rule 14 (Discretionary Activities) below, and**
- **they comply with the following standards:**

3.a All signs must be removed within 7 days following the completion of the activity advertised and may not be established for a period longer than:

- **Temporary signs advertising elections – 2 months**
- **Temporary signs advertising school, sporting club or church centennials or jubilees – 365 days**
- **Temporary signs advertising cultural, religious, educational, community or sporting events – 90 days**
- **Temporary signs advertising the sale or auction of real estate or during construction of a building located on the site of the activity – duration of the sale or construction period**
- **Temporary signs advising of stock movement – duration of the activity**

3.b All signs shall have a maximum area of 5.8m².

3.c All signs shall comply with the standards for permitted signs within the zone within it is located other than maximum area and the number of words or characters.

3.d All signs shall comply with Rule 1 General Requirements for all Signs.

4 Signs Over Roads

Signs on, under or attached to verandas and/or signs attached to buildings which extend over roads shall comply with the requirements of the District Plan for signs in the zone in which the associated building is located.

5 Signs In Business Zones

(Village Centre, Service, Industrial, Tourist, Tourist G and Travellers Accommodation Zone)

Signs are permitted in Business Zones, provided

- they are not listed in Rule ~~9~~ **14** (Discretionary Activities) below, and
- they comply with the following standards:

5.a signs on buildings shall not exceed the highest point of the roof or be placed outside the profile of the roof.

5.b signs attached to but under street verandas shall be:

- i no closer than 2.5 metres to the footpath below.
- ii be at least 1.5m away from any other under verandah sign.

5.c street verandas fascia signs shall:

- i be no closer than 2.5 metres to the footpath below.
- ii be positioned such that they do not obstruct parked vehicles.

5.d signs above verandas but attached to the verandah shall not be more than 1.2m above the top of the verandah and shall be setback at least 500mm from the fascia line.

5.e Signs attached to a structure or the face of a building shall not project more than:

- i 50mm onto or over the public place if the sign is less than 2.5m above the public place.
- ii 150mm onto or over the public place if the sign is 2.5m or more above the public place.

5.f "A" frame, sandwich board, or other forms of moveable footpath or roadside signage shall:

- i have a maximum visible sign area of 0.6m².
- ii be located where the sign causes no danger or inconvenience to pedestrians, particularly those who are visually impaired.
- iii be limited to two signs per business premises in all business zones.
- iv be no higher than 1m.
- v be located outside the premises they refer to.

5.g Lake Tekapo Village Centre

Notwithstanding the above, signs in the Lake Tekapo Village Centre Zone shall also comply with the following standards:

- i There shall be no freestanding signs, other than those permitted on **5.4f** above (refer Rule **9 14** Discretionary Activities)
- ii Signs shall comply with the following area limits:

Frontage of Premises	Maximum Total Area of Signs
Less than 7.5m	2.5m ²
7.5m to 15m	4.0m ²
15m or greater	8.0m ²

5.h Single or double sided community information signboards advertising local facilities and attractions and community events and information, which comply with the following standards:

- i. **Maximum sign area on each side – 3m²**
- ii. **Maximum height – 3 metres**
- iii. **Setback from roads – 10 metres**

5.i All signs shall be located as close as practicable to the entrance of the premises to which they relate.

5.j All signs shall comply with Rule 1 **General Requirements for all Signs.**

6 Signs In Residential Zones

In addition to the signs permitted in Rule 2, signs in Residential Zones, other than those listed in Rule **9 14** below, shall be **Permitted Activities** provided they comply with all of the following standards:

6.a With the exception of retail premises ~~and visitor accommodation~~ signs:

- i shall be limited to a single externally facing sign for each road frontage, advertising a lawful use of the site, located on the site on which it occurs and advertising only services, products or events available or occurring on the site.
- ii shall not be placed more than 3 metres above ground level or be higher than the eaves of a building to which they relate, whichever is the lesser.
- iii shall not exceed 1.0 square metre in area for each site.
- iv shall have the following minimum lettering heights:
 - 150mm for the main message
 - 100mm for the property name
 - 75mm for the secondary message

6.b All signs shall comply with Rule 1 **General Requirements for all Signs.**

6.c Signs for retail premises shall be a **Controlled Activity** in relation to their number, size, location and design.

6.d Signs for visitors accommodation in the Residential 2 zone:

- i Shall not exceed 2.0 square metres in area
- ii Shall not exceed 2 metres in height
- iii Shall not be artificially illuminated.

7 Signs In Rural Zones and the Opuha Dam Zone

In addition to signs permitted in Rule 2, signs in Rural zones **and the Opuha Dam Zone**, other than those listed in Rule 9 **14** below shall be **Permitted Activities**, provided they comply with all of the following standards:

7.a Signs advertising the residential, home occupation, or farming use of a site which do not exceed 1.0 square metre.

7.b Signs, relating to commercial, community, recreational, industrial, service, or visitor accommodation activity which is permitted by the Plan or by resource consent, subject to compliance with the following standards:

- i Minimum distance between signs - 80m
- ii Minimum visibility of sign - 250m
- iii Minimum lettering height shall be:
 - 300mm for the main message
 - 200mm for the property name
 - 150mm for the secondary message
- iv Minimum distance from intersection or pedestrian crossing - 200m
- v Minimum distance from curve with advisory speed and/or chevron signing -200m
- vi Maximum total area of signs - 3 square metres per site
- vii No signs shall be permitted in the Lakeside Protection Areas identified on the Planning Maps.
- viii ~~Commercial signs (other than signs of the Department of Conservation) adjoining State Highways shall be white on mid-green background.~~ **All commercial signs (other than signs of the Department of Conservation) adjoining State Highways shall be made up of colours consistent with the Mackenzie District Council Colour Palette for the appropriate locality.**
- ix Department of Conservation signs must comply with the National sign system of the Department of Conservation.

7.c There shall be no off-site signs other than those provided for in Rule **3** (temporary signs) and Rule **2e** (Off-site Signs).

7.d All signs shall comply with Rule 1 General Requirements for all Signs.

7.e Additional rules for signs visible from State Highways:

- i Signs shall have clear, concise messages that are easily read and assist drivers to locate accesses and activities on land adjacent to state highways;
- ii Free-standing signs shall have a maximum of six words and/or symbols with a maximum of 40 characters;
- iii Free-standing signs shall be located as close as practicable to the entrance to the land to which the sign relates;
- iv Signs shall be no less than 15 metres from an official traffic sign or traffic signal.

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Signs in Recreation and Open Space Zones

(Recreation A, Recreation P, Open Space Heritage and Open Space Glentanner Zones)

In addition to the signs permitted in Rule 2, the following signs in Recreation and Open Space Zones, other than those listed in Rule 14 below, shall be Permitted Activities:

8.a A single sign at each entrance denoting the name of a reserve or recreation area, with an area not exceeding 1.0m².

8.b Signage identifying community amenity or recreational facilities, other recreational facilities, community services, heritage features, any other publicly accessible natural or physical resources or any other activity permitted by the rules in this Plan, provided the following standards are met:

- i A maximum sign area not exceeding 3m²**
- ii Free standing signs shall have a maximum height above ground level of 3 metres**
- iii Signs attached to buildings shall not exceed the highest point of the roof or be placed outside the profile of the roof.**
- iv All signs shall be located as close as practicable to the entrance to the premises to which they relate.**
- v All signs shall have the following minimum lettering heights:**
 - 150 mm for the main message**
 - 100mm for the property name**
 - 75mm for the secondary message**

8.c All signs shall comply with Rule 1 General Requirements for all Signs.

8.d There shall be no off site signs other than those provided for in Rule 3 (temporary signs) and Rule 2.e (off site signs).

9

Signs in Airport Zones

In addition to the signs permitted in Rule 2, signs in Airport Zones, other than those listed in Rule 14 below, shall be Permitted Activities provided they comply with all of the following standards:

9.a One single or double sided sign with a maximum area of 5.8m² indicating the name of the airport, erected as close as practicable to the main entranceway to the airport.

9.b Any sign advertising a lawful use of a site, which complies with the following standards:

- i Signs on buildings shall not exceed the highest point of the roof or be placed outside the profile of the roof.**
- ii Free standing signs shall not exceed a height of 3.5 metres above natural ground level and each individual free standing sign shall have a maximum area of 3m².**
- iii All signs shall be located as close as practicable to the entrance of the premises to which they relate.**
- iv "A" frame, sandwich board or other forms of moveable signage shall:**
 - Have a maximum visible sign area of 0.6m²**
 - Be limited to 2 signs per business premises**

- Be no higher than 1 metre
- Be located within the site boundaries of the premises they refer to
- Not be located where they cause a danger or inconvenience to pedestrians
- Not be located within 3m of an internal road intersection
- Not be located within 20 metres of the legal boundary of a State Highway

9.c Signs within the Pukaki Airport Zone shall have the following maximum areas:

<u>Frontage of Premises</u>	<u>Maximum Total Area of Signs</u>
<u>Less than 7.5m</u>	<u>3m²</u>
<u>7.5m to 15m</u>	<u>6m²</u>
<u>Greater than 15m</u>	<u>9m²</u>

9.d Directional signs may be erected by the airport controlling body within the airport boundaries denoting the location of activities and operators within the airport, subject to the following standards:

- Free standing signs shall comply with all area, height and location standards specified in 9.b above.
- Fingerboard signs may be erected at internal road intersections other than the State Highway denoting activities and/or operators where the signs direct visitors to activities that do not adjoin that road.

9.e Notwithstanding 9.b above, any sign which is directed at traffic on the State Highway shall also comply with the following standards:

- i The minimum height above natural ground level shall be 1.5 metres
- ii Minimum visibility of sign shall be 250 metres
- iii Minimum lettering height shall be:
 - 300mm for the main message
 - 200mm for the property name
 - 150mm for the secondary message
- iv Minimum distance from intersection of a State Highway with other public road or pedestrian crossing - 200m
- v Minimum distance from curve with advisory speed and/or chevron signing - 200m
- vi All commercial signs shall be made up of colours consistent with the Mackenzie District Council Colour Palette for the appropriate locality.
- vii Signs shall have clear, concise messages that are easily read and assist drivers to locate accesses and activities on land adjacent to State Highways.
- viii Free-standing signs shall have a maximum of six words and/or symbols with a maximum of 40 characters.
- ix Free-standing signs shall be located as close a practicable to the entrance to the land to which the sign relates.
- x Signs shall be no less than 15 metres from an official traffic sign or traffic signal.

- 9.e All signs shall comply with Rule 1 General Requirements for all Signs.
- 9.f No signs shall be permitted in the Lakeside Protection Areas identified on the Planning Maps.
- 9.g There shall be no off site signs other than those provided for in Rule 3 (temporary signs) and Rule 2.e (off site signs) and 9.d (airport directional signs).

10 Signs in the Pukaki Village Zone

In addition to the signs permitted in Rule 2, signs in the Pukaki Village Zone, other than those listed in Rule 14 below, shall be Permitted Activities provided they comply with all of the following standards:

- 10.a One single externally facing sign at each road frontage advertising a lawful use of the site, located on the site on which is occurs and advertising only services, products or events available or occurring on the site, and complying with the following standards:
- i A maximum sign area not exceeding 1m²
 - ii Free standing signs shall have a maximum height above ground level of 3 metres
 - iii Signs attached to buildings shall not exceed the highest point of the roof or be placed outside the profile of the roof.
 - iv All signs shall be located as close as practicable to the entrance to the premises to which they relate.
 - v All signs shall have the following minimum lettering heights:
 - 150 mm for the main message
 - 100mm for the property name
 - 75mm for the secondary message
 - vi The colours used on all signs shall be colours consistent with the Mackenzie District Council Colour Palette for the Twizel area.
- 10.b All signs shall comply with Rule 1 General Requirements for all Signs.
- 10.c No signs shall be permitted in the Lakeside Protection Areas identified on the Planning Maps.
- 10.d There shall be no off site signs other than those provided for in Rule 3 (temporary signs) and Rule 2.e (off site signs).

11 Signs in the Special Travellers Accommodation Zone (STAZ)

In addition to the signs permitted in Rule 2, signs in the Special Travellers Accommodation Zone, other than those listed in Rule 14 below, shall be Permitted Activities provided they comply with all of the following standards:

- 11.a One single or double sided sign advertising an activity on a site, which is permitted by the Plan or by resource consent, which complies with the following standards:
- i A maximum sign area not exceeding 2m²
 - ii Free standing signs shall have a maximum height above ground level of 3 metres

- iii **Signs attached to buildings shall not exceed the highest point of the roof or be placed outside the profile of the roof.**
- iv **All signs shall be located as close as practicable to the entrance to the premises to which they relate.**
- v **All signs shall have the following minimum lettering heights:**
 - **150 mm for the main message**
 - **100mm for the property name**
 - **75mm for the secondary message**
- vi **All signs shall be located as close as practicable to the entrance to the activity to which they relate.**
- vii **All signs shall be constructed from honest materials and with colours consistent with the Lake Tekapo Colour Palette (as indicated in the Lake Tekapo Design Guide in Appendix P).**

11.b All signs shall comply with Rule 1 General Requirements for all Signs.

11.c There shall be no off site signs other than those provided for in Rule 3 (temporary signs) and Rule 2.e (off site signs).

12 Outdoor Lighting

12.a In the area shown on the Outdoor Lighting Restriction map attached to these Rules, all outdoor lighting shall be a Permitted Activity provided it complies with all of the following Standards:

- i Shielding: All outdoor lighting shall be shielded from above in such a manner that the edge of the shield shall be below the whole of the light source.
- ii Filtration: All outdoor lighting shall have a filter to filter out the blue or ultraviolet light, provided the light source would have more than 15% of the total emergent energy flux in the spectral region below 440nm. The filters used must transmit less than 10% of the light at any wavelength less than 440nm. This therefore includes, but is not limited to, fluorescent, mercury vapour and metal halide lamps.
- iii No person shall illuminate or display the following outdoor lighting between 11.00pm and sunrise in the designated area:
 - a. searchlights.
 - b. illumination of any public recreational facility.
 - c. outside illumination for aesthetic purposes of any building by floodlight.
 - d. any outdoor illumination in which light is produced by high-pressure sodium, metal halide, mercury vapour lighting or fluorescent lighting, unless these lamps were installed prior to 1 January 1979 in the Business or Residential Zones in Lake Tekapo or 1 March 1986 in all other zones.
- iv All fixed exterior lighting shall be directed away from adjacent roads and properties.

12.b In all Residential and Business Zones in Twizel, all street and road lighting shall be a Permitted Activity provided it complies with all of the following Standards:

- i Shielding: All street and road lighting shall be shielded from above in such a manner that the edge of the shield shall be below the whole of the light source.
- ii Filtration: All street and road lighting shall have a filter to filter out the blue or ultraviolet light, provided the light source would have more than 15% of the total emergent energy flux in the spectral region below 440nm. The filters used must transmit less than 10% of the light at any wavelength less than 440nm. This therefore includes, but is not limited to, fluorescent, mercury vapour and metal halide lamps.
- iii No street or road lighting shall be produced by high-pressure sodium, metal halide, mercury vapour lighting or fluorescent lighting, unless these lamps were installed prior to 1 March 1986.

12.c Except as provided for in Rule ~~7~~**12a** and ~~7~~**12b** above, all outdoor lighting shall be a Permitted Activity provided all fixed exterior lighting is directed away from adjacent properties and roads.

13 Aerial Distractions

Notwithstanding compliance with other District Plan rules, the following activities shall not be permitted activities where they establish, partly establish or are visible within the highway protection corridor associated with a state highway illustrated in Diagram 1 attached to these rules.

- Laser light displays
- searchlights
- helipads and associated aircraft movements
- advertising blimps
- bungy jumping
- hang gliding and similar types of leisure activities.

14 Discretionary Activities - Signs, Outdoor Lighting And Aerial Distractions

14.a In the area shown on the Outdoor Lighting Restriction map outdoor lighting which does not meet all of the Standards in Rule ~~7~~**12a** shall be a Discretionary Activity.

14.b In all Residential and Business Zones in Twizel all street and road lighting which does not meet all of the Standards in Rule ~~7~~**12b** shall be a Discretionary Activity.

14.c In all zones, the following signs are Discretionary Activities for which a resource consent must be obtained from the Council:

- i Any sign listed as Permitted Activity which exceeds any of the stated area, height, lettering, number, locational, timing or illumination standards.

- ii The following signs with the potential to adversely affect traffic safety:
 - a. Signs affixed to vehicles or trailers, and parked in a public place, road, public property or 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 unless the advertising gives directions to premises or specifies the cost of goods or services.
 - b. Flashing signs with lights or illumination which flashes, moves, rotates, varies in intensity, colour or size, and all other advertising devices of this nature.
 - c. Moving signs which visibly move, revolve, rotate to, create an optical illusion of movement, or change colour, whether by electrical or other means, and all other advertising devices of this nature.
- iii All signs on footpaths other than those listed as Permitted Activities in Rule ~~45e~~ and ~~45f~~ above.
- iv All forms of off-site signage, billboards, and hoardings, except temporary signs provided for in Rule ~~2e3~~ and off-site signs provided for in Rule ~~2fe~~.
- v Community information signboards in all zones other than Business Zones.**

14.d In all zones the following activities which establish, partially establish or are visible within the highway protection corridor of a state highway as illustrated in Diagram 1 attached to these rules shall be a Discretionary Activity:

- laser lights
- searchlights
- helipads and associated air movements
- advertising blimps
- bungy jumping, and
- hand gliding and similar types of leisure activities.

Glen Innes
Chief Executive Officer
Mackenzie District Council
1 September 2006