

Signs (SIGN)

Introduction

Signs assist in supporting businesses and the wider community to convey information on commercial and community activities, destinations, public safety messages and traffic controls. However, the placement, scale, number and nature of signs have the potential to enhance or detract from the amenity values and character of different areas. The way signs are managed contributes to the desirability of the district as a place to play to live, work and visit.

Signs can also cause impact on the safety of roads users. For example, whilst signs can provide useful or even vital information, signs can distract, obstruct or confuse drivers, or impede pedestrians. Signs are therefore managed in this chapter to maintain the safety of users of the transport network.

Where the use of light is associated with a sign, the provisions in the LIGHT Chapter also apply.

The New Zealand Transport Agency Signs on State Highways Bylaw July 2010 also applies to signs located in State Highways.

Objectives and Policies

Objectives	
SIGN-O1	Benefits of Signs
Signs in Te Manahuna / Mackenzie District contribute to the community's social, economic, and cultural wellbeing, while maintaining health and safety, and the character and amenity values of the area in which they are located.	
Policies	
SIGN-P1	Signs Integral to Activities
Enable signs that: <ol style="list-style-type: none">1. are an integral component of activities anticipated within a zone;2. provide important community information; or3. are associated with temporary events or activities; <u>or</u>4. <u>provide for public safety.</u>¹	
SIGN-P2	Amenity and Character
Control the size, design, location, and number of signs to maintain the anticipated character and amenity of the surrounding environment.	
SIGN-P3	Safety
Manage signs to protect the health and safety of users of the transport network.	

¹ Transpower (14.02)

Rules

SIGN-R1	Any Sign Not Otherwise Listed	
Residential Zones	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> Any sign shall be related to a permitted activity; and There shall be no more than one sign for each road frontage of the site on which the sign is located; and Any sign shall: <ol style="list-style-type: none"> be no higher than 1.8m above ground level; and not exceed 0.5m² in area; and not be artificially illuminated. <p>And the activity complies with the following standards: SIGN-S1 General Requirements SIGN-S2 Signs Attached to Verandahs SIGN-S3 Signs Attached to Buildings</p>	<p>Activity status when compliance is not achieved with R1.1 – R1.3: RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1 SIGNS-MD2</p> <p>Activity status when compliance with standard(s) is not achieved: Refer to relevant standard(s).</p>
Rural Zones	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> Any sign shall be related to a permitted activity; and Any sign shall not exceed 3m² in area; and Any sign shall: <ol style="list-style-type: none"> be located a minimum distance of 80m from another sign; and have a minimum visibility to the sign of: <ol style="list-style-type: none"> 130m, where the speed limit is 70 km/hr or less; 175m, where the speed limit is 80 km/hr; or 250m, where the speed limit is 100km/hr; and be located a minimum distance of 200m from any intersection, pedestrian crossing, speed limit sign or advisory speed sign; and The total number of signs per site shall not exceed 2. 	<p>Activity status when compliance is not achieved with R1.4 – R1.7: RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1 SIGNS-MD2</p> <p>Activity status when compliance with standard(s) is not achieved: Refer to relevant standard(s).</p>

	<p>And the activity complies with the following standards: SIGN-S1 General Requirements SIGN-S2 Signs Attached to Verandahs SIGN-S3 Signs Attached to Buildings SIGN-S4 Illuminated Signs SIGN-S5 Signs adjacent to State Highways SIGN-S6 Minimum Lettering Height</p>	
<p>CMUZ (excluding the Town Centre Zone within PREC1 - Takapō / Lake Tekapo Precinct)</p> <p>GIZ</p> <p>TESPZ Industrial Area (excluding landscape strip)</p>	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> 8. Any freestanding sign shall comply with the height and setback requirements for the zone or precinct in which it is located; and 9. Any single or double sided information signs advertising local facilities and attractions, and community events and information shall have: <ol style="list-style-type: none"> a. a maximum sign area on each side of 3m²; and b. a maximum height of 3m. <p>And the activity complies with the following standards: SIGN-S1 General Requirements SIGN-S2 Signs Attached to Verandahs SIGN-S3 Signs Attached to Buildings SIGN-S4 Illuminated Signs SIGN-S6 Minimum Lettering Height</p>	<p>Activity status when compliance is not achieved with R1.8 - R1.9: RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1 SIGNS-MD2</p> <p>Activity status when compliance with standard(s) is not achieved: Refer to relevant standard(s).</p>
<p>TCZ within PREC1 - Takapō / Lake Tekapo Precinct</p>	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> 10. The sign is not a freestanding sign; and 11. Any signs on a site shall not exceed: <ol style="list-style-type: none"> a. 2.5m² where the frontage of the premise is less than 7.5m; or b. 4m² where the frontage of the premise is 7.5m to 15m; or 	<p>Activity status when compliance is not achieved with R1.10 - R1.11: RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1 SIGNS-MD2</p> <p>Activity status when compliance with standard(s) is not achieved: Refer to relevant standard(s).</p>

	<p>c. 8m² where the frontage of the premise is greater than 15m.</p> <p>And the activity complies with the following standards: SIGN-S1 General Requirements SIGN-S2 Signs Attached to Verandahs SIGN-S3 Signs Attached to Buildings SIGN-S4 Illuminated Signs</p>	
Open Space and Recreation Zones	<p>Activity Status: PER</p> <p>Where:</p> <p>12. The sign is located at the entrance to, and denoting the name of, a reserve or recreation area, and does not exceed an area of 1.2m²; or</p> <p>13. The sign relates to community facilities, recreational facilities, heritage features, or any other publicly accessible natural or physical resources and shall:</p> <p>a. not exceed 3m² in area; and</p> <p>b. for a freestanding sign, have a maximum height above ground level of 3 metres.</p> <p>And the activity complies with the following standards: SIGN-S1 General Requirements SIGN-S2 Signs Attached to Verandahs SIGN-S3 Signs Attached to Buildings SIGN-S4 Illuminated Signs SIGN-S6 Minimum Lettering Height</p>	<p>Activity status when compliance is not achieved with R1.12 - R1.13: RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1 SIGNS-MD2</p> <p>Activity status when compliance with standard(s) is not achieved: Refer to relevant standard(s).</p>
ASPZ SCA 14 (Ruataniwha)	<p>Activity Status: PER</p> <p>Where:</p> <p>14. Any sign shall not exceed a maximum area of 2m² or a height of 3m above ground level.</p> <p>And the activity complies with the following standards: SIGN-S1 General Requirements</p>	<p>Activity status when compliance is not achieved with R1.14: RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1 SIGNS-MD2</p> <p>Activity status when compliance with standard(s) is</p>

	SIGN-S2 Signs Attached to Verandahs SIGN-S3 Signs Attached to Buildings SIGN-S4 Illuminated Signs SIGN-S6 Minimum Lettering Height	not achieved: Refer to relevant standard(s).
PVSPZ, PDSPZ, GSPZ	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> 15. There shall be a maximum of one sign per site; and 16. Any sign shall not exceed a maximum area of 1m² or a height of 3m above ground level. <p>And the activity complies with the following standards: SIGN-S1 General Requirements SIGN-S2 Signs Attached to Verandahs SIGN-S3 Signs Attached to Buildings SIGN-S4 Illuminated Signs SIGN-S6 Minimum Lettering Height</p>	<p>Activity status when compliance is not achieved with R1.15 - R1.16: RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1 SIGNS-MD2</p> <p>Activity status when compliance with standard(s) is not achieved: Refer to relevant standard(s).</p>
AIRPZ	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> 17. A maximum of 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; and 18. Except as provided in 17. above, any freestanding sign shall not exceed a height of 3.5m above ground level, or 3m² in area; and 19. Signs within the Airport Special Purpose Zone at Pukaki shall not exceed: <ol style="list-style-type: none"> a. 3m² where the frontage of the premise is less than 7.5m; or b. 6m² where the frontage of the premise is 7.5m to 15m; or c. 9m² where the frontage of the premise is greater than 15m. 	<p>Activity status when compliance is not achieved with R1.17 - R1.20: RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1 SIGNS-MD2</p> <p>Activity status when compliance with standard(s) is not achieved: Refer to relevant standard(s).</p>

	<p>20. Where a sign is directed at traffic on the State Highway, it shall:</p> <ol style="list-style-type: none"> not exceed a height of 1.5m above ground level; and comply with SIGN-S4 Minimum Lettering Height. <p>And the activity complies with the following standards: SIGN-S1 General Requirements SIGN-S2 Signs Attached to Verandahs SIGN-S3 Signs Attached to Buildings SIGN-S4 Illuminated Signs SIGN-S5 Signs adjacent to State Highways SIGN-S6 Minimum Lettering Height</p>	
LPA	Activity Status: DIS	
SIGN-R2	Signs Located Within the Footpath	
CMUZ GIZ ASPZ	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> Teardrop, feather and wind blade flags, sandwich boards, footpath signs, or other forms of moveable footpath signs shall: <ol style="list-style-type: none"> Have a maximum area of 0.6m²; Be limited to two signs per business premises; Be located to avoid danger and inconvenience to pedestrians; Be located outside the premises they refer to; and Within the Airport Special Purpose Zone, any sign shall be located a minimum of 20m from the legal boundary of the State Highway and 3m from any road intersection. <p>Where the activity complies with the following standards: SIGN-S1 General Requirements</p>	<p>Activity status when compliance is not achieved with R2.1: RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1</p> <p>Activity status when compliance with standard(s) is not achieved: Refer to relevant standard.</p>
All other Zones	Activity Status: DIS	
SIGNS-R3	Official Signs and Community Information Signs	

All Zones	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> 1. The sign is an official sign; or 2. The sign is displayed in a public place for the purpose of direction, warning, township identification and welcome, visitor or community information or cultural explanation; or 3. The sign is for the purpose of identifying the street number of a premise; or 4. The sign provides details relating to, and is located on the same site as, infrastructure, a community facility (excluding an emergency services facility) or public reserve and does not exceed 1m² in area; or 5. The signage provides details relating to, and is located on the same site as, an emergency services facility. <p>And the activity complies with the following standards: SIGN-S1 General Requirements SIGN-S2 Signs Attached to Verandahs SIGN-S3 Signs Attached to Buildings</p>	<p>Activity status when compliance with standard(s) is not achieved: Refer to relevant standard(s).</p> <p>Advice Note: <i>Where SIGNS-R3.1, 3.2, 3.3, 3.4 or 3.5 do not apply, SIGNS-R1 applies.</i></p>
SIGN-R4	Temporary Signs	
All Zones	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> 1. The sign is for the purpose of advertising an election and is erected for no longer than two months; or 2. The sign is advertising the anniversary of a school or community organisation and is erected for no more than 365 days; or 3. The sign is advertising a school or community organisation, or a sporting event, and is erected for no more than 90 days; or 	<p>Activity status when compliance is not achieved with R4.1 – R4.7: RDIS</p> <p>Matters of discretion are restricted to: SIGN-MD1 SIGN-MD2</p> <p>Activity status when compliance with standard(s) is not achieved: Refer to relevant standard(s).</p>

	<p>4. The sign is advertising stock movements for the duration of the activity only; or</p> <p>5. The sign is advertising the sale of real estate <u>located on the site</u>²; or</p> <p>6. The sign is erected during the construction of a building located on the site; <u>or</u></p> <p>X. <u>The sign is erected during maintenance, upgrading and construction of new infrastructure and is for the purpose of providing details about the infrastructure project</u>;³ and</p> <p>7. Any sign shall:</p> <ol style="list-style-type: none"> be removed within seven days of the completion of the activity (except where 4. above or d. below applies); and have a maximum area 5.8m²; and contain the name and contact details of the person who erected the sign; and in relation to 6. above, be removed if the construction works have ceased for more than a month. <p>And the activity complies with the following standards: SIGN-S1 General Requirements SIGN-S2 Signs Attached to Verandahs SIGN-S3 Signs Attached to Buildings SIGN-S4 Illuminated Signs</p>	
SIGN-R5	Off-site Signs Not Otherwise Specified in SIGN-R1.9, SIGN-R2, SIGN-R3 and SIGN-R4	
All Zones	Activity Status: DIS	

² Clause 16(2)

³ The Telcos (15.04)

Standards

SIGN-S1	General Requirements	Activity status where compliance not achieved:
All Zones	<ol style="list-style-type: none"> The sign is not attached to a tree. The sign is not located on or near a road in such a way that it: <ol style="list-style-type: none"> obstructs the line of sight of any corner, bend, intersection, or vehicle crossing; obstructs, obscures, or impairs the view of any traffic sign or other traffic control device; resembles or is likely to be confused with any traffic sign or other traffic control device; or obstructs pedestrians or vehicle traffic. The sign does not use reflective materials. The sign is constructed, fixed, and placed in a manner so that it does not pose a danger to property or people. Any sign shall be maintained in good order and shall not become dangerous. Any sign and/or support structures which have become redundant shall be removed. The sign does not contain any of the following features: <ol style="list-style-type: none"> Flashing, revolving, or intermittently illuminated lights; Sound effects; or Captive balloons or blimps. 	<p>Where S1.1 or S1.7 is not complied with: DIS</p> <p>Where S1.2 is not complied with: RDIS</p> <p>Matters of discretion are restricted to: SIGN-MD2 Traffic Safety</p> <p>Where S1.3-S1.6 is not complied with: RDIS</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> SIGN-MD2 Traffic Safety The visual impact of the sign and its potential effects on the anticipated amenity values and character of the area. The potential of the sign to adversely affect public health and safety.
SIGN-S2	Signs Attached to Verandahs	Activity status where compliance not achieved:
All Zones	<ol style="list-style-type: none"> Signs attached to and under street verandas shall be: <ol style="list-style-type: none"> No closer than 2.5m to the footpath below; and At least 1.5m from any other veranda sign. 	<p>RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1</p>

	<ol style="list-style-type: none"> 2. Signs attached to the façade of a veranda shall be: <ol style="list-style-type: none"> a. No closer than 2.5m to the footpath below; and b. Positioned so they do not obstruct parked vehicles. 3. Signs attached above verandas shall not be more than 1.2m above the top of the veranda and shall be set back at least 500mm from the fascia line. 	
SIGN-S3	Signs Attached to Buildings	Activity status where compliance not achieved:
All Zones	<ol style="list-style-type: none"> 1. Signs attached to a building shall not extend beyond the highest point of the roof or be placed outside the profile of the roof. 2. Signs attached to a structure, or the façade of a building shall not project more than: <ol style="list-style-type: none"> a. 50mm onto or over the public place when the sign is less than 2.5m above the public place; or b. 150mm onto or over the public place when the sign is 2.5m or more above the public place. 	<p>RDIS</p> <p>Matters of discretion are restricted to: SIGNS-MD1</p>
SIGN-S4	Illuminated Signs	Activity status where compliance not achieved:
All Zones Except CMUZ	<ol style="list-style-type: none"> 1. The sign is located within a building. 2. The sign is only illuminated during the operating hours of the activity the sign relates to. 3. The maximum level of light spill from the sign shall not exceed the horizontal or vertical illuminance levels on any adjoining site in the receiving zone set out in LIGHT - TABLE 1, excluding roads. 	<p>With S4.1 or S4.2: DIS</p> <p>With S4.3: RDIS</p> <p>Matters of discretion are restricted to: LIGHT-MD2</p>
CMUZ	<ol style="list-style-type: none"> 4. The maximum level of light spill from the sign shall not exceed the horizontal or vertical illuminance levels on any adjoining site in the receiving zone set out in LIGHT - TABLE 1, excluding roads. 5. If the sign is located outside a building, it shall: <ol style="list-style-type: none"> a. be shielded from above in such a manner that all the 	<p>With S4.4: RDIS</p> <p>Matters of discretion are restricted to: LIGHT-MD2</p> <p>With S4.5: RDIS</p> <p>Matters of discretion are restricted to: LIGHT-MD1</p>

	<p>light from the sign shines below the horizontal;</p> <p>b. use lighting with a correlated colour temperature not exceeding 3000 K;</p> <p>c. use only light-emitting diode (LED) light sources; and</p> <p>d. only be illuminated during the operating hours of the activity the sign relates to.</p> <p>Advice Note: Outdoor lighting used to illuminate a sign is subject to the rules in the <i>LIGHT</i> Chapter.</p>	
SIGN-S5	Signs Adjacent to State Highways	Activity status where compliance not achieved:
Rural Zones SPAZ	<ol style="list-style-type: none"> Any free-standing sign visible from a State Highway shall have a maximum of six words and/or symbols with a maximum of 40 characters. Any sign visible from a State Highway shall be no less than 15 metres from an official traffic sign or other traffic control device. 	RDIS Matters of discretion are restricted to: SIGN-MD2 Traffic Safety
SIGN-S6	Minimum Lettering Height	Activity status where compliance not achieved:
Rural Zones AIRPZ	<ol style="list-style-type: none"> Any sign shall contain lettering with a minimum height of: <ol style="list-style-type: none"> 300mm for the main message; and 200mm for the property name; and 150mm for the secondary message. 	RDIS Matters of discretion are restricted to: SIGN-MD2 Traffic Safety
Open Space and Recreation Zones ASPZ PVSPZ	<ol style="list-style-type: none"> Any sign shall contain lettering with a minimum height of: <ol style="list-style-type: none"> 150mm for the main message; and 100mm for the property name; and 75mm for the secondary message. 	RDIS Matters of discretion are restricted to: SIGN-MD2 Traffic Safety

Matters of Discretion

SIGN-MD1 General Matters

- The scale, design, colour, nature and location of the sign, including its support structure.

- b. The visual impact of the sign and its potential effects on the anticipated amenity values and character of the area.
- c. The potential effects of the sign on the values of any historic heritage items, Sites and Areas of Significance to Māori, Significant indigenous vegetation and significant habitats of indigenous fauna, riparian margins, outstanding natural landscapes or features, or night sky darkness.
- d. The scale, design, number, and nature of existing signs on any building or site, and whether the proposed sign will result in visual clutter.
- e. The potential of the sign to adversely affect public health and safety.
- f. Any functional, operational, safety or directional requirements relating to the activity to which the sign relates, which affect the signs' requirements.
- g. Where the sign is located within PREC1 - Takapō / Lake Tekapo precinct, the consistency of the sign with the Takapō / Lake Tekapo Character Design Guide contained in Appendix APP2.

SIGN-MD2 Traffic Safety

- a. The potential of the sign to cause distraction, confusion to motorists and/or adversely affect traffic safety due to its location, visibility, and/or content.
- b. The extent to which the sign may obstruct driving ~~site~~ sight⁴ distances, traffic signs or other traffic control device.
- c. The potential adverse effects of the proposed sign on drivers' concentration under all possible weather conditions.
- d. The extent to which the sign has the potential to be confused with traffic control signs or signals or may make traffic control signs or signals difficult to discern.

⁴ Clause 16(2)