

31 Signs

31.1 Purpose

Signs provide information to the general public and can assist with creating a sustainable and vibrant community. There are significant benefits associated with enabling signage to achieve these outcomes. However, signs can have adverse environmental effects particularly on visual amenity, and could conflict with traffic and pedestrian safety. Managing the number, type, location, appearance and design of signs helps to minimise these adverse effects and maintain a quality environment.

Visual amenity values vary across the District, and are influenced by the nature of land use, including land use and associated development anticipated by the various District Plan Zones. In commercial areas signs can improve the flow of people and traffic, helping people get where they want to go and directing them to amenities. In residential and rural areas, signs have greater potential to create adverse effects on visual amenity due to the more sensitive nature of these areas.

Because of these variations, it is appropriate that different standards for signage apply to different areas. Signs are managed in relation to their suitability for different areas, and the sign types are defined in Chapter 2 - Definitions.

There is flexibility for interpretive signs including recognising the role they play in assisting visitors finding their way. There is also flexibility for temporary event signs, recognising the community benefits of events, the importance of signs for way-finding within event sites, and the limited duration of the adverse effects of such signs. Off-site signs have more restrictive rules, acknowledging that these can cause significant adverse effects if they are not appropriately managed.

31.2 Objectives and Policies

31.2.1 Objective - Signage which is of a scale and extent that maintains the character and amenity values of the District and enhances access.

Policies

- 31.2.1.1 Ensure the number, size, location, design and appearance of signs maintain the character and amenity values anticipated for the site, street scene and surrounding environment.
- 31.2.1.2 When considering the character and amenity values that apply to the site and surrounding environment, consider the character and amenity values anticipated by any relevant District Plan Zone, or in the case of signs proposed within the road, consider the character and amenity values anticipated by the nearest adjoining Zone.
- 31.2.1.3 Encourage signs to be located on the site of the related activity.

- 31.2.1.4 Off-site signs are provided for in limited circumstances.
- 31.2.1.5 Restrict the establishment of off-site signs, having particular regard to:
- a. whether it is not practical to display the information on the site where the activity and/or use of land or buildings occurs;
 - b. visual amenity values;
 - c. any cumulative adverse visual effects, including visual clutter; and
 - d. any adverse effects on the safety of the transport network.
- 31.2.1.6 Acknowledge that off-site signs that convey information to assist the public or convey public notices, rather than being for the purpose of commercial advertising, can have social and cultural benefits.
- 31.2.1.7 Ensure that any lighting in conjunction with signs does not lead to adverse effects on the receiving environment.
- 31.2.1.8 Support the establishment of information, interpretation and direction signs that:
- a. assist with improving the legibility of, and knowledge of access to, open spaces; and
 - b. assist with achieving Crime Prevention Through Environmental Design (CPTED) principles.
- 31.2.1.9 In District Plan Zones that are primarily for commercial or mixed use activities, and Settlement Zone Commercial Precincts:
- a. provide for a diverse range of sign types that facilitate effective communication of business information and commercial individuality within the context of the wider commercial area;
 - b. limit the number and size of signs enabled per commercial tenancy, and cumulatively on buildings that have multiple tenancies, to avoid, remedy or mitigate adverse effects on the visual amenity values of the site and the surrounding environment; and
 - c. encourage the incorporation of freestanding signs into the overall design of the site to achieve good integration with any pedestrian or vehicle access arrangements, car parking and/or landscaping layout.
- 31.2.1.10 Ensure signs in open places or attached to utilities or buildings for community activities are generally limited to signs necessary for direction, interpretation, public information or public safety, and provide for signs for other purposes in limited circumstances.

- 31.2.1.11 Avoid, remedy or mitigate the adverse effects of signs located on an Outstanding Natural Feature or within an Outstanding Natural Landscape through applying the relevant assessment matters in part 21.21 of the District Plan.
- 31.2.1.12 Encourage efficient management of signs through the establishment of signage platforms to reduce the need for a new resource consent each time the sign content is altered and ensure that any resource consent conditions that apply to the signage platform also apply to any subsequent changes to the sign content.
- 31.2.1.13 Avoid adverse effects from the following signs and sign types:
- a. flashing, moving or animated signs and signs that create an optical illusion;
 - b. roof signs;
 - c. signs displaying sexually explicit, lewd or otherwise offensive content;
 - d. stationary sign-written trailers, vehicles or permanently moored vessels or signs attached to stationary trailers, vehicles or permanently moored vessels which are visible from any road or public place for the purpose of advertising; and
 - e. signs imitating any traffic direction and safety sign as required by the New Zealand Transport Agency.
- 31.2.1.14 Manage the effects of signs on heritage values having particular regard to:
- a. the design, location and size of signs and the method of attachment;
 - b. any Council design guideline, being either the Queenstown Town Centre Special Character Area Design Guidelines 2015, Wānaka Town Centre Character Guideline 2011, or the Arrowtown Design Guidelines 2016;
 - c. the benefits of the sign; and
 - d. the function of the sign.
- Note: any relevant objectives and provisions of Chapter 26 – Historic Heritage will also apply.
- 31.2.1.15 Provide for billboards in limited circumstances in Queenstown Town Centre Zone, Wānaka Town Centre Zone and Wānaka Airport Zone, while having particular regard to the special character and amenity of the town centres and the rural setting of Wānaka Airport. Avoid adverse effects of billboard signs in all other locations.
- 31.2.2 Objective –Signs have limited adverse effects on public safety, including the safety of pedestrians and users of the transport network.**

Policies

- 31.2.2.1 Avoid adverse effects of signs that obstruct access to or through a pedestrian thoroughfare or the transport network.
- 31.2.2.2 Ensure the design and location of signs does not adversely affect traffic safety by causing confusion or distraction, or obstructing the sight lines of road users.
- 31.2.2.3 Support the establishment of information signs and lay-bys at the entrance to the District's settlements and at sites of natural, historical or tangata whenua interest.
- 31.2.2.4 Support the use of traditional Ngāi Tahu (tangata whenua) place names on signs within the District.
- 31.2.2.5 Ensure that any lighting in conjunction with signs does not adversely affect pedestrian, traffic and navigational safety.
- 31.2.2.6 Limit the number of off-site signs that are designed and located to attract the attention of users of the transport network, with the exception of off-site signs installed by a road controlling authority or the harbourmaster that are for the purpose of assisting users of roads, lakes or rivers and promoting traffic or navigation safety.
- 31.2.2.7 Limit the duration of off-site signs when future landuse and/or transport network changes are likely to result in the off-site sign being inappropriate from a site development and/or traffic safety perspective.
- 31.2.3 Objective - Signs are complementary to, or do not detract from, the design values of the building they are attached to and are sympathetic to the design values of nearby developments and public places.**

Policies

- 31.2.3.1 Ensure the design and display of signs is complementary to the overall design of the building through attention to:
- a. the number, size, height and elevation of signs;
 - b. lettering design;
 - c. colours and materials;
 - d. the location of the sign on the building;
 - e. the relationship of the sign to any architectural features of the building and any adjacent buildings or development; and
 - f. the effect of illumination of the sign on the host site, adjoining sites and public places (including roads).

- 31.2.3.2 Ensure the design of signs attached to buildings is compatible with and maintains the amenity, visual, heritage, landscape and streetscape values of the site and surrounding environment.
- 31.2.3.3 For signs attached to buildings that exceed the sign size or dimension limits specified in this chapter, only provide approval where the sign:
- a. is well integrated with the building design;
 - b. is compatible with the character of surrounding development;
 - c. is consistent with the relevant Council design guidelines, being either the Queenstown Town Centre Special Character Area Design Guidelines 2015, Wānaka Town Centre Character Guideline 2011, Arrowtown Design Guidelines 2016 or the Cardrona Village Character Guideline 2012; or has considered the relevant design elements identified in the Business Mixed Use Design Guide 2021;
 - d. does not create adverse effects on the quality of a streetscape or a public place, including creating visual dominance; and
 - e. is visually compatible with the wider surrounding environment.
- 31.2.3.4 Manage the extent of signage on windows to promote interaction between buildings, streets and public places, and to encourage visual interest for pedestrians.
- 31.2.3.5 In instances when a new or altered building will have accompanying signage, encourage the identification of signage platforms so that signs are integrated into building design.

31.2.4 Objective - Signs located on waterfronts, wharves and jetties (including signs on buildings on wharves and jetties) convey necessary and interpretive information while preserving a high standard of amenity and public views.

Policies

- 31.2.4.1 Provide for signs that convey information regarding commercial activities and services that operate from or adjacent to the wharf, jetty or waterfront on which the sign is located.
- 31.2.4.2 Ensure that waterfront signs provide only information directly associated with activities based on the surface of lakes and rivers or undertaken within spaces and buildings located on wharves and jetties and/or the waterfront.
- 31.2.4.3 Ensure that signs on wharves, jetties and waterfronts do not detract from the views and amenity of the foreshore and of the lakes and rivers through inappropriate placement, size and colour.

31.2.5 Objective – Signs promoting temporary events minimise adverse effects on traffic, pedestrian and public safety and visual amenity.

Policies

31.2.5.1 Recognise the contribution that temporary events make to the social, economic and cultural wellbeing of the District by:

- a. enabling temporary event signs to be erected on the event site, but limit the size of signs and the duration of time that they are displayed; and
- b. enabling temporary event signs to be erected outside the event site, but limit the number and size of signs and the duration of time they are displayed.

31.2.5.2 When considering temporary event signs, have particular regard to the effects on traffic, pedestrian and public safety and visual amenity.

31.2.5.3 Limit the number of temporary event signs that are designed and located to attract the attention of users of the transport network.

31.2.6 Objective – Signs located within Ski Area Sub-Zones do not compromise the landscape and visual amenity values of the area when viewed from public places (including public roads).

Policies

31.2.6.1 Provide for signage within Ski Area Sub-Zones that conveys operational, directional and safety information regarding ski field activities.

31.2.6.2 Manage signs advertising commercial activities and sponsorship signs within Ski Area Sub-Zones so that the landscape and visual amenity values of the area, when viewed from public places (including public roads), can be maintained.

31.3 Other Provisions and Rules

31.3.1 District Wide

Attention is drawn to the following District Wide chapters.

1 Introduction	2 Definitions	3 Strategic Direction
4 Urban Development	5 Tangata Whenua	6 Landscapes
25 Earthworks	26 Historic Heritage	27 Subdivision and Development
28 Natural Hazards	29 Transport	30 Energy and Utilities

32 Protected Trees	33 Indigenous Vegetation and Biodiversity	34 Wilding Exotic Trees
35 Temporary Activities and Relocated Buildings	36 Noise	37 Designations
District Plan web mapping application		

31.3.2 Interpreting and Applying the Rules

- 31.3.2.1 Table 31.4 sets out the District wide activity status for specific types of signs. These apply in all zones and on roads. These sign types must comply with the standards in Table 31.5.
- 31.3.2.2 Table 31.6 sets out the activity status for specific sign types in commercial areas. The activities listed in Table 31.6 must comply with the standards in Table 31.7.
- 31.3.2.3 Table 31.8 sets out the activity status for specific sign types in in specified residential zones. These activities must comply with the standards in Table 31.9.
- 31.3.2.4 Table 31.10 sets out the activity status for sign types in rural areas. These activities must comply with the standards in Table 31.11.
- 31.3.2.5 Table 31.12 sets out the activity status for sign types in the Open Space and Recreation Zones. These activities must comply with the standards in Table 31.13.
- 31.3.2.6 Table 31.14 sets out the activity status for sign types in the Special Zones. These activities must comply with the standards in Table 31.15.
- 31.3.2.7 Where an activity does not comply with a standard listed in a Standards table, the activity status identified by the 'Non-Compliance Status' column shall apply.
- 31.3.2.8 If there is a conflict between a rule in Table 31.4 and a rule in a table applying to a specific area (Tables 31.6, 31.8 and 31.10), then the rule in the specific area table shall apply.
- 31.3.2.9 Freestanding signs, sandwich boards, flat board signs, under verandah signs, flags and banners may be double sided, with only one side being counted towards the sign area. All other signs will be assessed on a single sided basis.
- 31.3.2.10 To measure the area of the ground floor façade for applying Rules 31.7.3 and 31.7.4:
- a. measure horizontally by the length of the building along the road, footpath, access way or service lane to which it has frontage; and
 - b. measure vertically the height from the surface of the road, footpath, access way or service lane to the point at which either:
 - (i) the verandah meets the wall of the building; or

- (ii) when there is no verandah, a height of 3m above the surface of the road, footpath, access way or service lane;

whichever is the lesser.

- 31.3.2.11 The Diagrams in section 31.21 of this Chapter illustrate how some standards are to be applied and illustrate some sign types.
- 31.3.2.12 Within the Airport Zone – Queenstown, the rules in this chapter shall only apply to advertising or promotional signage (including billboards) located within 20m of the zone boundary or that are directed at persons outside the zone. Within the Airport Zone – Wānaka, the rules in this chapter shall only apply to signage (excluding instructional or directional signage) that is directed at persons outside the zone.
- 31.3.2.13 The following abbreviations are used within this Chapter.

P	Permitted	C	Controlled
RD	Restricted Discretionary	D	Discretionary
NC	Non Complying	PR	Prohibited

Advice Notes

- 31.3.2.14 Any sign located on or over Council land will require the approval of the Council as landowner.
- 31.3.2.15 Any sign located on or over a State Highway will require the approval of the New Zealand Transport Agency as landowner.

31.4 District Wide Rules - Activities

These rules apply in all Zones and on roads and, other than Rule 31.4.12, are subject to the standards in Table 31.5. In addition, specific rules apply in each Zone.

	Table 31.4 – District Wide Rules - Activity Status	Activity status
31.4.1	Flags	P
31.4.2	Temporary event signs	P
31.4.3	Real estate signs (including auction signs)	P
31.4.4	Temporary land development signs	P
31.4.5	Temporary sale signs	P

31.4.6	Temporary construction signs	P
31.4.7	Free standing signs	P
31.4.8	Sandwich or flat board signs	P
31.4.9	Under verandah signs, including under verandah signs within the road where these are related to any overhanging building	P
31.4.10	New and replacement signs located within a static signage platform approved by resource consent subject to compliance with all conditions of the resource consent	P
31.4.11	Signs displayed within a digital signage platform approved by resource consent subject to compliance with all conditions of the resource consent	P
31.4.12	Signs required by acts of Parliament, legislation or statutory requirements. Signs permitted by this rule are not subject to any other rules in Chapter 31.	P
31.4.13	Electioneering signs	P
31.4.14	<p>The following signs on or above roads:</p> <p>31.4.14.1 Any sign associated with a road network activity, education activity or public amenities, including:</p> <ul style="list-style-type: none"> a. traffic and direction signs; b. road name signs; c. interactive warning signs; d. speed limit signs; e. parking restriction signs; and f. public information boards and associated directional signs. <p>31.4.14.2 Under verandah signs;</p> <p>31.4.14.3 The part of a freestanding sign located above a footpath in a road and complying with Rule 31.5.7;</p> <p>31.4.14.4 Signs for temporary events and temporary filming;</p> <p>31.4.14.5 Electioneering signs.</p>	P
31.4.15	<p>Subject to compliance with the Standards as to size specified for the zone the sign is located in, as defined in Tables 31.7, 31.9, 31.11, 31.13 and 31.15, the following signs in or above public pedestrian paths and cycleways:</p> <p>31.4.15.1 traffic and direction signs;</p> <p>31.4.15.2 road, path or cycleway name signs;</p> <p>31.4.15.3 interactive warning signs;</p>	P

	<p>31.4.15.4 speed limit signs;</p> <p>31.4.15.5 parking restriction signs; and</p> <p>31.4.15.6 public information boards and associated directional signs.</p>	
31.4.16	Signs on wharves and jetties (including on buildings established on wharves and jetties)	D
31.4.17	<p>Off-site signs, including off-site signs located within or above roads, but excluding:</p> <p>31.4.17.1 under verandah signs above a footpath where these are related to any overhanging building; and</p> <p>31.4.17.2 the part of a freestanding sign located above a footpath.</p>	D
31.4.18	Signs on any Category 1, 2 or 3 item listed in the Inventory of Listed Heritage Features in Chapter 26 Historic Heritage or within a setting or extent of place shown in Section 26.8.1.	D
31.4.19	Billboards, including billboards located within or above roads, except where provided for in Table 31.6 and 31.7	PR
31.4.20	Flashing, moving, animated signs and signs that create an optical illusion excluding digital signage provided for in Table 31.7.	PR
31.4.21	Roof signs	PR
31.4.22	Signs displaying sexually explicit, lewd or otherwise offensive content	PR
31.4.23	<p>Any of the following signs which are located so as to be visible from any road or public place for the purpose of advertising:</p> <p>31.4.23.1 any stationary sign-written trailer or vehicle;</p> <p>31.4.23.2 any sign attached to any stationary trailer or vehicle;</p> <p>31.4.23.3 any permanently moored vessel; and</p> <p>31.4.23.4 any sign attached to a permanently moored vessel.</p>	PR
31.4.24	Signs imitating any traffic direction and safety sign as required by the New Zealand Transport Agency	PR

31.5A Rules – Standards for Restricted Discretionary and Discretionary Activities under Rules 31.4 and 31.5

	Table 31.5A – District Wide Rules – Standards for Restricted Discretionary and Discretionary Activities	Non-compliance status
31.5A.1	For all restricted discretionary and discretionary activities under Rules 31.4 and 31.5 within the Business Mixed Use zone, applications for resource consent shall include a statement confirming that the relevant design elements from the Business Mixed Use Design Guide 2021 have been considered, including a summary of any particular aspects of the proposal that have resulted from that consideration.	NC

31.5 District Wide Rules –Standards

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
31.5.1	<p>Flags</p> <p>All flags are able to contain sign content on both sides of the flag and shall comply with the following standards:</p> <p>31.5.1.1 maximum of 1 flag per site depicting corporate colours or the logo of a business, with a maximum area of 1.8m x 0.9m in size; and</p> <p>31.5.1.2 any number of flags depicting national colours of a state or country provided that each flag does not exceed 1.8m x 0.9m in dimension, that are not for commercial purposes, and only 1 flag of each nationality is erected per site.</p>	D
31.5.2	<p>Temporary Event Signs</p> <p>Temporary event signs shall comply with the following standards:</p> <p>31.5.2.1 signs shall not be erected more than two months prior to the date of the temporary event;</p> <p>31.5.2.2 signs shall have an area no greater than 2m², or no greater than 3m² if the sign is a banner (both faces of the banner may be sign-written);</p> <p>31.5.2.3 signs shall be removed within 24 hours of completion of the event; and</p> <p>31.5.2.4 signs are able to be erected off the site of the event, however the number of signs erected off the event site must not exceed a maximum of four signs visible from the State Highway network in the District and a maximum of</p>	D

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
	<p>four signs visible from any other road. The maximum sign areas prescribed in Rule 31.5.2.2 apply.</p> <p>Note: Chapter 35: Temporary Activities and Relocated Buildings also applies to temporary events.</p>	
31.5.3	<p>Real Estate Signs (including Auction signs)</p> <p>Real estate signs (including auction signs) shall comply with the following standards:</p> <p>31.5.3.1 signs shall be located on the site to which they relate;</p> <p>31.5.3.2 signs shall have an area no greater than 1.62m²;</p> <p>31.5.3.3 maximum limit of 1 sign per agency;</p> <p>31.5.3.4 real estate signs shall be removed within 14 days of an unconditional agreement for sale and purchase being made; and</p> <p>31.5.3.5 auction signs shall be removed within 7 days of the auction irrespective of whether the site or development is sold.</p>	D
31.5.4	<p>Temporary Land Development Signs</p> <p>Temporary land development signs shall comply with the following standards:</p> <p>31.5.4.1 maximum limit of 1 sign per development;</p> <p>31.5.4.2 the sign shall relate to a land development that involves a minimum of 6 allotments or units;</p> <p>31.5.4.3 the sign shall be located on the site of the development to which it relates;</p> <p>31.5.4.4 the sign shall have a maximum area of 8.64m²; and</p> <p>31.5.4.5 the sign shall be removed within 7 days of unconditional agreements for sale and purchase being made with respect to all allotments or units in the development.</p>	D
31.5.5	<p>Temporary Sale Signs</p>	D

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
	<p>Temporary sale signs shall:</p> <p>31.5.5.1 be located on the site of the temporary sale; and</p> <p>31.5.5.2 be erected or displayed for a maximum of 14 days at a time and there shall be a minimum of 14 days between the display of temporary sale signage at the tenancy.</p>	
31.5.6	<p>Temporary Construction Signs</p> <p>Temporary construction signs shall comply with the following standards:</p> <p>31.5.6.1 maximum of 4 per site;</p> <p>31.5.6.2 each sign shall have an area no greater than 2m²; and</p> <p>31.5.6.3 the signs may be erected for no more than 30 days prior to works commencing and shall be removed within 14 days of completion of the works.</p>	D
31.5.7	<p>Free Standing Signs</p> <p>Freestanding signs shall comply with the following standards:</p> <p>31.5.7.1 shall have a maximum height of 3.5m;</p> <p>31.5.7.2 if located above a footpath, shall be elevated a minimum height of 2.5m above the footpath;</p> <p>31.5.7.3 shall not extend more than 1 metre over any footpath; and</p> <p>31.5.7.4 shall have a maximum area of 2m² (both faces of the sign can be sign-written).</p> <p>Note: Part 31.21 of this Chapter has a diagram which illustrates the application of this rule.</p>	D
31.5.8	<p>Sandwich Boards and Flat Board Signs</p> <p>Sandwich boards and flat board signs shall comply with the following standards:</p> <p>31.5.8.1 the maximum area of a sandwich board or flat board sign shall not exceed 1m² (both faces of the sign may be sign-written);</p>	D

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
	<p>31.5.8.2 maximum of 2 flat board signs or 1 sandwich board per site; and</p> <p>31.5.8.3 sandwich boards and flat board signs must be located wholly within the site where the goods and services advertised are available.</p> <p>Note: Part 31.21 of this Chapter has a diagram which illustrates the application of this rule.</p>	
31.5.9	<p>Under Verandah Signs</p> <p>Under verandah signs shall be elevated a minimum distance of 2.5m above the footpath, and both sides of the sign can be sign-written.</p>	D
31.5.10	<p>Electioneering Signs</p> <p>Electioneering signs shall comply with the following standards:</p> <p>31.5.10.1 shall have an area no greater than 3m² (both faces of the sign may be sign-written);</p> <p>31.5.10.2 shall be displayed no more than 2 months prior to the election/referendum date; and</p> <p>31.5.10.3 shall be removed before the election/referendum day.</p>	D
31.5.11	<p>Illumination of Signs</p> <p>Illumination of signs, excluding digital signs, shall not exceed 250 candelas per square metre (cd/m²) of illumination.</p>	D
31.5.12	<p>Signs on land adjoining State Highways</p> <p>Signs on land adjoining State Highways, other than signs permitted by Rule 31.4.2, shall comply with the following standards:</p> <p>31.5.12.1 Signs shall have a minimum lettering height of 120mm where the speed limit is less than 70km/h, or 160mm where the speed limit is 70km/h or higher.</p> <p>31.5.12.2 Signs shall have a maximum of 6 words and/or symbols, with a maximum of 40 characters.</p>	RD

Table 31.5 – District Wide Rules - Standards		Non-compliance status
31.5.12.3	Shall be located so that there is unrestricted view to the motorist for at least 180m where the speed limit is 70km/h or higher.	
31.5.12.4	Shall be located at least 200m from an official sign or traffic signal in rural areas.	
Discretion is restricted to safety and efficiency of the State Highway network		

31.6 Rules – Activity Status of Signs in Commercial Areas

The rules relating to signs in Table 31.6 are additional to those in Table 31.4 and are subject to the standards in Table 31.7. If there is a conflict between the rules in Table 31.4 and the rules in Table 31.6, the rules in Table 31.6 apply.

Table 31.6 – Activity Status of Signs in Commercial Areas		Queenstown and Wānaka Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Arrowtown Town Centre Zone (including commercial activities in the Town Centre Transition Overlay)	Jacks Point Village Activity Areas	Airport Zone-Queenstown	Airport Zone - Wānaka	Local Shopping Centre Zone and Settlement Zone commercial Precinct	Business Mixed Use Zone, Three Parks Commercial Zone and Three Parks Business Zone	General Industrial and Service Zone	Coneburn Industrial Zone
31.6.1	<p>Static signage platforms that is one of the sign types listed in Rules 31.6.2 to 31.6.5 below and complies with the standards applying to that sign type.</p> <p>Control is reserved to the matters set out in Rule 31.18.</p>	C	C	C	C	C	C	C	C	C

Table 31.6 – Activity Status of Signs in Commercial Areas		Queenstown and Wānaka Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Arrowtown Town Centre Zone (including commercial activities in the Town Centre Transition Overlay)	Jacks Point Village Activity Areas	Airport Zone-Queenstown	Airport Zone - Wānaka	Local Shopping Centre Zone and Settlement Zone commercial Precinct	Business Mixed Use Zone, Three Parks Commercial Zone and Three Parks Business Zone	General Industrial and Service Zone	Coneburn Industrial Zone
31.6.2	Arcade directory signs.	P	P	P	P	P	P	P	P	P
31.6.3	Upstairs entrance signs.	P	P	P	P	P	P	P	P	P
31.6.4	<p>All signs located within the ground floor facade of a building</p> <p>In those zones where this is a controlled activity, control is reserved to the matters set out in Rule 31.18.</p> <p>Note: Parts 31.3.2 and 31.21.7 of this Chapter explain and illustrate the application of this rule.</p>	C	C	C	P	P	C	C	C	C
31.6.5	<p>Above ground floor signs.</p> <p>In those zones where this is a controlled activity, control is reserved to the matters set out in Rule 31.18.</p>	C	C	C	P	P	C	C	C	C

Table 31.6 – Activity Status of Signs in Commercial Areas		Queenstown and Wānaka Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Arrowtown Town Centre Zone (including commercial activities in the Town Centre Transition Overlay)	Jacks Point Village Activity Areas	Airport Zone-Queenstown	Airport Zone - Wānaka	Local Shopping Centre Zone and Settlement Zone commercial Precinct	Business Mixed Use Zone, Three Parks Commercial Zone and Three Parks Business Zone	General Industrial and Service Zone	Coneburn Industrial Zone
	Note: Part 31.21.7 of this Chapter has a diagram which illustrates the application of this rule.									
31.6.6	Digital signage platforms located within the ground floor facade of a building or freestanding	D	NC	PR	PR	NC	PR	PR	PR	PR
31.6.7	Digital signage platforms above ground floor level	NC	NC	PR	NC	NC	PR	PR	PR	PR
31.6.8	Digital signs not located within a digital signage platform	PR	PR	PR	PR	PR	PR	PR	PR	PR
31.6.9	Billboard signs (including billboard signs within a digital signage platform)	D	PR	PR	PR	NC	PR	PR	PR	PR
31.6.10	Any sign activity which is not listed in Table 31.4 or Rules 31.6.1 to 31.6.9 inclusive	D	D	D	D	D	D	D	D	D

31.7 Rules – Standards for Signs in Commercial Areas

	Table 31.7 – Standards for Commercial Area Signage	Non-compliance status
31.7.1	<p>Arcade directory signs</p> <p>Are not to exceed 3m² in area and are limited to one per arcade.</p>	D
31.7.2	<p>Upstairs entrance signs</p> <p>Are not to exceed 1.5m² in area per building.</p>	D
31.7.3	<p>Signs and static signage platforms within the ground floor facade of a building</p> <p>31.7.3.1 Each tenancy shall not display signs within the ground floor facade of the building that exceed a. or b. whichever is lesser:</p> <p style="padding-left: 40px;">a. a maximum area of 5m² per tenancy; or</p> <p style="padding-left: 40px;">b. 15% of the Ground Floor Facade that the tenancy occupies.</p> <p>Arcade directory and upstairs entrance signs are not included within the ground floor facade signage allowance;</p> <p>31.7.3.2 Signs shall not exceed 50% coverage of glazing. This applies to individual or partitioned glazed areas located within the ground floor facade. Signage platforms with a glazed front and sealed rear such that the interior of the building cannot be seen, are not subject to this clause.</p> <p>31.7.3.3 Signs not attached to glazing that are sited more than 1 metre inside the enclosed interior of a building are not subject to this rule.</p> <p>Note: For the purposes of this rule, 'tenancy' means the primary tenancy or business at each premises and excludes a tenancy for a sign or signage platform.</p>	<p>D, unless consent is sought for a. but complies with b. – RD</p> <p>When RD, discretion is restricted to the matters set out in Rule 31.19.</p> <p>D</p>
31.7.4	<p>Digital signage platforms within the ground floor facade of a building:</p> <p>31.7.4.1 Each tenancy shall not display signs within the ground floor facade of the building that exceed a. or b. whichever is lesser:</p> <p style="padding-left: 40px;">a. a maximum area of 5m² per tenancy; or</p>	D

	Table 31.7 – Standards for Commercial Area Signage	Non-compliance status
	<p>b. 15% of the Ground Floor Facade that the tenancy occupies.</p> <p>Arcade directory and upstairs entrance signs are not included within the ground floor facade signage allowance;</p> <p>31.7.4.2 Signs shall not exceed 50% coverage of glazing. This applies to individual or partitioned glazed areas located within the ground floor facade. Signage platforms with a glazed front and sealed rear such that the interior of the building cannot be seen, are not subject to this clause.</p> <p>31.7.4.3 Signs not attached to glazing that are sited more than 1 metre inside the enclosed interior of a building are not subject to this rule.</p> <p>Note: For the purposes of this rule, 'tenancy' means the primary tenancy or business at each premises and excludes a tenancy for a sign or signage platform.</p> <p>Freestanding digital signage platforms:</p> <p>31.7.4.4 shall have a maximum height of 3.5m;</p> <p>31.7.4.5 if located above a footpath, shall be elevated a minimum height of 2.5m above the footpath;</p> <p>31.7.4.6 shall not extend more than 1 metre over or into the thoroughfare of any footpath; and</p> <p>31.7.4.7 shall have a maximum area of 2m² (both faces of the sign can be sign-written).</p> <p>Note: Part 31.21.3 of this Chapter has diagrams which illustrates the application of this rule.</p>	
31.7.5	<p>Above ground floor signs and static signage platforms</p> <p>Are not to cumulatively exceed 3m² in area per building or 1m² per tenancy up to a maximum of 3m² per floor.</p>	D
31.7.6	<p>Digital signage displayed within a digital signage platform</p>	D

	Table 31.7 – Standards for Commercial Area Signage	Non-compliance status
	<p>31.7.6.1 No live broadcasts are to be transmitted;</p> <p>31.7.6.2 Only static advertisements are to be displayed for a minimum duration of 7 seconds;</p> <p>31.7.6.3 There is to be no flashing, movement or animation of images;</p> <p>31.7.6.4 The only movement of the signage is to allow for the dissolve of one image to another;</p> <p>31.7.6.5 There shall be no noise associated with the screen or images displayed on the sign;</p> <p>31.7.6.6 The screen shall incorporate lighting control to adjust brightness in line with ambient light levels; and</p> <p>31.7.6.7 The display area (front) of any digital sign shall not be visible to any residential zoned land or settlement zoned land within 50m of the proposed sign.</p> <p>31.7.6.8 Illumination shall not exceed 250 candelas per square metre (cd/m²) of illumination at night time and 5000 cd/m² of illumination at day time.</p>	
31.7.7	<p>Billboard Signs</p> <p>31.7.7.1 Not to exceed 2m² in area;</p> <p>31.7.7.2 The display area (front) of any billboard sign shall not be visible to any residential zoned land or settlement zoned land within 50m of the proposed sign.</p> <p>Note: Billboard signs displayed on a digital sign are subject to the rules for both billboards and for digital signage, and where relevant, the more restrictive rule applies.</p>	NC

31.8 Rules – Activity Status of Signs in Residential Areas

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.10. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.8– Activity Status of Signs in Residential Areas		Low, Medium & High Density Residential Zones (excluding commercial activities in the Town Centre Transition Sub-zone)	Arrowtown Residential Historic Management Zone	Large Lot Residential Zone and Settlement Zone Commercial Precinct	Jacks Point Zone Residential Activity Areas	Visitor Accommodation Sub-Zones
31.8.1	One sign per site that complies with Rule 31.9.1.	P	P	P	P	P
31.8.2	Signs for recreation grounds, nursing homes, education activities and community activities that complies with Rule 31.9.2.	P	P	P	P	P
31.8.3	Signs for Visitor Accommodation that comply with Rule 31.9.3	D	D	D	D	P
31.8.4	Any sign activity which is not listed in Table 31.4 or Rules 31.8.1 to 31.8.3 inclusive	D	D	D	D	D

31.9 Standards for Signs in Residential Areas

	Table 31.9 – Standards for Signs in Residential Areas	Non-compliance status
31.9.1	Other than as provided for in Rule 31.9.2 or Rule 31.9.3, one sign per site with a maximum area of 0.5m ² with no internal or external illumination of the sign.	D
31.9.2	Signs for recreation grounds, nursing homes, education activities and community activities Maximum area of 2m ² per site and can be attached to a building or free standing.	D
31.9.3	<p>Signs for Visitor Accommodation Within a Visitor Accommodation Sub-Zone</p> <p>Must be limited to no more than two signs as listed:</p> <p>31.9.3.1 A sign identifying the visitor accommodation establishment measuring no more than 2m² in area;</p> <p>31.9.3.2 A sign containing only the words “No” and “Vacancy” measuring no more than 0.15m² in area.</p>	D

31.10 Rules – Activities in Rural Areas

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.11. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.10 – Activities in Rural Areas		Rural Zone, Gibbston Character Zone & Wakatipu Basin Rural Amenity Zone and Precinct	Rural Lifestyle and Rural Residential Zones	Ski Area Sub-Zone
31.10.1	Signage complying with the standards in Table 31.11.	P	P	P
31.10.2	Any operational, directional and safety signage relating to the movement of vehicles and people around the zone	D	D	P
31.10.3	Any sign activity which is not listed in Table 31.4 or Rules 31.10.1 or 31.10.2.	D	D	D

31.11 Standards for Signs in Rural Areas

	Table 31.11 – Standards for Signs in Rural Areas	Non-compliance status
31.11.1	<p>Signage within the Rural Zone (excluding Ski Area Sub Zones), Gibbston Character Zone, Wakatipu Basin Amenity Zone, Rural Lifestyle Zone and Rural Residential Zone</p> <p>Up to 2m² of signage per site with no internal or external illumination of the sign.</p>	D
31.11.2	<p>Signs within Ski Area Sub-Zones</p> <p>31.11.2.1 Operational, directional and safety signage related to the movement of vehicles and people around the Sub-Zone – no limit</p>	D

	Table 31.11 – Standards for Signs in Rural Areas	Non-compliance status
	31.11.2.2 All signs other than those provided for in a above, up to 4m ² of signage per site with no internal or external illumination of the sign.	

31.12 Rules – Activity Status of Signs in Open Space and Recreation Zones

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.13. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.12 – Activity Status of signs in Open Space and Recreation Zones		Nature Conservation Zone, Informal Recreation Zone and Active Sports and Recreation Zone	Civic Spaces Zone and Community Purposes Zone
31.12.1	Identification of a static signage platform. Control is reserved to the matters set out in Rule 31.18.	C	D
31.12.2	Signs only for the purposes of 31.12.2.1 park information; and 31.12.2.2 park way-finding.	P	D
31.12.3	Signs directly associated with a temporary event occurring on the same site. Note: Rule 31.5.2 also applies to temporary event signs and must also be complied with.	P	P
31.12.4	Signs for commercial activities and community activities.	D	P
31.12.5	Any sign activity which is not listed in Table 31.4 or Rules 31.12.1 to 31.12.4 inclusive.	D	D

31.13 Standards for Signs in Open Space and Recreation Zones

	Table 31.13 – Standards for Signs in Open Space and Recreation Zones	Non-compliance status
31.13.1	<p>Static signage platforms in the Nature Conservation Zone, Informal Recreation Zone and the Active Sports and Recreation Zone</p> <p>Static signage platforms that individually are no more than 2.5m² in area.</p>	D
31.13.2	<p>Signs for commercial activities and community activities within the Civic Spaces Zone and the Community Purposes Zone</p> <p>31.13.2.1 maximum of 2 signs per building or activity;</p> <p>31.13.2.2 the maximum area of each sign shall not exceed 1m²; and</p> <p>31.13.2.3 any sign shall be located in the same location and on the same site as the business or activity the sign relates to.</p>	D

31.14 Rules – Activity Status of Signs in Special Zones

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.15. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.14 – Activity Status of signs in Special Zones		Jacks Point Zone outside of Village Activity Areas and residential Activity Areas	Waterfall Park Zone	Millbrook Resort Zone Gibbston Valley Resort Zone Rural Visitor Zone Hills Resort Zone Hogans Gully Resort Zone
31.14.1	<p>Signs for commercial activities and community activities</p> <p>Control is reserved to the matters set out in Rule 31.18.</p>	C	C	C
31.14.2	Identification of a signage platform for a commercial activity or community activity	C	C	C

Table 31.14 – Activity Status of signs in Special Zones		Jacks Point Zone outside of Village Activity Areas and residential Activity Areas	Waterfall Park Zone	Millbrook Resort Zone Gibbston Valley Resort Zone Rural Visitor Zone Hills Resort Zone Hogans Gully Resort Zone
	Control is reserved to the matters set out in Rule 31.18.			
31.14.3	Signs for visitor accommodation Control is reserved to the matters set out in Rule 31.18.	D	D	C
31.14.4	Signs not associated with commercial activities, community activities or visitor accommodation	P	P	P
31.14.5	Any sign activity which is not listed in Table 31.4 or Rules 31.14.1 to 31.14.4 inclusive	D	D	D

31.15 Standards for Signs in Special Zones

Table 31.15– Standards for Signs in Special Zones		Non-compliance status
31.15.1	Signs for commercial activities, community activities or visitor accommodation 31.15.1.1 maximum of 2 signs per building or activity; 31.15.1.2 the maximum area of each sign shall not exceed 1m ² ; and 31.15.1.3 any sign shall be located in the same location and on the same site as the business or activity the sign relates to.	D
31.15.2	Signs for activities other than for commercial activities, community activities and visitor accommodation One sign per site with a maximum area of 0.5m ² with no internal or external illumination of the sign.	D

31.16 Non-Notification of Applications

31.16.1 All applications for controlled activities shall not require the written consent of other persons and shall not be notified or limited-notified.

31.17 Notification of Applications

31.17.1 All applications for resource consent for non-compliance with Rule 31.7.7 shall be publically notified.

31.18 Matters of Control

31.18.1 The exercise of Council's control shall be limited to:

- a. colour and materials;
- b. design and content;
- c. location;
- d. access and safety; and
- e. compliance with any relevant Council design guideline, being either the Queenstown Town Centre Special Character Area Design Guidelines 2015, Wānaka Town Centre Character Guideline 2011, or the Arrowtown Design Guidelines 2016.

31.19 Matters of Discretion

31.19.1 Council's discretion shall be restricted to:

- a. colour and materials;
- b. design and content;
- c. location;
- d. access and safety; ~~and~~
- e. landscape and visual amenity values, and
- f. dominance effects.

31.20 Assessment Matters

31.20.1 In considering whether or not to grant consent or impose conditions on a resource consent for a sign (including a signage platform), the Council shall have regard to, but not be limited by, the following assessment matters.

31.20.2 All Activities – General

31.20.2.1 The extent to which the proposed sign is compatible with the character of the site, buildings and surrounding environment.

31.20.2.2 Whether the sign is located on the site of the activity it relates to and the extent to which there is a functional or locational constraint for locating the sign outside of the site of the activity.

31.20.2.3 Whether the sign will affect public safety, including the safety of pedestrians and users of the transport network.

31.20.2.4 In respect of temporary event signs: whether the period the sign is to be erected is necessary for the event being advertised and whether the adverse effects on traffic, pedestrian, public safety and visual amenity are appropriately managed.

31.20.2.5 In respect of signs located on wharves and jetties (including on buildings on wharves and jetties) whether the signs convey necessary information while preserving a high standard of amenity and public views and ensuring pedestrian access is not impeded.

31.20.2.6 Whether the sign will adversely affect heritage values.

31.20.3 Controlled Activities**Colour and materials**

31.20.3.1 Whether the proposed sign:

- a. Incorporates colours and materials that complement the external appearance of the building, including surrounding buildings.
- b. Incorporates colours and materials that are sympathetic to the surrounding landscape.

Design and content

31.20.3.2 Design, including lighting, is consistent with and sympathetic to the surrounding environment

31.20.3.3 Whether there are any effects on heritage buildings, or on buildings and structures in heritage precincts, and whether any conservation advice has been obtained.

31.20.3.4 When considering signage platforms, the extent that the signage platforms have been considered within the overall design of the building and specifically the architectural features of the building.

Location

31.20.3.5 Whether the requirements of multiple tenants within a building have been provided for.

Access and safety

31.20.3.6 Whether the sign adversely affects public pedestrian access through inappropriate location, design or type of sign.

Compliance with any relevant Council design guidelines

31.20.3.7 Where relevant, the extent to which a proposal accords with the Queenstown Town Centre Special Character Area Design Guidelines 2015, the Wānaka Town Centre Character Guideline 2011 or the Cardrona Village Character Guideline 2012.

31.20.3.8 For an application for a sign in the Arrowtown Town Centre Zone, the extent to which the proposal accords with the following guidelines (from section 3.14.1 of the Arrowtown Design Guideline 2016) to ensure that the design and placement respects historic buildings and the character of the Town Centre:

- a. Signs must not obscure historic building details or important vistas.
- b. Reduce the number of signs used in a single location by the use of directory or finger signs.
- c. Signs handwritten on the building in the traditional way are best, provided they do not alter or obscure parts of the building.
- d. Small scale signs, either mounted on to buildings or free standing, are appropriate.
- e. Sign materials shall be similar to those used traditionally. Painted wood and metal are appropriate. Plastic and highly reflective materials are inappropriate.
- f. Illuminated, neon or flashing signs are not appropriate and must not be used if heritage character is to be protected.

31.20.3.9 In respect of signs in any area where the Arrowtown Design Guidelines 2016 applies: whether the application is accompanied by a report from the Arrowtown Planning Advisory Group; and whether that report approves the nature, form, size, content and positioning of the sign.

31.20.4 Discretionary Activities – Signs within Commercial Areas (including Settlement Zone Commercial Precincts)

31.20.4.1 The extent to which:

- a. The size of the signage is visually compatible with the scale and character of the building to which it relates and the surrounding environment.
- b. The design, location and size of the proposed signage complements the surrounding built environment and does not dominate built form;
- c. The design is consistent with other signs in the vicinity.
- d. The size, colour and location do not adversely affect traffic and/or pedestrian safety.
- e. The placement, size and choice of materials has considered the architectural features of the building on which the sign is to be erected.
- f. Any signage on windows will retain the function of the window to provide interest, activity and passive surveillance on the street.

31.20.4.2 Whether the cumulative effects of the proposed signage (and signage anticipated to be established on the same building) will adversely affect the streetscape and visual amenity of the surrounding environment.

31.20.4.3 For any sign within the Arrowtown Town Centre Zone apply the assessment matters in 31.19.3.8.

31.20.5 Discretionary Activities – Signs within Residential Areas and the Settlement Zone

31.20.5.1 Compatibility with the amenity values of the surrounding environment considering the visual amenity of the street and neighbouring properties including:

- a. Whether the design, location and size of the proposed signage will detract from the residential character of the site and/or building on which it is situated.
- b. Whether the proposed signage dominates the streetscape and wider residential character of the area in which it is located.
- c. The size, colour and location of the signage do not adversely affect traffic and/or pedestrian safety.

31.20.5.2 For any sign within a residential zone where the Arrowtown Design Guideline 2016 applies (namely the Arrowtown Residential Historic Management Zone and part of the Lower Density Suburban Residential Zone and Medium Density Residential Zone) apply the guideline (from section 4.23.1) to ensure that the design and placement respects

historic buildings and the character of the area. In addition, locate and design signs to complement the context and site.

31.20.6 Discretionary Activities – Signs within Other Areas

31.20.6.1 The extent to which:

- a. The design, colours and materials of the proposed sign is compatible with the character and amenity values of the site (including the amenity values anticipated for the District Plan zone that applies to the site), street scene and surrounding environment.

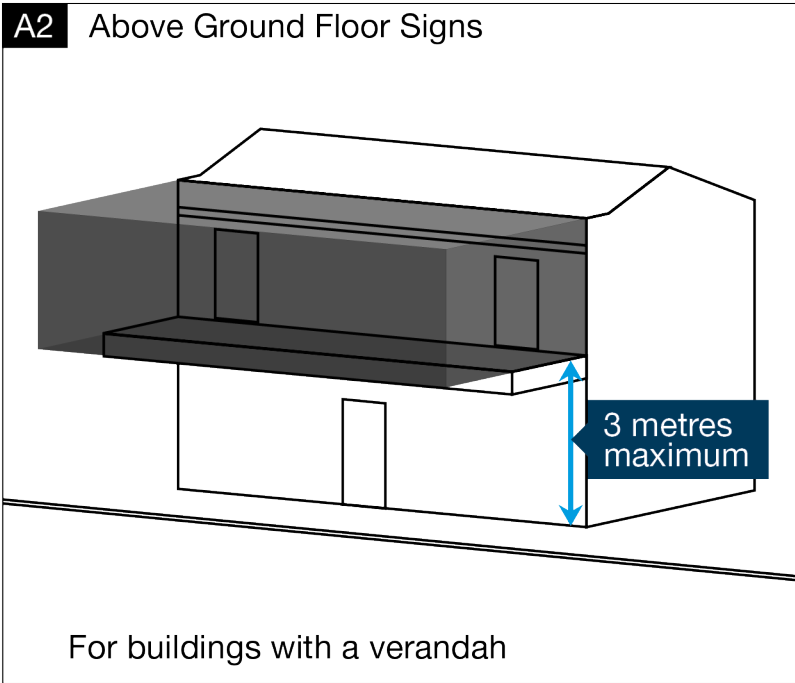
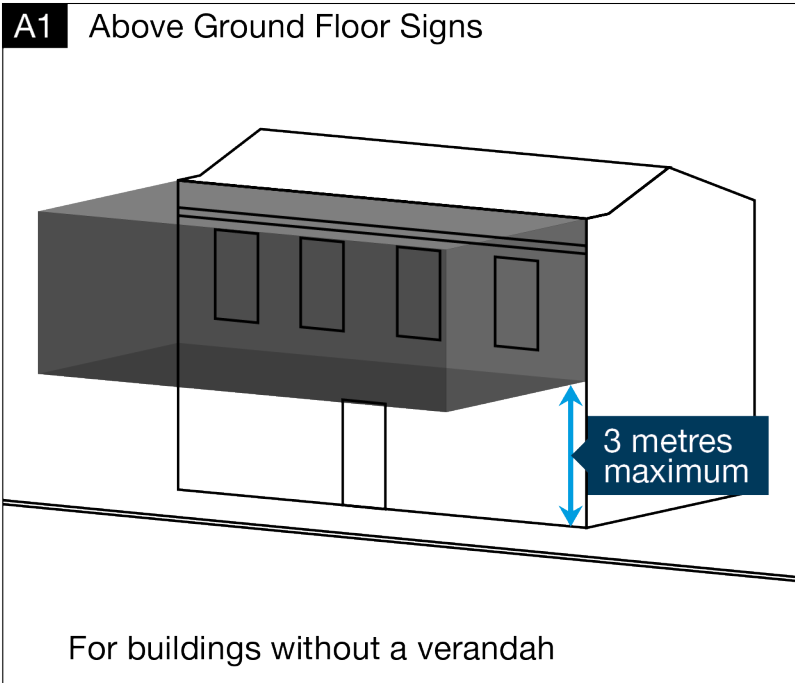
31.20.6.2 Any adverse effects of the proposed signage in terms of:

- a. Lighting.
- b. The extent to which the proposed signage may cause a visual distraction to drivers.
- c. Location with special regard to skylines, ridges, hills and prominent slopes.

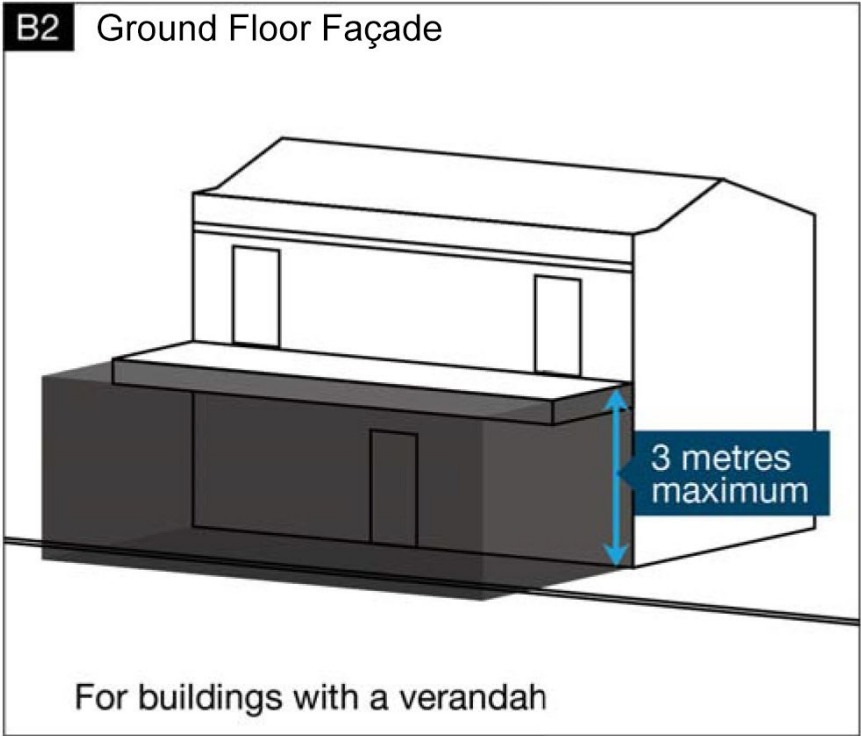
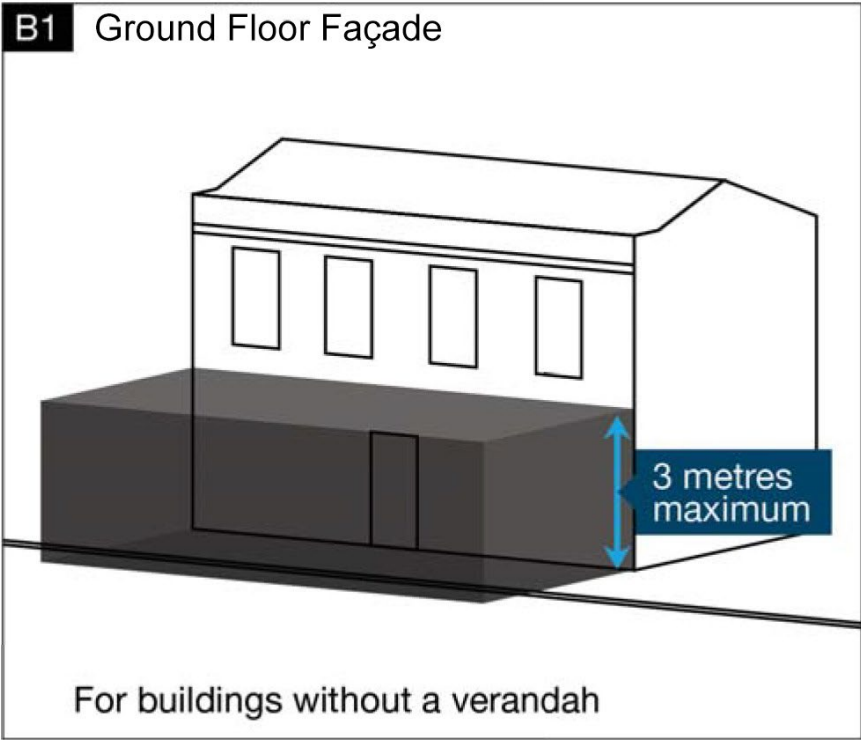
31.20.6.3 When considering the effects of signs located on an Outstanding Natural Feature (ONF) or within an Outstanding Natural Landscape (ONL) identified on the District Plan web mapping application, apply any relevant assessment matters in part 21.21 Rural Zone of the District Plan.

31.21 Interpretive Diagrams

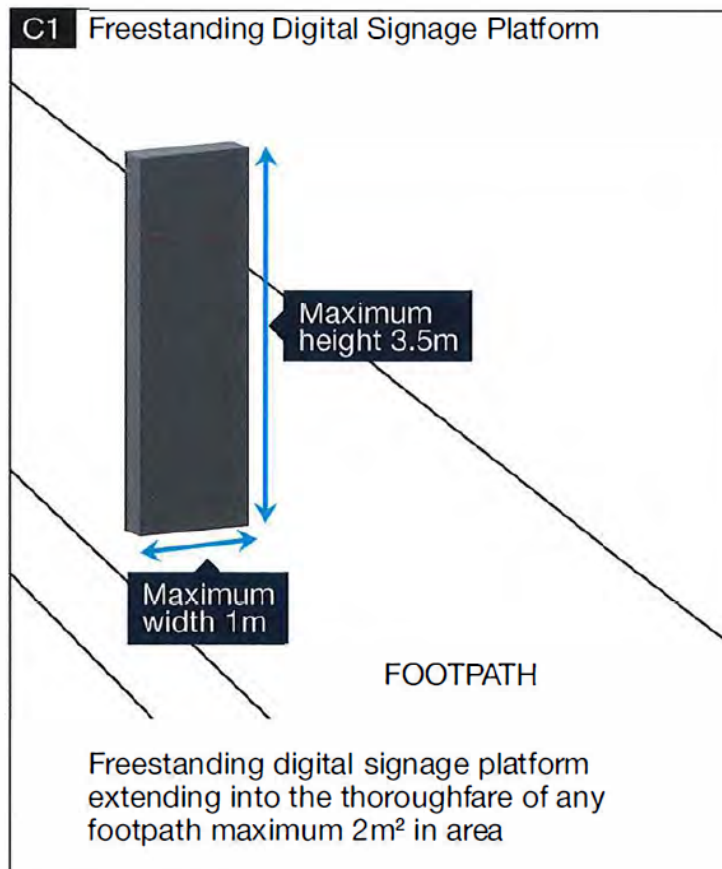
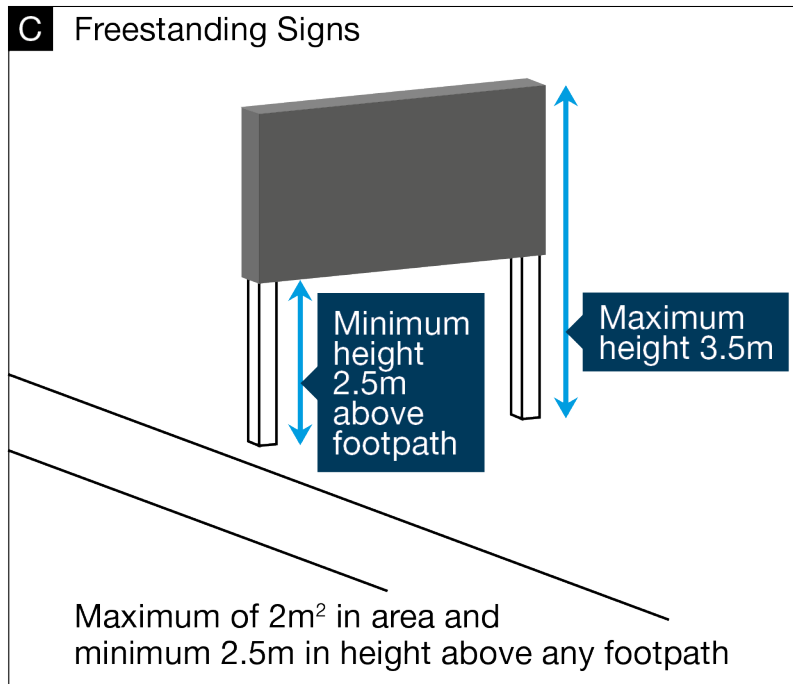
31.21.1 Above Ground Floor Signs



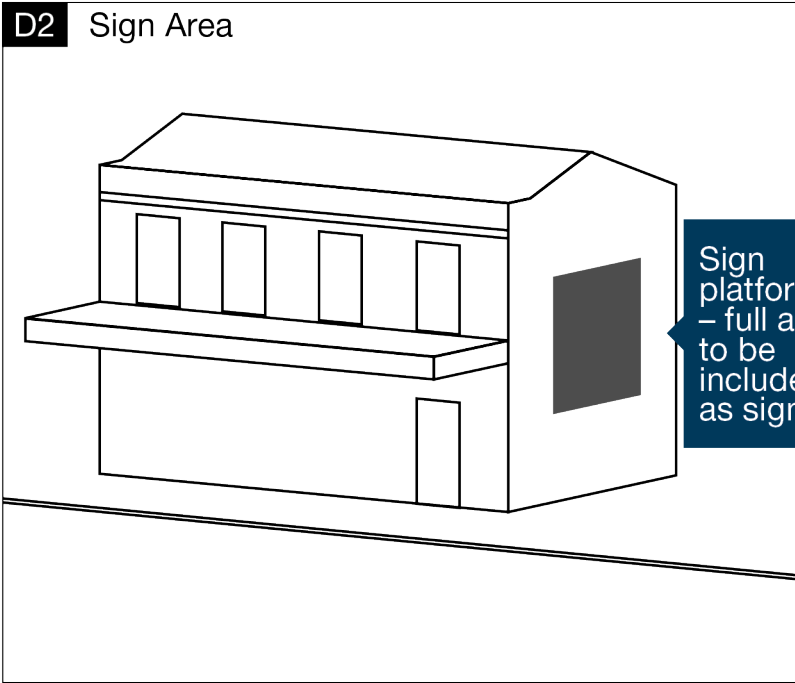
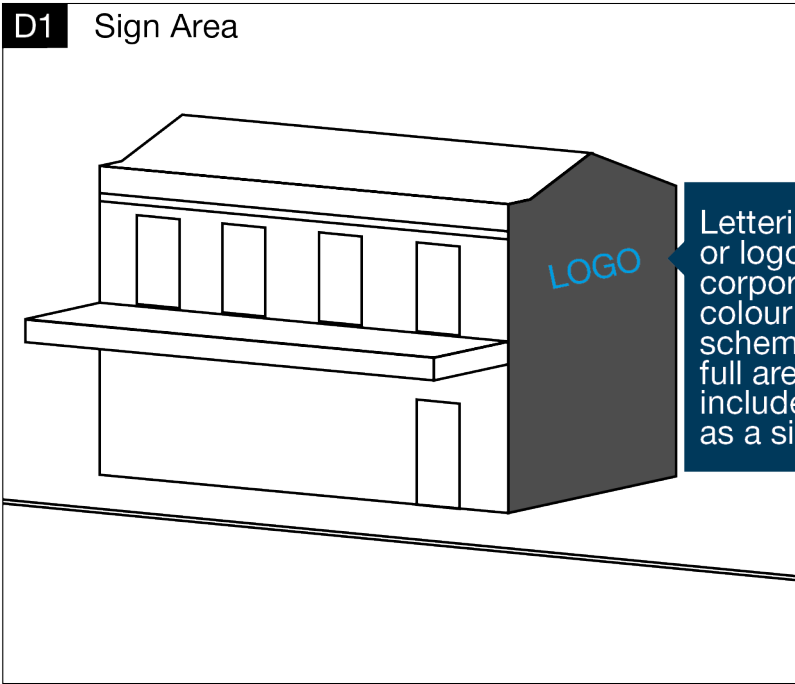
31.21.2 Ground Floor Façade for signs

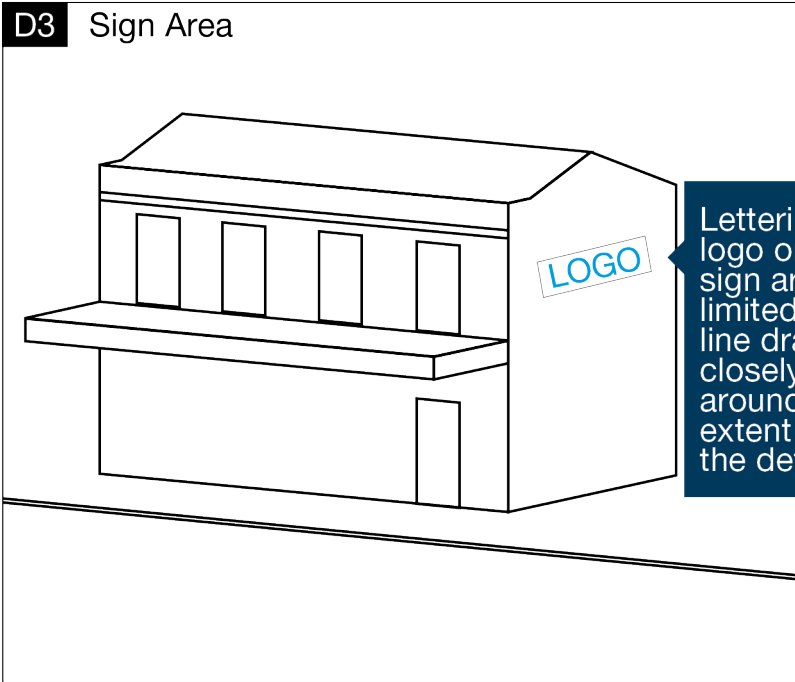


31.21.3 Freestanding Signs

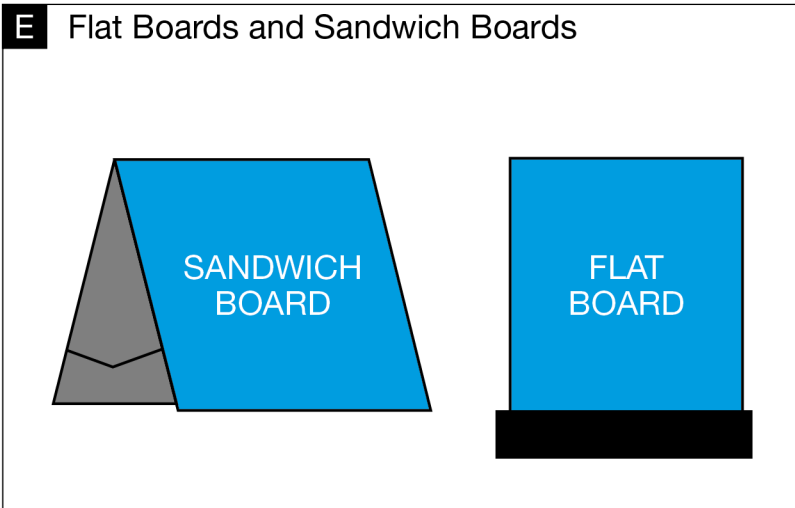


31.21.4 Sign Area

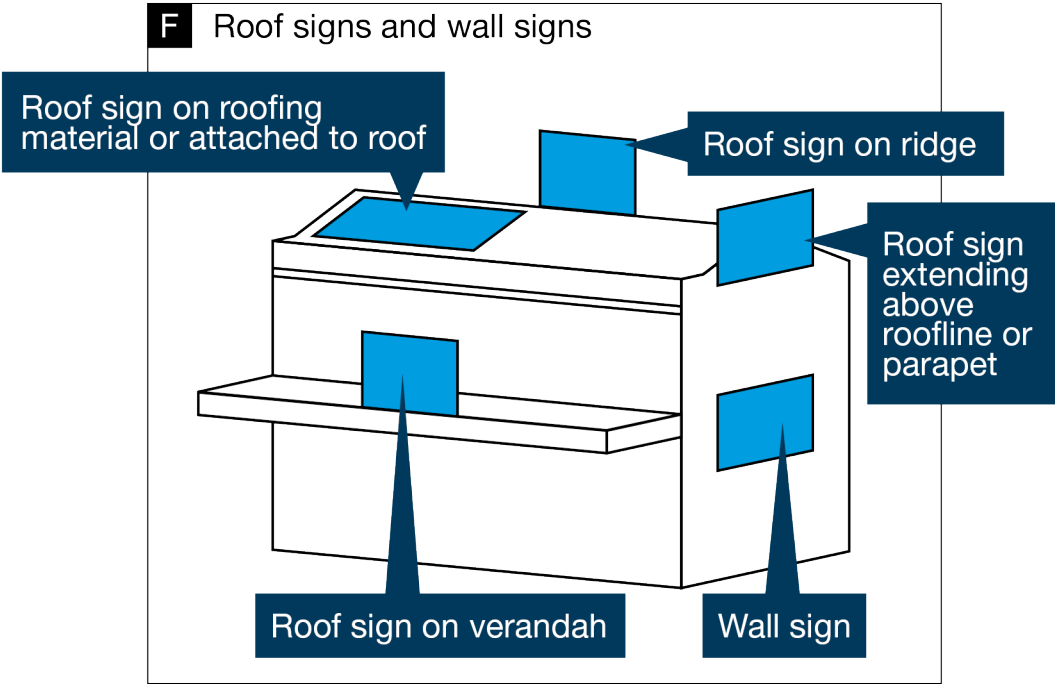




31.21.5 Flat Boards and Sandwich Boards



31.21.6 Roof Signs and Wall Signs



31.21.7 How to apply Rule 31.6.4: Maximum Area of Ground Floor Signs in commercial areas

