

18. Signs

18.1 Purpose, Objectives and Policies

18.1.1 Purpose

The purpose of signs is to provide information to the general public and to assist to create a sustainable and vibrant community. There are significant positive effects associated with enabling signage to achieve these outcomes. However, signs may have adverse environmental effects particularly on visual amenity and may conflict with traffic and pedestrian safety.

The standard of visual amenity varies in different parts of the District, and is generally defined by the range and nature of land use. In areas where the development is more diverse, such as commercial and industrial areas, the potential adverse effects of signs on visual amenity may be more limited due to the existing mix of development within those areas. In residential and rural areas, signs have the potential to create adverse effects on visual amenity due to the more sensitive nature of these areas.

Because of the differing visual sensitivity and signage needs of the various areas of the District, it is appropriate that different standards for signage apply to the different areas.

18.1.2 Objectives and Policies

Objective 1 –Signs

Signs which convey necessary information and assist in creating a sustainable and vibrant community, while avoiding or mitigating any adverse effects on public safety, convenience and access and on the District's important landscape, streetscape, cultural heritage and water area visual amenity values.

Policies:

- 1 *To ensure the number, size, location and design of signs in different areas are compatible with the character and amenity of those areas.*
- 2 *When located on buildings, to ensure the design and display of signs is consistent with and complementary to the overall design of the building through attention to:*
 - *lettering design*
 - *location on the building*
 - *relationship to the architectural features of the building and any adjacent buildings*
 - *the number, area and height of signs*
 - *ensuring signs are designed in a way that is compatible with and sympathetic to the amenity, visual, heritage and streetscape values of the surrounding area*
 - *the effect of illumination on adjoining properties and public places.*
- 3 *To ensure the design and display of signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views of, motorists or pedestrians.*
- 4 *To ensure all signs are constructed and located in a manner that does not pose a danger to property and/or obstruction to pedestrians.*
- 5 *To ensure signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.*
- 6 *To enable a diversity of sign types within commercial areas that provide for effective communication of business information and enable*

- commercial individuality whilst maintaining public safety, access needs and the overall character of the area.*
- 7 *To ensure signs relating to a particular activity and/or the use of land or buildings are located on the site of that activity, land or building.*
 - 8 *To 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.*
 - 9 *To support the use of traditional Kai Tahu (tangata whenua) place names within the District.*
 - 10 *To promote the identification of signage platforms so that signage is considered at the time of building design and to streamline changes in signs associated with changing tenants through the life of a building.*
 - 11 *To provide, in limited circumstances, for off-site signs where it is not practical to display the sign on the site where the activity and/or the use of land or buildings occurs.*
 - 12 *To provide, in limited circumstances, for signs on commercial buildings of a size or dimension which exceeds that otherwise anticipated in the area where the increased size is visually compatible with the surrounding environment and the scale and character of the building to which it relates*
 - 13 *To manage the extent of signage on windows to promote passive surveillance of streets and encourage visual interest for pedestrians.*
- 1 *To 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.*
 - 2 *To ensure that waterfront signs provide only essential information directly associated with activities based on the surface of lakes and rivers or undertaken within buildings located on wharves and jetties and/or the waterfront*
 3. *To 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.*

Objective 2 – Signs on Waterfronts, Wharves and Jetties

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

Policies