

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 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.

Pursuant to Section 86(B)(3) of the RMA, the following rule which relates to historic heritage has immediate legal effect:

- **Rule 31.5.22**

31.2

Objectives and Policies

31.2.1 Objective - The location, size, design and appearance of signs are managed to assist with maintaining appropriate levels of amenity.

- | | |
|----------|--|
| Policies | <p>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.</p> <p>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, apply the nearest adjoining Zone.</p> <p>31.2.1.3 Encourage signs to be located on the site of the related activity.</p> <p>31.2.1.4 Ensure that any lighting in conjunction with signs will not lead to adverse effects on the receiving environment.</p> <p>31.2.1.5 Support the establishment of information and direction signs that:</p> <ol style="list-style-type: none"> a. assist with improving the legibility of public spaces; and b. assist with achieving Crime Prevention Through Environmental Design (CPTED) principles. |
|----------|--|

- 31.2.1.6** In District Plan Zones that are primarily for commercial or mixed use activities:
- 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.
- 31.2.1.7** Ensure signs in public places or attached to utilities or buildings for community activities are generally limited to signs necessary for direction, public information or public safety, and provide for signs for other purposes in limited circumstances.
- 31.2.1.8** Avoid, remedy or mitigate the adverse effects of signs located on an Outstanding Natural Feature or within an Outstanding Natural Landscape apply the relevant assessment matters in part 21.7 of the District Plan.
- 31.2.1.9** 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.
- 31.2.1.10** 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. hoardings;
 - d. signs displaying sexually explicit, lewd or otherwise offensive content;
 - e. 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
 - f. signs imitating any traffic direction and safety sign as required by the New Zealand Transport Agency.
- 31.2.1.11** 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; and
 - b. any Council design guideline, being either the Queenstown Town Centre Special Character Area Design Guidelines 2015, Wanaka Town Centre Character Guideline 2011, or the Arrowtown Design Guidelines 2016.
- Advice Note:** any relevant objectives and provisions of Chapter 26 – Historic Heritage will also apply.

31.2.2 Objective – The adverse effects of signs are managed to limit the impact on public safety, including the safety of pedestrians and users of the roading network.

- Policies
- 31.2.2.1** Avoid adverse effects of signs that obstruct access to or through a pedestrian thoroughfare or the roading 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 and traffic safety.
-

31.2.3 Objective - Signs are complementary to, and 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 consistent with and 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. location of the sign on the building;
 - e. 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 sympathetic to 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 when the sign:
 - a. is well integrated into 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, Wanaka Town Centre Character Guideline 2011, or the Arrowtown Design Guidelines 2016;
- 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 passive surveillance of 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 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 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.
 - 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 for a limited duration are enabled so long as they are managed to 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 roading network.

31.2.6 Objective – Off-site signs are provided for in limited circumstances.

- Policies
- 31.2.6.1** Restrict the establishment of off-site signs, having particular regard to:
- whether it is not practical to display the information on the site where the activity and/or use of land or buildings occurs;
 - visual amenity values;
 - any cumulative adverse visual effects, including visual clutter; and
 - any adverse effects on the safety of the roading network.
- 31.2.6.2** Acknowledge that off-site signs that convey information to assist the public or to convey public notices, rather than being for the purpose of commercial advertising, can have social and cultural benefits.
- 31.2.6.3** Limit the number of off-site signs that are designed and located to attract the attention of users of the roading network, however enable off-site signs erected by a road controlling authority that are for the purpose of assisting road users and promoting traffic safety.
- 31.2.6.4** 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.

31.3

Other Provisions and Rules

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
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
Planning Maps		

31.4

Clarification

31.4.1 Advice Notes - General

- a. For the purpose of determining activity status, where an activity does not comply with a standard listed in a standards table, the activity status identified by the 'Non-Compliance Status' column applies. Where an activity breaches more than one standard, the most restrictive status applies.
- b. The following abbreviations are used within this Chapter.

P	Permitted	C	Controlled	RD	Restricted Discretionary
D	Discretionary	NC	Non Complying	PR	Prohibited
- c. Chapter 2 of the District Plan contains definitions of the various sign types used within this Chapter.
- d. 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.
- e. The Diagrams in section 31.13 of this Chapter illustrate how some standards are to be applied, illustrate some sign types, and provide an example of how to calculate the maximum area of Ground Floor Signs in commercial areas (Rule 31.7.5).

31.4.2 Advice Notes - Rule Structure

- a. Table 31.5 sets out the District wide activity status for specific types of signs.
- b. Table 31.6 sets out the District wide standards for signs.
- c. Table 31.7 sets out the specific standards for signs in specified commercial zones.
- d. Table 31.8 sets out specific standards for signs in specified residential zones.
- e. Table 31.9 sets out specific standards for signs other specified zones.
- f. Permitted signs must be identified in Table 31.5 as a permitted activity and must comply with all standards, including the standards for the relevant zone. Signs not otherwise identified in Table 31.5 are a discretionary activity pursuant to Rule 31.5.1.

31.5 Rules - Activities

Table 31.5	Activity Status	Activity Status
31.5.1	Signs which are not listed in this table	D
31.5.2	Signs which are listed in this table as permitted (P) and comply with all relevant standards in Standards Tables 31.6 to 31.9 in this Chapter	P
31.5.3	Flags	P
31.5.4	Temporary event signs	P
31.5.5	Real estate signs (including auction signs)	P
31.5.6	Temporary land development signs	P
31.5.7	Temporary sale signs	P
31.5.8	Temporary construction signs	P
31.5.9	Free standing signs	P
31.5.10	Sandwich or flat board signs	P
31.5.11	Under verandah signs, including under verandah signs within the road where these are related to any overhanging building	P
31.5.12	Signs on wharves and jetties (including on buildings established on wharves and jetties)	D
31.5.13	Off-site signs, including off-site signs located within or above roads, but excluding: <ol style="list-style-type: none"> under verandah signs above a footpath where these are related to any overhanging building; and the part of a freestanding sign located above a footpath 	D
31.5.14	Hoardings, including hoardings located within or above roads	PR
31.5.15	Flashing, moving, animated signs and signs that create an optical illusion	PR
31.5.16	Roof signs	PR
31.5.17	Signs displaying sexually explicit, lewd or otherwise offensive content	PR
31.5.18	Any of the following signs which are located so as to be visible from any road or public place for the purpose of advertising: <ol style="list-style-type: none"> any stationary sign-written trailer or vehicle; any sign attached to any stationary trailer or vehicle; any permanently moored vessel; and any sign attached to a permanently moored vessel. 	PR
31.5.19	Signs imitating any traffic direction and safety sign as required by the New Zealand Transport Agency	PR
31.5.20	Signs required by acts of Parliament, legislation or statutory requirements	P
31.5.21	Electioneering signs	P
31.5.22	Signs on any Category 1, 2 or 3 item in the Inventory of Protected Features in Chapter 26 Historic Heritage	D

Table 31.5	Activity Status	Activity Status
31.5.23	<p>The following signs on or above roads:</p> <ul style="list-style-type: none"> a. Any sign associated with a road network activity or public amenities, including: <ul style="list-style-type: none"> (i) traffic and direction signs; (ii) road name signs; (iii) interactive warning signs; (iv) speed limit signs; (v) parking restriction signs; and (vi) public information boards and associated directional signs. b. Under verandah signs; c. The part of a freestanding sign located above a footpath in a road and complying with Rule 31.6.7; d. Signs for temporary events and temporary filming; e. Signs required by acts of Parliament, legislation or statutory requirements; and f. Electioneering signs. <p>Advice Note: Any sign located on or over Council land will require the approval of the Council as landowner.</p>	P

31.6 Rules - General Standards

Table 31.6	General Standards	Non-compliance Status
31.6.1	<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> <ul style="list-style-type: none"> a. 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 b. 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. 	D

Table 31.6	General Standards	Non-compliance Status
31.6.2	<p>Temporary Event Signs</p> <p>Temporary event signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. signs shall not be erected more than two months prior to the date of the temporary event; b. 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); c. signs shall be removed within 24 hours of completion of the event; and d. 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 two signs visible from any State Highway and a maximum of two signs visible from any other road. The maximum sign areas prescribed in Rule 31.6.2(b) apply. <p>Advice Notes:</p> <ul style="list-style-type: none"> 1. Chapter 35: Temporary Activities and Relocated Buildings also applies to temporary events. 2. Any sign located on or over Council land will require the approval of the Council as landowner. 	D
31.6.3	<p>Real Estate Signs (including Auction signs)</p> <p>Real estate signs (including auction signs) shall comply with the following standards:</p> <ul style="list-style-type: none"> a. signs shall be located on the site to which they relate; b. signs shall have an area no greater than 1.62m²; c. maximum limit of 1 sign per agency; d. real estate signs shall be removed within 14 days of an unconditional agreement for sale and purchase being made; and e. auction signs shall be removed within 7 days of the auction irrespective of whether the site or development is sold. 	D
31.6.4	<p>Temporary Land Development Signs</p> <p>Temporary land development signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. maximum limit of 1 sign per development; b. the sign shall relate to a land development that involves a minimum of 6 allotments or units; c. the sign shall be located on the site of the development to which it relates; d. the sign shall have a maximum area of 8.64m²; and e. 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. 	D

Table 31.6	General Standards	Non-compliance Status
31.6.5	<p>Temporary Sale Signs</p> <p>Temporary sale signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. shall be located on the site of the temporary sale; b. shall be limited to 1 sign per temporary sale; and c. shall be erected or displayed for a maximum of 4 occurrences per site, per year, and each occurrence shall not exceed 14 days. 	D
31.6.6	<p>Temporary Construction Signs</p> <p>Temporary construction signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. maximum of 4 per site; b. each sign shall have an area no greater than 1.62m²; and c. 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. 	D
31.6.7	<p>Free Standing Signs</p> <p>Freestanding signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. shall have a maximum height of 3.5m; b. if located above a footpath, shall be elevated a minimum height of 2.5m above the footpath; c. shall not extend more than 1 metre over any footpath; and d. shall have a maximum area of 2m² (both faces of the sign can be sign-written). <p>Advice Notes:</p> <ol style="list-style-type: none"> 1. Part 31.13 of this Chapter has a diagram which illustrates the application of this rule. 2. Any sign located on or over Council land will require the approval of the Council as landowner. 	D
31.6.8	<p>Sandwich Boards and Flat Board Signs</p> <p>Sandwich boards and flat board signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. the maximum area of a sandwich board or flat board sign shall not exceed 1m² (both faces of the sign may be sign-written); b. maximum of 2 flat board signs or 1 sandwich board per site; and c. sandwich boards and flat board signs must be located wholly within the site where the goods and services advertised are available. <p>Advice Note: Part 31.13 of this Chapter has a diagram which illustrates the application of this rule.</p>	D

Table 31.6	General Standards	Non-compliance Status
31.6.9	<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> <p>Advice Note: Any sign located on or over Council land will require the approval of the Council as landowner.</p>	D
31.6.10	<p>Electioneering Signs</p> <p>Electioneering signs shall comply with the following standards:</p> <ol style="list-style-type: none"> shall have an area no greater than 3m² (both faces of the sign may be sign-written); shall be displayed no more than 2 months prior to the election/referendum date; and shall be removed before the election/referendum day. 	D
31.6.11	<p>Illumination of signs shall not exceed 150 candelas per square metre (cd/m²) of illumination.</p>	D

31.7 Rules - Standards for Signs in Commercial Areas

Table 31.7	Standards for Signs in Commercial Areas	Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Airport Mixed Use Zone	Local Shopping Centre Zone	Business Mixed Use Zone
31.7.1	<p>Identification of signage platforms that comply with the size requirements of Rules 31.7.3 to 31.7.6 below.</p> <p>Control is reserved to the matters set out in Rule 31.11.</p>	C	C	C	C
31.7.2	<p>All new and replacement signs located within an approved signage platform.</p> <p>Advice Note: conditions of consent for an approved signage platform must be complied with for the permitted activity status to apply to any subsequent change to the content of the signage platform.</p>	P	P	P	P
31.7.3	<p>Arcade directory signs that do not exceed 3m² in area limited to one per arcade.</p>	P	P	P	P
31.7.4	<p>Upstairs entrance signs that do not exceed 1.5m² in area per building.</p>	P	P	P	P

Table 31.7	Standards for Signs in Commercial Areas	Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Airport Mixed Use Zone	Local Shopping Centre Zone	Business Mixed Use Zone
31.7.5	<p>All signs located within the ground floor area of a building, provided that:</p> <ul style="list-style-type: none"> a. each tenancy shall not display signs within the ground floor area of the building that exceed a maximum area of 5m² per tenancy or are larger than 15% of the Ground Floor Area that the tenancy occupies (whichever is lesser). Arcade directory and upstairs entrance signs are not included within the ground floor area signage allowance; and b. signs shall not exceed 50% coverage of glazing. This applies to individual or partitioned glazed areas located within the ground floor area. Signs not attached to glazing that are sited within the enclosed interior of a building and are not directly visible from a public place, are not subject to part (b) of this rule. <p>Control is reserved to the matters set out in Rule 31.11.</p> <p>Advice Note: Part 31.13.7 of this Chapter illustrates the application of this rule.</p>	C	P	C	C
31.7.6	<p>Above ground floor signs that cumulatively do not exceed 3m² in area per building or 1m² per tenancy up to a maximum of 3m² per floor.</p> <p>Control is reserved to the matters set out in Rule 31.11.</p> <p>Advice Note: Part 31.13 of this Chapter has a diagram which illustrates the application of this rule.</p>	C	P	C	C
31.7.7	Any sign or sign platform that does not comply with any of Rules 31.7.1 to 31.7.6 above.	D	D	D	D

31.8 Rules - Standards for Signs in Residential Areas

Table 31.8	Standards for Signs in Residential Areas	Low, Medium & High Density Residential Zones (excluding commercial activities in the Town Centre Transition Sub-zone)	Arrows town Residential Historic Management Zone	Large Lot Residential Zone
31.8.1	Unless otherwise provided for in Rule 31.8.2, one sign per site with a maximum area of 0.5m ² with no internal or external illumination of the sign.	P	P	P
31.8.2	Signs for recreation grounds, nursing homes, education activities and community activities with a maximum area of 2m ² per site and which are attached to a building or free standing.	P	P	P
31.8.3	Any sign that does not comply with Rules 31.8.1 and 31.8.2 above.	D	D	D

31.9

Rules - Standards for Signs in Other Areas

Table 31.9	Standards for Signs in Other Areas	Rural Zone, Gibbston Character Zone & Wakatipu Basin Rural Amenity Zone and Precinct	Rural Lifestyle and Rural Residential Zones	Open Space and Recreation Zones	Jacks Point Zone, Waterfall Park Zone, Millbrook Resort Zone	Visitor Accommodation Sub-Zone
31.9.1	Up to 2m ² of signage per site with no internal or external illumination of the sign.	P	P	-	-	-
31.9.2	Identification of a signage platform that complies with the requirements of Rule 31.9.3. Control is reserved to the matters set out in Rule 31.11.	-	-	C	-	-
31.9.3	In the Nature Conservation Zone, the Informal Recreation Zone and the Active Sports and Recreation Zone only (excludes the Civic Spaces Zone and the Community Purposes Zone): Signs only for the purposes of the activities listed in (a) and (b) below, that individually are no more than 2.5m ² in area: a. park information; and b. park way-finding. Advice Note: Any sign located on or over Council land will require the approval of the Council as landowner.	-	-	P	-	-
31.9.4	In all Open Space and Recreation Zones signs directly associated with a temporary event occurring on the same site. Advice Notes: 1. Rule 31.6.2 also applies for temporary event signs and must also be complied with. 2. Any sign located on or over Council land will require the approval of the Council as landowner.	-	-	P	-	-

Table 31.9	Standards for Signs in Other Areas	Rural Zone, Gibbston Character Zone & Wakatipu Basin Rural Amenity Zone and Precinct	Rural Lifestyle and Rural Residential Zones	Open Space and Recreation Zones	Jacks Point Zone, Waterfall Park Zone, Millbrook Resort Zone	Visitor Accommodation Sub-Zone
31.9.5	<p>In the Jacks Point Zone, Millbrook Resort Zone, Waterfall Park Zone, Civic Spaces Zone and the Community Purposes Zone only (excludes the Nature Conservation Zone, the Informal Recreation Zone and the Active Sports and Recreation Zone):</p> <p>Signs for commercial activities and community activities complying with the following standards:</p> <ol style="list-style-type: none"> maximum of 2 signs per business or activity; the maximum area of each sign shall not exceed 1m²; and any sign shall be located in the same location and on the same site as the business or activity the sign relates to. <p>Control is reserved to the matters set out in Rule 31.11.</p> <p>Advice Note: Any sign located on or over Council land will require the approval of the Council as landowner.</p>	-	-	P	C	-
31.9.6	<p>Unless otherwise provided for in Rule 31.9.5, one sign per site with a maximum area of 0.5m² with no internal or external illumination of the sign.</p>	-	-	-	P	-
31.9.7	<p>Identification of a signage platform for a commercial activity or community activity that complies with the requirements of Rule 31.9.5.</p> <p>Control is reserved to the matters set out in Rule 31.11.</p>	-	-	-	C	-
31.9.8	<p>Signs for visitor accommodation comprising no more than two signs, one identifying the visitor accommodation and measuring no more than 2m² in area and the other containing only the words 'No' and 'Vacancy' and measure no more than 0.15m² in area.</p>	-	-	-	-	P
31.9.9	<p>Identification of a signage platform that complies with the requirements of Rule 31.9.8.</p> <p>Control is reserved to the matters set out in Rule 31.11.</p>	-	-	-	-	C
31.9.10	<p>All new and replacement signs located within an approved signage platform.</p> <p>Advice Note: conditions of consent for an approved signage platform must be complied with for the permitted activity status to apply to any subsequent change to the content of the signage platform.</p>	-	-	P	P	P
31.9.11	<p>Any sign or signage platform that does not comply with any standard in Rules 31.9.1 to 31.9.10.</p>	D	D	D	D	D

31.10

Non-Notification of Applications

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

31.11

Matters of Control

31.11.1 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, Wanaka Town Centre Character Guideline 2011, or the Arrowtown Design Guidelines 2016.

31.12

Assessment Matters

31.12.1 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.

31.12.2 All Activities – General

- 31.12.2.1** The extent to which the proposed sign is compatible with the character of the site, buildings and surrounding environment.
- 31.12.2.2** Whether the sign is located on the site of the activity it relates to and the extent to which there is a function or location constraint for locating the sign outside the site of the activity.
- 31.12.2.3** Whether the sign will affect public safety, including the safety of pedestrians and users of the roading network.

- 31.12.2.4** In locations where Council design guidelines apply: the degree of compliance with the Queenstown Town Centre Special Character Area Design Guidelines 2015, Wanaka Town Centre Character Guideline 2011 or the Arrowtown Design Guidelines 2016.
- 31.12.2.5** 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.
- 31.12.2.6** 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.
- 31.12.2.7** 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.
- 31.12.2.8** Whether the sign will adversely affect heritage values.

31.12.3 Controlled Activities

Colour and materials

- 31.12.3.1** 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

- 31.12.3.2** Design, including lighting, is consistent with and sympathetic to the surrounding environment
- 31.12.3.3** Whether there are any effects on heritage buildings, or on buildings and structures in heritage precincts, and whether any conservation advice has been obtained.
- 31.12.3.4** 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

- 31.12.3.5** Whether the sign is located to integrate with the design of the building and does not obscure the architectural features of the building.
- 31.12.3.6** Whether the requirements of multiple tenants within a building have been provided for.

Access and safety

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

Compliance with any relevant Council design guidelines

31.12.3.8 Where relevant, the extent to which a proposal accords with the Queenstown Town Centre Special Character Area Design Guidelines 2015 or the Wanaka Town Centre Character Guideline 2011.

31.12.3.9 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.

31.12.4 Discretionary Activities – Signs within Commercial Areas

31.12.4.1 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.

31.12.4.2 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.

31.12.4.3 For any sign within the Arrowtown Town Centre Zone apply the assessment matters in 31.12.3.9.

31.12.5 Discretionary Activities – Signs within Residential Areas

31.12.5.1 Compatibility with 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.

31.12.5.2 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 Low Density Residential Zone and Medium Density Residential Zone) apply the following guideline (from section 4.23.1 of the Arrowtown Design Guideline 2016) to ensure that the design and placement respects historic buildings and the character of the area:

- a. Locate and design signs to complement the context and site.

31.12.6 Discretionary Activities – Signs within Other Areas

31.12.6.1 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.

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

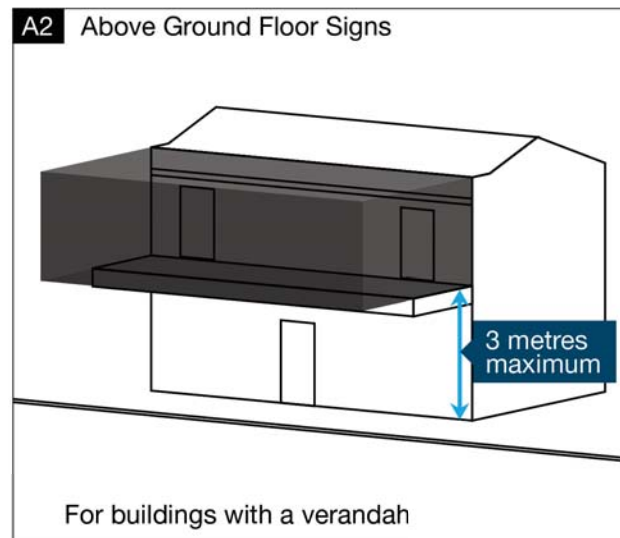
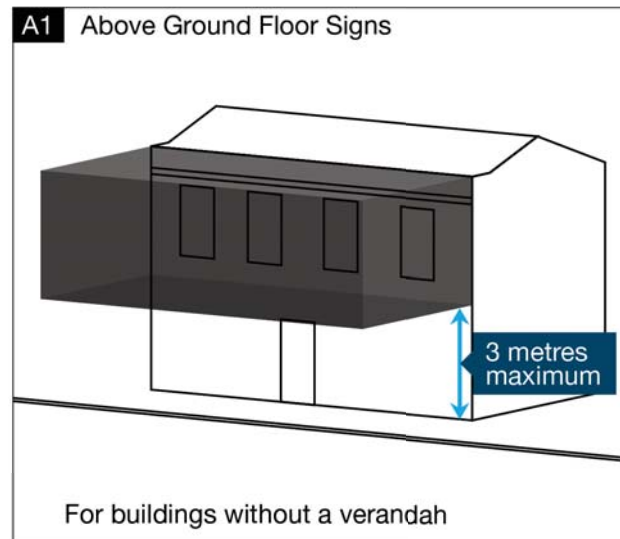
- a. Lighting.
- b. The extent to which the proposed signage may cause a visual distraction to drivers.
- c. Location with special regard to skylines, ridges, hills and prominent slopes.

31.12.6.3 When considering the effects of signs located on an Outstanding Natural Feature (ONF) or within an Outstanding Natural Landscape (ONL) identified on the Planning Maps, apply any relevant assessment matters in part 21.7 Rural Zone of the District Plan.

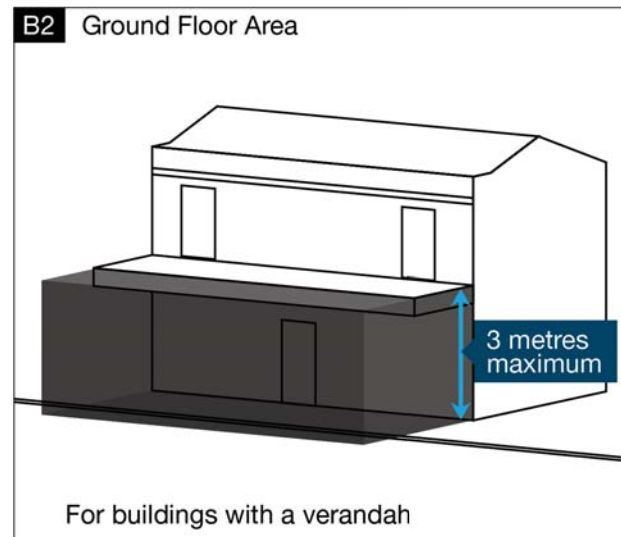
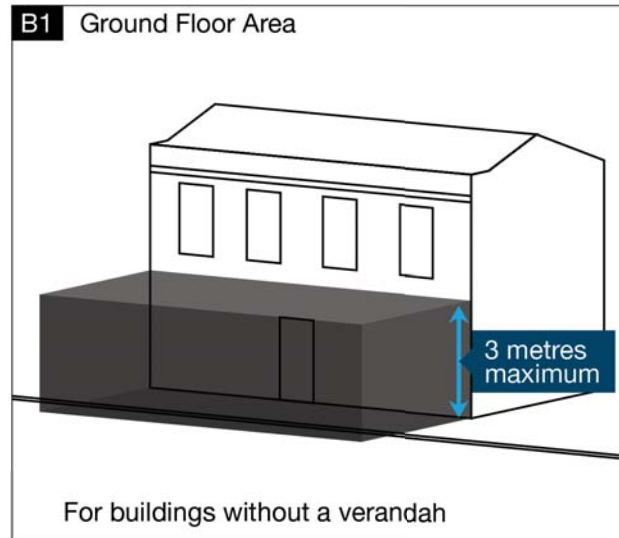
31.13

Interpretive Diagrams

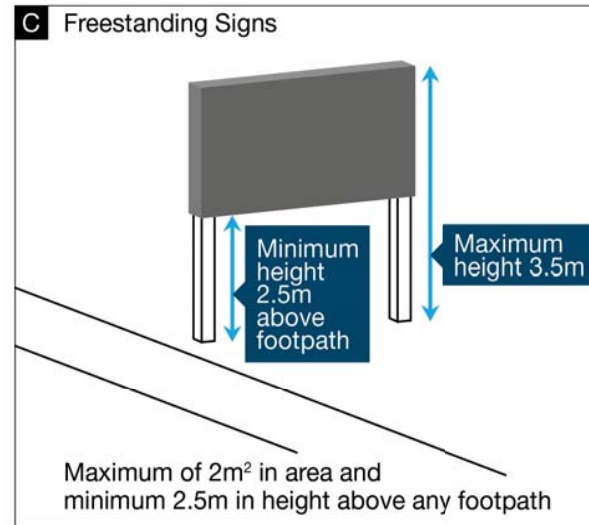
31.13.1 Above Ground Floor Signs



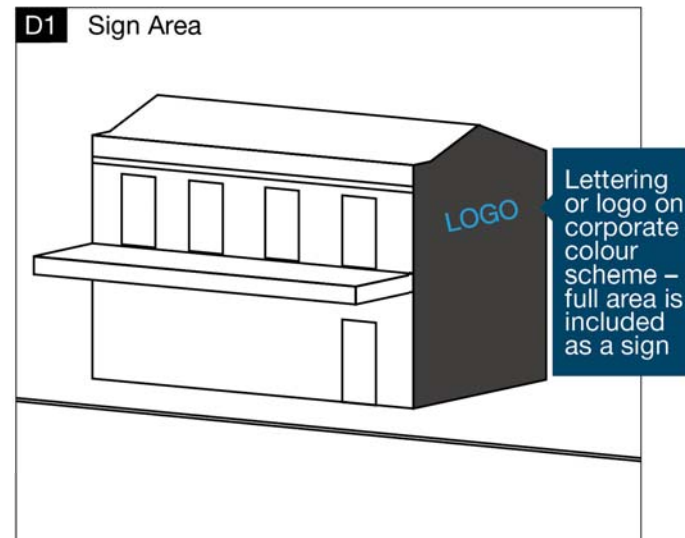
31.13.2 Ground Floor Area for signs



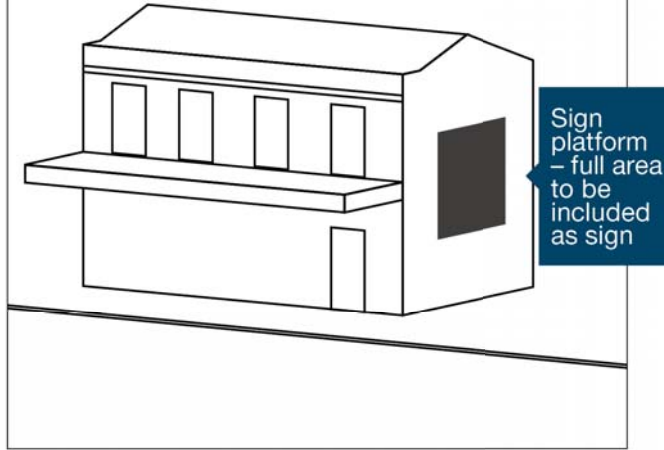
31.13.3 Freestanding Signs



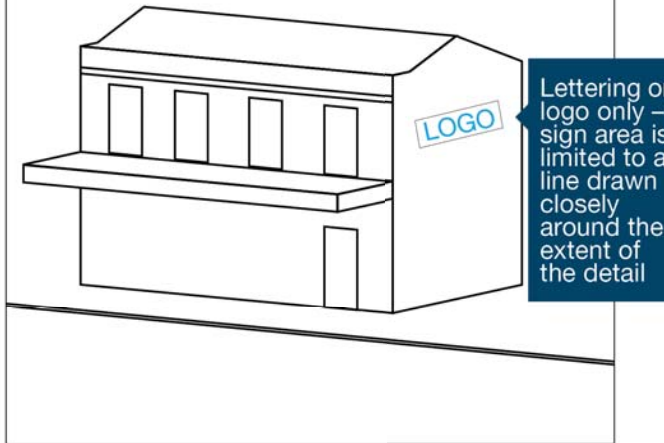
31.13.4 Sign Area



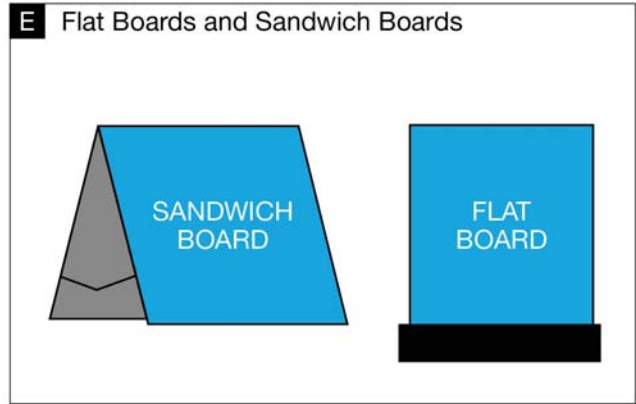
D2 Sign Area



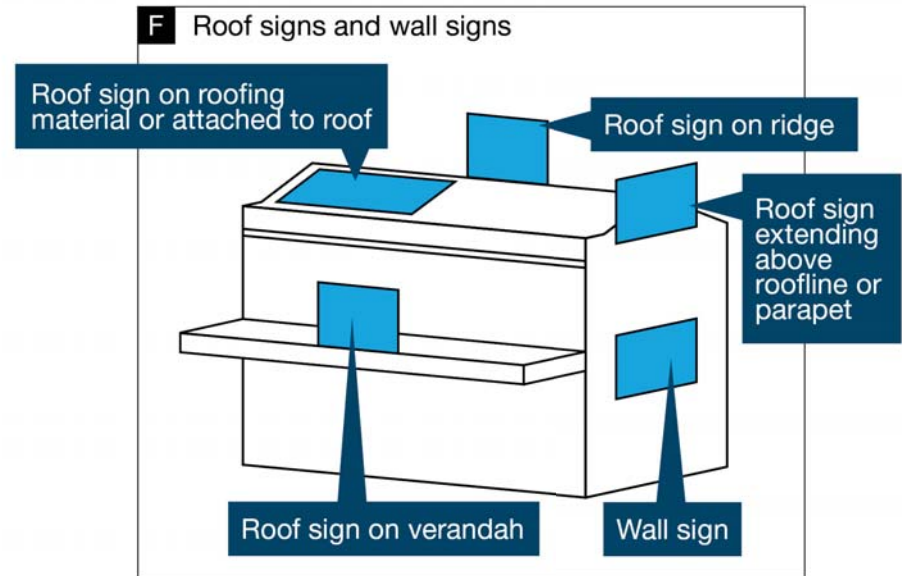
D3 Sign Area



31.13.5 Flat Boards and Sandwich Boards



31.13.6 Roof Signs and Wall Signs

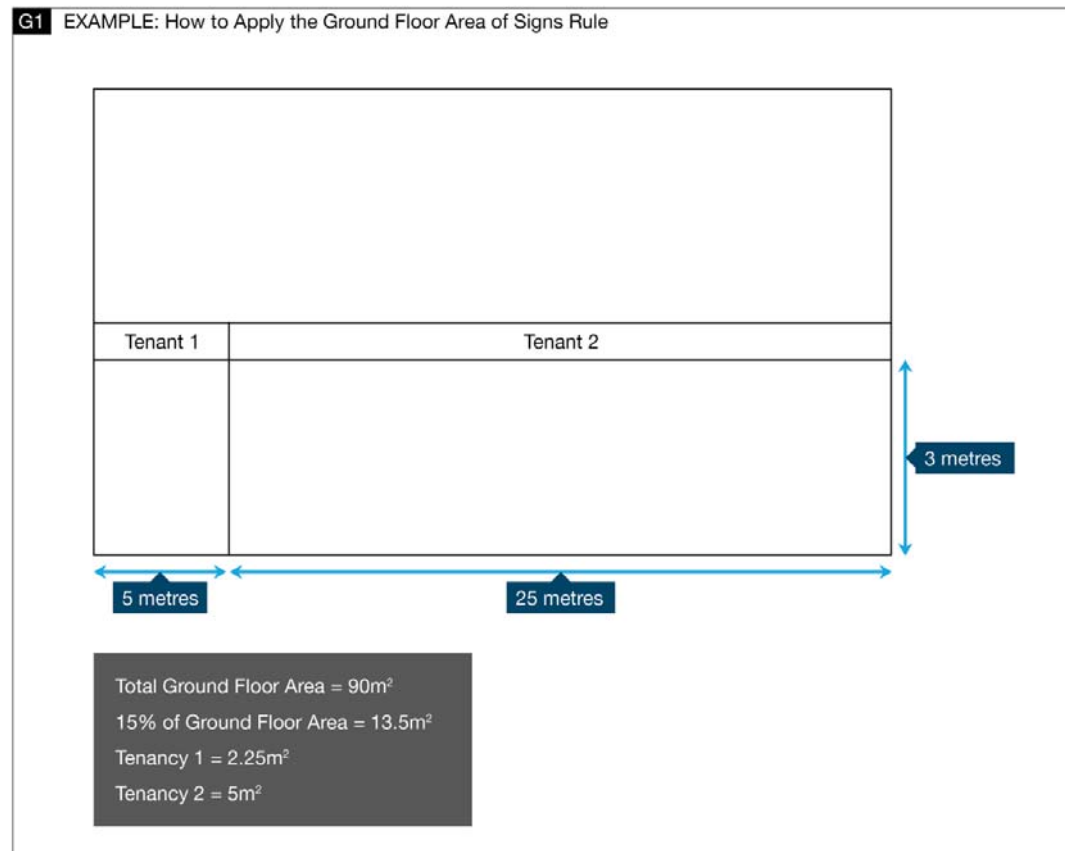


31.13.7 Guidance for how to apply **RULE 31.7.5: Maximum area of Ground Floor Signs in commercial areas**

31.13.7.1 To measure the ground floor area:

- 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 by 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.

31.13.7.2 Example:



Variation to Stage 1 PDP Chapter 2 Definitions:

Underlined text for additions and ~~strike through~~ text for deletions.

Flatboard	Means a portable sign that is not self-supporting.
Free Standing Sign	Means a self-supporting sign not attached to a building and includes a sign on a fence and a sandwich board.
Under Verandah Sign	Means a sign attached to the under side of a verandah.
Wall Sign	Means a sign attached to a wall within the ground floor area.
Ground Floor Area (For Signs)	<p>Shall be measured: —</p> <ul style="list-style-type: none"> a. horizontally by the length of the building along the road, footpath, access way or service lane to which it has frontage. b. vertically by the height from the surface of the road, footpath, access way or service land or as the case may be to the point at which the verandah, if any, meets the wall of the building or to a height of 3m above the surface of the road, footpath, access way or service lane, whichever is less.
Sign and Signage	<p>Means:</p> <ul style="list-style-type: none"> a. any external name, figure, character, outline, display, delineation, announcement, design, logo, mural or other artwork, poster, handbill, banner, captive balloon, flag, flashing sign, flatboard, free-standing sign, illuminated sign, moving signs, roof sign, sandwich board, streamer, hoarding or any other thing of a similar nature which is: <ul style="list-style-type: none"> i) intended to attract attention; and ii) visible from a road or any public place; b. all material and components comprising the sign, its frame, background, structure, any support and any means by which the sign is attached to any other thing; c. <u>corporate colour schemes</u>; d. any sign written vehicle/trailer or any advertising media attached to a vehicle/trailer. <p>Notes:</p> <ul style="list-style-type: none"> (i) This does include corporate colour schemes. (ii) See definitions of SIGN AREA and SIGN TYPES.
Sign Area	<p>The area of a sign means <u>Means</u> the surface area of a sign, and the area of a sign includes:</p> <ul style="list-style-type: none"> a. all the area actually or normally enclosed, as the case may be, by the

	<p>outside of a line drawn around the sign and enclosing the sign; <u>and</u></p> <p>b. <u>the entire area coloured with a corporate colour scheme.</u></p>
<p>Sign Types</p>	<p>Above Ground Floor Sign: means a sign attached to a building above the verandah or above 3 metres in height from the ground.</p> <p>Arcade Directory Sign: means an externally located sign which identifies commercial activities that are accessed internally within a building or arcade.</p> <p>Banner: means any sign made of flexible material, suspended in the air and supported on more than one side by poles or cables.</p> <p>Flag: means any sign made of flexible material attached by one edge to a staff or halyard and includes a flagpole.</p> <p>Flashing Sign: means an intermittently illuminated sign.</p> <p>Flat Board Sign: means a portable flat board sign which is not self-supporting.</p> <p>Free Standing Sign: means any sign which has a structural support or frame that is directly connected to the ground and which is independent of any other building or structure for its support; and includes a sign on a fence (<u>excludes temporary construction signs</u>).</p> <p>Hoarding: means any sign that is for purely commercial brand awareness purposes and which does not relate to land use activity conducted on the site.</p> <p>Moving Sign: means a sign other than a flag or a banner that is intended to move or change whether by reflection or otherwise.</p> <p>Off-Site Sign: means a sign which does not relate to goods or services available at the site where the sign is located and excludes <u>excludes Hoardings and Temporary Event Signs</u>.</p> <p>Roof Sign: means any sign painted on or attached to a roof and any sign projecting above the roof line <u>or parapet</u> of the building to which it is attached.</p> <p>Sandwich Board: means a self-supporting and portable sign.</p> <p>Signage Platform: means a physical area identified for the purpose of signage.</p> <p><u>Temporary Construction Sign:</u> <u>Means a sign within a construction site for the purpose of site management, including for directing vehicle movements and site safety, and also includes sign-written fabric or wind-break material attached to a fence within a construction site.</u></p>

	<p>Temporary Event Sign: means any sign established for the purpose of advertising or announcing a single forthcoming temporary event, function or occurrence including carnivals, fairs, galas, market days, meetings exhibitions, parades, rallies, filming, sporting and cultural events, concerts, shows, musical and theatrical festivals and entertainment; but does not include Electioneering Signs, Real Estate Signs, <u>Temporary Construction Signs</u>, a<u>Temporary Land Development Signs</u>, <u>Off-Site Signs</u> or <u>Temporary Sale Signs</u>.</p> <p><u>Temporary Land Development Sign:</u> <u>means a sign advertising or announcing a new or proposed development or subdivision.</u></p> <p>Temporary Sale Sign: means any sign established for the purpose of advertising or announcing the sale of products at special prices.</p> <p>Under Verandah Sign: means a sign attached to the underside of a verandah.</p> <p>Upstairs Entrance Sign: means a sign which identifies commercial activities that are located upstairs within a building.</p> <p>Wall Sign: means a sign attached to the wall of a building.</p>
--	---

Variation to Stage 1 PDP Chapter 17: Airport Mixed Use Zone:

Underlined text for additions and ~~strike through~~ text for deletions.

17.5.10.1 For any advertising or promotional signage located within 20m of the zone boundary whether it is affixed to a building or freestanding ~~the rules in Section 18 — Signs of the Operative District Plan~~ Chapter 31 applies.