

PRACTICE NOTE 13/2016

INTERPRETATION OF 'OFF-SITE SIGNS' RULE - SANDWICH BOARDS AND FLAT BOARD SIGNS LOCATED ON COUNCIL'S LEGAL ROAD



QLDC OPERATIVE DISTRICT PLAN

The definition of 'Sandwich Board' and 'Flat Board' signs in the District Plan is as follows:



Sandwich Board Signs are self-supporting and portable signs.



Flat Board Signs are portable signs that are not self-supporting.

Under the District Plan, these signs are permitted where the following criteria are met:

- No larger than 1m² in size (only one side counts towards the sign area).
- Located wholly on private land (see map on next page).
- A maximum of one sandwich board or two flat board signs per property.
- Must be located on the site where the goods and services advertised are available (not off site).

Where a sandwich board or flat board sign does not meet any one (or more) of the above criteria, a resource consent is required for a discretionary activity, pursuant to Rule 18.2.5 - Standard 9 of the District Plan.

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LOCATION WITHIN PRIVATE LAND

To be permitted, sandwich board and flat board signs must be located wholly within the property boundaries.

The diagram below illustrates the difference between being located within private property and being wholly located on private land.



The property boundaries are identified by the yellow outline.

-  Location of a sandwich board or flat board sign within private land (permitted if compliant with zone limits for signage)
-  Location of a sandwich board or flat board sign outside of the property boundaries (requires resource consent).

In town centres, using aerial photography available on the Council website can assist in determining where the site boundaries are: <http://maps.qldc.govt.nz/qldcviewer>

Buildings are often built up to the front of the site in Queenstown and Wanaka Town Centres, meaning there is no opportunity to locate a sandwich board or flat board sign within the subject site, unless it is placed within a recessed doorway.

RESOURCE CONSENT APPLICATIONS FOR SIGNS ON COUNCIL LEGAL ROAD

Placement of sandwich board or flat board signs on Council's public footpaths requires resource consent under two provisions as they do not meet the permitted definition for sandwich board signs and are also considered to be off-site signs, as they are not located on the site of the activity to which the sign relates.

Council's Operative District Plan policy with regard to off-site signs is:

11. To provide, in limited circumstances, for off-site where it is not practical to display the sign on the site where the activity and/or the use of land or buildings occurs.

Council's practice with regard to the above policy, is that it is unlikely that a sandwich board or flat board located off-site on a public footpath or elsewhere within Council's legal road reserve will be granted resource consent. Such signs are likely to impede public pedestrian access, reduce amenity values or distract drivers. Given that sandwich boards and flat board signs can be located on a site as a permitted activity in many instances, placing a sandwich board or flat board sign on the footpath is not considered to be one of the 'limited circumstances' anticipated by the Policy for when off-site signs are appropriate.

Council's position is that public footpaths are for pedestrians, and the District Plan enables a significant amount of signage (including sandwich boards and flat board signs) on private property for commercial activities.

Therefore resource consent will not generally be granted for off-site sandwich board or flat board signs.

NEED HELP?

Visit our website www.qldc.govt.nz or phone the main Council line to talk to a Duty Planner: 03 441 0499.