

6 GENERAL RULE

6.15 SIGNS

6.15.1 ISSUES, OBJECTIVES, POLICIES AND METHODS

See Part B(11)(c).

6.15.2 RULES FOR SIGNS

6.15.2.1 PERMITTED ACTIVITIES IN ALL ZONES

The following are permitted activities subject to complying with all Performance Standards for the zone and the General Rules:

- (1) Traffic signs and signs showing road names or street number of premises.
- (2) Temporary signs for community, educational and recreational events, and in connection with the redevelopment of a building or site, providing signs are not erected more than six months prior to the date of commencement of the activity advertised, nor remain erected more than one week following completion of the activity. Signs may be double sided.
- (3) Temporary signs for Parliamentary and Local Government elections shall not be erected more than six weeks before the event, nor remain erected more than one week following completion of the event.
- (4) Signs for any public purpose or in connection with and on the same site as any utility service, community facility or Recreation Zone or reserve under the Reserves Act, provided such signs shall not exceed 2 square metres in area where they are visible from or immediately directed towards any public road, public land or Residential Zone, unless the area of signs is in accordance with an approved management plan prepared under the Reserves Act 1977.
- (5) Temporary signs advertising the intention to sell the land or premises on which it is located.
- (6) Statutory Notices.

6.15.2.2 DISCRETIONARY ACTIVITIES IN ALL ZONES

The following are discretionary activities subject to complying with the General Rules:

- (1) Any sign which does not constitute a permitted activity shall be a discretionary activity.

NOTE: When considering applications for discretionary activities regard shall be had to the Performance Standards for the zone and for signs.

6.15.2.3 PERMITTED ACTIVITIES IN COMMERCIAL AND INDUSTRIAL ZONES

In addition to Rule 6.15.2.1 the following are permitted activities subject to complying with all the Performance Standards for the zone and the General Rule:

- (1) All signs except those erected on Category A and B Heritage Buildings (see Planning Maps and accompanying Schedules).

6.15.2.4 DISCRETIONARY ACTIVITIES IN COMMERCIAL AND INDUSTRIAL ZONES

The following are discretionary activities subject to complying with the General Rules:

- (1) Any signs on a Category A or B Heritage Building (see Planning Maps and accompanying Schedules).

NOTE: When considering applications for discretionary activities regard shall be had to the Performance Standards for the zone and for signs.

6.15.2.5 PERFORMANCE STANDARDS FOR SIGNS IN COMMERCIAL AND INDUSTRIAL ZONES

- (1) All signs shall comply with the height and recession plane requirements for the zone in which they are located.
- (2) No sign shall be erected on or adjacent to a road which will:
 - (a) Obstruct the line of sight of any corner, bend, intersection or vehicle crossing;
 - (b) Obstruct, obscure, or impair the view of any traffic sign or signal;
 - (c) Resemble or be likely to be confused with any traffic sign or signal;

- (d) Use, reflective materials that may interfere with a road users vision;
 - (e) Use intermittent or revolving lights if visible from a Residential Zone or erected on or adjacent to a state highway.
- (3) All signs shall advertise only the name or type of activity or services, products or events available or occurring on the site on which the sign is located, except where specifically provided for as a permitted activity for a temporary sign.
- (4) No sign shall be placed on or in any building or structure advertising a brothel which:
- (a) Displays any information other than the name of the person who conducts the brothel business or the registered name of the business or the trading name of the business and/or contact details such as telephone numbers;
 - (b) Displays words or images or models (human or mannequin) which are sexually explicit or lewd;
 - (c) Exceeds 1 metre by 0.3 metres in size (or other dimensions, but of equivalent surface area);
 - (d) Is illuminated by flashing lights or contains neon lighting;
 - (e) Is visible from or in a Residential Zone.
- (5) No sandwich board or similar freestanding sign for the purpose of advertising a brothel shall be displayed.

6.15.2.6 PERMITTED ACTIVITIES IN RECREATION, RESIDENTIAL, AND RURAL ZONES

In addition to Rules 6.15.2.1 and 6.15.2.3 the following are permitted activities subject to complying with all the Performance Standards in 6.15.2.8; except that this rule shall not apply to a “business of prostitution” that operates as a “home occupation”.

- (1) A single sign for each road frontage of any site. Signs shall be limited to those advertising legally established activities, located on the site on which the activity occurs, and advertising only the name or type of activity or services, products or events available or occurring on the site. This sign may be double sided.

6.15.2.7 DISCRETIONARY ACTIVITIES IN RECREATION, RESIDENTIAL, AND RURAL ZONES

The following are discretionary activities subject to complying with the General Rules:

Any sign listed as a permitted activity which does not meet with any of the Performance Standards is a discretionary activity.

NOTE: When considering applications for discretionary activities regard shall be had to the Performance Standards for the zone and for signs.

6.15.2.8 PERFORMANCE STANDARDS FOR SIGNS IN RECREATION, RESIDENTIAL AND RURAL ZONES

- (1) All signs shall comply with the height and recession plane requirements for the zone in which they are located.
- (2) The maximum total area of signs on any site shall not exceed the following:
 - 0.5m² in Residential Zones
 - 3m² in Recreation and Rural Zones

except for Temporary Signs in any zone, where these signs shall not exceed the maximum total area of 3 square metres.

In the case of double sided signs, the area of the sign shall be calculated as being that visible from one direction only.

- (3) No sign shall be erected on or adjacent to a road which will:
 - (a) Obstruct the line of sight of any corner, bend, intersection or vehicle crossing;
 - (b) Obstruct, obscure or impair the view of any traffic sign or signal;
 - (c) Resemble or be likely to be confused with any traffic sign or signal;
 - (d) Use reflective materials that may interfere with a road users vision;
 - (e) Use intermittent or revolving lights.
 - (f) Internally and externally signs shall not exceed the maximum luminance as set out in the following table:

Maximum luminance of externally or internally illuminated signs:

Illuminated area (m²)	Areas with street lighting	Areas without street lighting
Up to 0.5	2000	1000
0.5 to 2.0	1600	800
2.0 to 5.0	1200	600
5.0 to 10.0	1000	600
Over 10.0	800	400

NOTE: All luminances in the table are in candelas per square metre.

- (4) Except for sponsorship signs in the Recreation 2 and 3 Zones, all signs shall advertise only the name or type of activity or services, products or events available or occurring on the site on which the sign is located, except where specifically provided for as a permitted activity for a temporary sign under 6.15.2.1.

6.15.2.9 ADDITIONAL PERFORMANCE STANDARDS FOR SIGNS IN RURAL ZONES VISIBLE FROM STATE HIGHWAYS

- (1) All free standing signs including temporary signs shall be:
- (a) Erected at right angles to the road;
 - (b) Located as close as practicable to the entrance to the site to which they relate;
 - (c) Have a minimum lettering height of 160 millimetres;
 - (d) Display a message of up to a maximum of six words and/or symbols, with a maximum of 40 characters.