SIGNS

Introduction

Signs provide benefits to people and communities by providing useful information, advertising events, products, services and businesses, and by identifying places and providing directions. Signs however can detract from the amenity and character of an area, adversely affect traffic safety and cause a nuisance. Accordingly, this chapter enables signage but manages its adverse effects.

The provisions of this chapter apply district-wide, with specific provisions also applying in more sensitive zones.

Signs within a state highway road reserve require approval from NZTA Waka Kotahi (New Zealand Transport Agency) regardless of the provisions in this District Plan. Please refer to Waka Kotahi NZTA for more information. Please also refer to the Timaru District Council Consolidated Bylaws regarding signage, particularly signage in public places. Election signs, including the size, design of lettering and time period for display are controlled by the Electoral Act 1993 and its associated regulations.

Objectives

SIGN-O1 Signs

Signs contribute to the social, cultural and economic wellbeing of the Timaru District while:

- 1. supporting the needs of business, infrastructure and community activities; and
- 2. maintaining or enhancing the character and amenity values of the surrounding area; and
- 3. maintaining public safety.

Policies

SIGN-PX3 Enable¹ Ssigns

Enable signs (excluding off-site signs) in all zones, where:

- 1. they are an official sign; or
- 2. they meet the requirements in SIGN-P1 and SIGN-P2.2

SIGN-P1 Managing the effects of signs Character and amenity effects³

Enable signs in all zones, but rRequire signs (excluding official signs)⁴ to:

- 1. be compatible with the purpose, character and qualities of the **Z**₂one in which they are located; and
- 2. be compatible to-with⁵ the design and visual amenity of the building on which they are located; and
- 3. not contribute to minimise visual clutter and/or adverse cumulative effects.6

SIGN-P2 Managing Road safety effects⁷

Require that signs to be are designed and located so they do not compromise the safe use of any road by motorists, pedestrians and other road users, by:

1. ensuring the type, scale, design and location of signs are appropriate to the classification of road; and

Page 1 of 12

¹ Section 42A Report Summary Statement, paragraph 10

² Waka Kotahi [143.121]

³ Clause 16(2) Amendment

⁴ Waka Kotahi [143.121]

⁵ Clause 16(2) Amendment

⁶ Out of Home Media [188.4]

⁷ Clause 16(2) Amendments

⁸ Clause 16(2) Amendments

- 2. ensuring signs do not cause minimising9 motorist distraction or confusion; and
- 3. ensuring including, but not limited to, distraction caused by sign proliferation, illumination levels, light spill, flashing and moving signs images and digital signs do not cause distraction; 10 and
- 4. ensuring signs do not imitate, compete with, or give instructions that conflict with traffic signs or traffic control devices; and
- 5. minimising the potential for line_of_sight obstruction.

SIGN-P34 Off-site Commercial advertising 11 signs

Avoid new off-site commercial advertising 12 signs not provided for under SIGN-P45, unless:

- it can be demonstrated it will not establish a precedent or result in similar applications to request equivalent treatment the sign is located within the a commercial and mixed use zone, the General Industrial Zone or Port Zone GMUZ, GIZ or PORTZ or is consistent with the character and amenity values of the surrounding area; and¹³
- 2. it will not create cumulative adverse cumulative effects; and 14
- 3. it meets the requirements detailed in SIGN-P1 and SIGN-P2.

SIGN-P45 Off-site signs — Open space and recreation zones

Provide for off-site signs in the Open space and recreation zones, only where the off-site sign:

- 1. is ancillary to a recreational activity on the site; and
- 2. will not be visible beyond the site; or
- 3. will be erected for a temporary period only.

Rules

Note: Activities not listed in the rules of this chapter are classified as a permitted under this chapter. For certain activities, consent may be required by rules in more than one chapter in the <u>District</u> Plan. Unless expressly stated otherwise by a rule, <u>resource</u> consent is required under each of those rules. The steps plan users should take to determine what rules apply to any activity, and the status of that activity, are provided in Part 1, HPW — How the Plan Works - General Approach.

SIGN-R1	Official signs		
All zones	Activity status: Permitted	Activity status when compliance is not achieved: Not applicable	
SIGN-R2	Temporary signs (excluding real estate and development signs) ¹⁵		
All zones	Activity status: Permitted Where:	Activity status when compliance is not achieved with PER-4 or PER-5: Restricted Discretionary	
	PER-1 The sign is associated with a temporary event or temporary activity permitted by the TEMP-Temporary Aactivities Cehapter; and	Matters of discretion are restricted to: 1. the matters of discretion of any infringed standard. Note:	

⁹ Out of Home Media [188.5]

Page 2 of 12

¹⁰ Clause 16(2) Amendments

¹¹ Out of Home Media [188.6]

¹² Out of Home Media [188.6]

¹³ Go Media [18.3], Fi Glass [161.3], Out of Home Media [188.6], Griff Simpson Family [199.3], Red Sky [233.3]

¹⁴ Clause 16(2) Amendment

¹⁵ Clause 16(2) Amendment

PER-2

The sign must be erected no more than four weeks before the first day of the <u>temporary</u> event <u>or temporary activity</u>; and

PER-3

The sign must be removed within one week of the <u>temporary</u> event <u>or temporary</u> activity ending; and 16

PER-4

The sign must comply with the height in relation to boundary, height and setback requirements standards of er the underlying Zzone, except for the road boundary setback requirement; and

PER-5

The activity complies with all the standards of this chapter. Where compliance with PER-4 is not achieved, the matters of discretion for the zone requirements apply.

Activity status when compliance is not achieved with PER-1, PER-2 or PER-3: Discretionary

SIGN-R3 Real estate and development signs

All zones

Activity status: Permitted

Where:

PER-1

The sign must be removed within one week after completion of the sale of the site or completion of development or demolition works on the site; and

PER-2

The sign must be located on the site that is being sold or the site that the development or demolition work is taking place; and

PER-3

The sign must comply with the height in relation to boundary, height and setback requirements standards of er the underlying Zzone, except for the road boundary setback.

Activity status when compliance is not achieved with PER-3: Restricted Discretionary

Matters of discretion are restricted to:

1. the matters of discretion of any infringed standard.

Note:

Where compliance with PER-3 is not achieved, the matters of discretion for the zone requirements apply.

Activity status whene compliance is not achieved with PER-1 or PER-2: Discretionary

SIGN-R4 Any signs not otherwise <u>listed</u> address in the Rules section of this chapter¹⁷

1. Activity status: Permitted

Where:

Activity status when compliance not achieved with PER-3 or PER-4:
Restricted Discretionary

Page 3 of 12

¹⁶ Clause 16(2) Amendments

¹⁷ Clause 16(2) Amendment/Section 42A Report Summary Statement, paragraph 14(d)

Commercial and mixed use zones ¹⁸ Residential zones Rural zones Māori Purpose Zone	PER-1 The sign is not an off-site sign; and PER-2 The sign must not be flashing or moving; and PER-3 The sign must comply with the height in relation to boundary standards requirements offer the underlying Zzone; and PER-4 The activity complies with all the Standards of this chapter.	 Matters of discretion are restricted to: the matters of discretion of any infringed standard. Note: Where compliance with PER-3 is not achieved, the matters of discretion for the zone requirements apply. Activity status whene compliance not achieved with PER-2: Discretionary Activity status whene compliance not achieved with PER-1: Non-complying
2. Open space and recreation zones	Activity status: Permitted Where: PER-1 The sign: 1. is not an off-site sign; or 2. is an off-site sign which: a. is for commercial sponsorship of a recreation activity; and b. will not be visible beyond the site; and PER-2 The sign is ancillary to a recreation activity; and	Activity status whenre compliance not achieved with PER-3 or PER-4: Restricted Discretionary Matters of discretion are restricted to: 1. the matters of discretion of any infringed standard. Note: Where compliance with PER-4 is not achieved, the matters of discretion for the zone requirements apply. Activity status whenre compliance not achieved with PER-2: Discretionary
	PER-3 The sign must meet the height in relation to boundary standards requirements ofer the underlying Zzone; and¹9 PER-4 The activity complies with all the Sstandards of this chapter.	Activity status whenre compliance not achieved with PER-1: Non-complying
3. Commercial and Mmixed Uuse Zzones	Activity status: Permitted Where: PER-1 The sign is not an off-site sign; and	Activity status whenee compliance not achieved with PER-2 or PER-3: Restricted Discretionary Matters of discretion are restricted to: 1. the matters of discretion of any infringed standard.

¹⁸ Go Media [18.4], ANSTAR [47.1], Fi Glass [161.4], Out of Home Media [188.7] Griff Simpson Family [199.4] and Red Sky [233.3] ¹⁹ Clause 16(2) Amendment

Page 4 of 12 Base Plan: 21-Sep-2022

SIGN – Signs Chapter Final Reply: 8 October 2025

General Industrial Zone

PER-2

The sign must comply with the height in relation to boundary <u>standards</u> <u>requirements</u> <u>ofer</u> the <u>underlying</u> <u>Z</u>zone;

Clandeboye Manufacturing Zone [if created]²⁰

PER-3

and

The sign if located in a commercial or mixed use zone must not be flashing or moving; and

Port Zone

PER-4

The activity complies with all the <u>Ss</u>tandards of this chapter.

Note:

Where compliance with PER-2 is not achieved, the matters of discretion for the zone requirements apply.

Activity status whenre compliance not achieved with PER-3: Discretionary

Activity status whenre compliance not achieved with PER-1: Restricted

<u>Discretionary Non-complying</u>

Where:

RDIS-1

The sign is located in the Large Format Retail Zone, the City Centre Zone, the General Industrial Zone or Port Zone LFRZ, CCZ, GIZ or PORTZ.

Matters of discretion are restricted to:

- any impact on the character and amenity values of the surrounding area; and
- 2. whether the sign contributes to visual clutter; and
- 3. any adverse cumulative effects;
- 4. <u>any adverse effects on traffic safety;</u> <u>and</u>
- 5. any positive effects of the sign.

Activity status whenre compliance not achieved with RDIS-1: Discretionary²¹

Standards

SIGN-S1 Traffic safety

All zones

- All freestanding signs visible from <u>Ss</u>tate <u>Hhighways</u> must be erected at a right angle to the road or within a variance of 15° either side of the right angle; and
- 2. No sign shall be erected adjacent to a road in a manner that will:
 - a. obstruct the line of sight of any road corner, bend or intersection, or vehicle crossing; or

Matters of discretion are restricted to:

- Aany adverse effects on²⁴ traffic safety; and
- 2. the design and location of the sign; and
- 3. any positive effects of the sign.

Page 5 of 12

²⁰ Fonterra [165.120] – Note amendment only required if the Clandeboye Manufacturing Zone is created

²¹ Go Media [18.4], ANSTAR [47.1], Fi Glass [161.4], Out of Home Media [188.7] Griff Simpson Family [199.4] and Red Sky [233.3]

²⁴ Section 42A Report Summary Statement, paragraph 13

- b. obstruct, obscure or impair the view of any traffic sign or signal; or
- c. resemble or be likely to be confused with any traffic sign or signal; or
- d. use reflective materials that may interfere with a road user's vision; and
- All signs within 10 horizontal metres of a road designed to be read by motorists must comply with the minimum lettering sizes in Table 27

 Minimum lettering size; and 22
- 4. All signs in rural zones within 10 horizontal metres of a road designed to be read by motorists on a road with a posted speed limit of 70km/h or more must comply with the minimum setback distances from other signs as read from one direction and measured parallel to the centre line of the road in Table 28 Separation distances.²³

SIGN-S2 Illuminated, moving, flashing and digital signs

All zones

- Any Iilluminated, moving, flashing or digital display sign must not display a digital or pre-recorded broadcast.
 and 25
- 2. Any illuminated, moving, flashing or digital display sign must only display still images., and Wwhere multiple still images are displayed and SIGN-S2.3 and SIGN-S2.9 are complied with, each still image must be displayed for a minimum of 30 10²⁶ seconds each before changing to a different still image. Where SIGN-S2.3 and SIGN-S2.9 are not complied with, still images must be displayed for a minimum of 30 seconds each before changing to a different still image., and Tthere must be no transitions between still images

Matters of discretion are restricted to:

- 1. the frequency and intensity of flashing and/or image change; and
- extent of illumination when visible from a public place or neighbouring property; and
- 3. impact on surrounding activities; and
- 4. impacts on the amenity and character of the surrounding environment; and
- 5. whether the sign would result in any direct light overspill onto a residential property or the road network; and
- 6. <u>any adverse effects on traffic safety;</u> <u>and</u>³³
- 7. any positive effects of the sign.

Page 6 of 12

²² Waka Kotahi [143.125]

²³ Go Media [18.8], Fi Glass [161.8], Out of Home Media [188.8], Griff Simpson Family [199.8] and Red Sky [233.8] and evidence of Mr. Church [Hearing F, Interim Reply]

²⁵ Clause 16(2) Amendment

²⁶ Go Media [18.5], Fi Glass [161.5], Out of Home Media [188.9], Griff Simpson Family [199.5] and Red Sky [233.5]

³³ Waka Kotahi [143.126]

	apart from cross-dissolve of a maximum of 0.5 seconds; and ²⁷ 3. No illuminated, moving, flashing or digital display sign must be visible to vehicles travelling on a legal road within 100 50m metres of an intersection, ²⁸ measured in accordance with Figure 15 in the TRAN chapter; and ²⁹ 4. No illuminated, moving, flashing or digital display sign is to be visible from and/or located within 50m metres of a Rresidential zone or a residential unit; and 5. No illuminated, moving, flashing or digital display sign shall create more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2m within the boundary of any adjacent site or road; and 6. Illumination levels of any sign must not exceed 250 candelas per square metre between sunset and sunrise; and 7. Illumination levels of any sign must not exceed 5,000 candelas per square metre between sunrise and sunset; and sunset; and sunset; and signs must incorporate a lighting control to adjust brightness in line with ambient light levels; and line with ambient light levels.	
SIGN-S3	Maximum height of signage	
1. All zones	Any temporary sign must not exceed 3m in height, measured from ground level.	 Matters of discretion are restricted to: any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
2. Commercial and <mark>M</mark> mixed ⊎use zones	 Any freestanding sign must not exceed 48m in height, measured from ground level_₹: and 	Matters of discretion are restricted to: 1. any impact on the character and amenity values of the surrounding area; and

Page 7 of 12

Evidence of Mr. Pearson [Hearing F Interim Reply]
 Out of Home Media [188.9] and Evidence of Mr. Pearson [Hearing F, Interim Reply]

²⁹ Clause 16(2) Amendment ³⁰ Go Media [18.5], Fi Glass [161.5], Out of Home Media [188.9], Griff Simpson Family [199.5] and Red Sky [233.5] ³¹ Go Media [18.5], Fi Glass [161.5], Out of Home Media [188.9], Griff Simpson Family [199.5] and Red Sky [233.5]

³² Evidence of Mr. Church [Hearing F, Interim Reply]

Open Space and Recreation zones General Industrial Zone Clandeboye Manufacturing Zone [if created] 34 Port Zone	Any sign attached to a building must not extend above facade height.	 whether the sign is compatible with the built form on the site; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
X Open Sspace and Recreation zones	 Any freestanding sign must not exceed 4m in height, measured from ground level; and Any sign attached to a building must not extend above facade height. 	Matters of discretion are restricted to: 1. any impact on the character and amenity values of the surrounding area; and 2. whether the sign is compatible with the built form on the site; and 3. whether the sign contributes to visual clutter; and 4. any adverse cumulative effects; and 5. any positive effects of the sign. 35
3. Rural zones Māori Purpose Zone	Any sign must not exceed 3m in height, measured from ground level.	 Matters of discretion are restricted to: any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
4. Residential zones	There is no maximum height under this standard.	Matters of discretion are restricted to: Not applicable 1. any impact on the character and amenity values of the surrounding area; and 2. whether the sign contributes to visual clutter; and 3. any adverse cumulative effects; and 4. any positive effects of the sign. 36
SIGN-S4	Maximum area of a sign	
1. All zones	Any temporary sign must not exceed 2m² in area but may be double sided. Where a sign is double-sided, the	Matters of discretion are restricted to:

Page 8 of 12

Fonterra [165.121] – Note amendment only required if the Clandeboye Manufacturing Zone is created
 Go Media [18.6], Fi Glass [161.6], Out of Home Media [188.10], Griff Simpson Family [199.6] and Red Sky [233.6]
 Clause 16(2) Amendment

	maximum area of the sign is calculated as the area of one side of the sign.	 any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
2. Commercial and Mmixed Uuse zones	 Where a site has a road frontage less than 50m Aany freestanding sign must not exceed 5m² 6m² in area. For sites with a road frontage of 50m or more the maximum area of any freestanding sign must not exceed 18m². Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign. 	 Matters of discretion are restricted to: any impact on the character and amenity values of the surrounding area; and whether the sign is compatible with the built form on the site; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
3. Residential zones	 The maximum total area of signs on any site must not exceed 0.5m²=; and Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign. 	 Matters of discretion are restricted to: 1. any impact on the character and amenity values of the surrounding area; and 2. whether the sign contributes to visual clutter; and 3. any adverse cumulative effects; and 4. any positive effects of the sign.
4. Rural zones Māori Purpose Zone	 The maximum total area of signs on any site shall not exceed 3m²=; and Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign. 	 Matters of discretion are restricted to: 1. any impact on the character and amenity values of the surrounding area; and 2. whether the sign contributes to visual clutter; and 3. any adverse cumulative effects; and 4. any positive effects of the sign.
5. Open Sspace and Rrecreation zones	 The surface area of a commercial sponsorship sign must not exceed 3m² in area; and Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign; and The surface area of a sign displaying the club/s name must not exceed 5m² in area. 	 Matters of discretion are restricted to: any impact on the character and amenity values of the surrounding area; and whether the sign is compatible with the built form on the site; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
6. General Industrial Zone	There is no maximum area of a sign.	Matters of discretion are restricted to: Not applicable

Page 9 of 12 Base Plan: 21-Sep-2022

Clandeboye Manufacturing Zone [if created] ³⁷ Port Zone			
SIGN-S5	Maximum number of temporary signs		
1. Residential zones Rural zones Māori Purpose Zone	There shall be no more than one temporary sign per site.	 Matters of discretion are restricted to: any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any adverse effects on traffic safety; and and positive effects of the sign. 	
2. Commercial and Mmixed Uuse zones General Industrial Zone Clandeboye Manufacturing Zone [if created] 39 Port Zone Open Sspace and Rrecreation zones	There shall be no more than three temporary signs per site.	 Matters of discretion are restricted to: any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any adverse effects on traffic safety; and and positive effects of the sign. 	
SIGN-S6	Maximum number of signs (not including ⊖official signs, linstructional signs⁴¹ and Itemporary signs)		
1. Commercial and Mmixed Uuse zones	 There shall be no limit on the number of signs that are not visible from beyond the site; and For signs visible from beyond the site Tthere shall be no limit more than one freestanding sign per road frontage; or 	Matters of discretion are restricted to: Not applicable 1. any impact on the character and amenity values of the surrounding area; and	

 ³⁷ Fonterra [165.122] – Note amendment only required if the Clandeboye Manufacturing Zone is created
 ³⁸ Waka Kotahi [143.127]

Page 10 of 12

³⁹ Clause 10(2)(b) Amendment – Fonterra [165.20-165.123] – Note amendment only required if the Clandeboye Manufacturing Zone is created

⁴⁰ Waka Kotahi [143.128]

⁴¹ Hearing F, Interim Reply

General Industrial Zone Clandeboye Manufacturing Zone [if created] ⁴² Port Zone (excluding PREC 12 - Port Operational Area Precinct)	3. Multiple freestanding signs may be located per road frontage where the minimum setback distance between signs within the site as read from one direction and measured parallel to the centre line of the road in Table 28 – Separation distances are complied with. 43 Note: A freestanding sign may advertise multiple premises located on the site.	 whether the sign contributes to visual clutter; and any adverse cumulative effects; and any adverse effects on traffic safety; and any positive effects of the sign.⁴⁴
PREC ¥12 – Port Operational Area Precinct	4. There shall be no limit. ⁴⁵	
2. Residential zones Rural zones Māori Purpose Zone	There shall be no more than one sign per road frontage located on a site.	 Matters of discretion are restricted to: any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any adverse effects on traffic safety; and and and positive effects of the sign.
3. Open Sspace and Rrecreation zones	There shall be no more than two signs per site visible from beyond the site.	 Matters of discretion are restricted to: any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any adverse effects on traffic safety; and and positive effects of the sign.
SIGN-S7	Sign content	
All zones	A sign must not display words, images, or model (human or mannequin) that are	Matters of discretion are restricted to: 1. the content of the sign.

Page 11 of 12

⁴² Fonterra [165.123] – *Note amendment only required if the Clandeboye Manufacturing Zone is created*⁴³ Evdience of PrimePort and NZTA [Hearing F, Interim Reply]
⁴⁴ Clause 10(2)(b) Amendments - Go Media [18.8], Fi Glass [161.8], Out of Home Media [188.8 and 188.13], Griff Simson Family [199.8] and Red Sky [233.8]

45 Evidence of PrimePort [Hearing F, Interim Reply]

⁴⁶ Waka Kotahi [143.128]

⁴⁷ Waka Kotahi [143.128]

sexually explicit, lewd, racist or otherwise offensive content.

Table 27 — Minimum lettering size⁴⁸

Regulatory speed limit of adjoining road	Main message	Secondary message
Km/hr	Minimum lettering height (mm)	Minimum lettering height (mm)
0 - 50	100	75
51 - 70	150	100
71 - 80	175	125
81 - 100	200	150

Posted speed limit	<u>Letter height</u>		
of adjoining road (km/h)	Main message	Property Name	Secondary Message
<u>50</u>	<u>150</u>	<u>100</u>	<u>75</u>
<u>60</u>	<u>175</u>	<u>125</u>	<u>90</u>
<u>70</u>	<u>200</u>	<u>150</u>	<u>100</u>
<u>80</u>	<u>250</u>	<u>175</u>	<u>125</u>
<u>100</u>	<u>300</u>	<u>200</u>	<u>150</u>

Table 28 — Minimum Separation distances between signs 49

Regulatory speed limit (km/hr)	Separation distance (m)
<u>50</u>	<u>50</u>
<u>60</u>	<u>55</u>
0 70	60
71 - 80	70
81 - 100	80

Page 12 of 12

⁴⁸ Waka Kotahi [143.129]

⁴⁹ Waka Kotahi [143.130] and Evidence of Mr. Church [Hearing F, Interim Reply]