

## Chapter: SIGN – Signs

Feed-back No.	Section	Sub-section	Plan Provision	Feedback	Relief sought
<a href="#">145.73</a>	SIGN – Signs			<i>No provision for signs associated with network utility construction – this should be provided for.</i>	signs associated with network utility construction be provided for.
<a href="#">141.139</a>	SIGN – Signs	General		<i>In reading the plan it appears that off-site signs are effectively prohibited, by virtue of a Non-Complying Activity status and policy direction seeking avoidance. It would prove very difficult to obtain a consent approval given the strict policy direction. We are unsure what the rationale is for this strict avoidance is as directional signage can be very helpful, especially in an unfamiliar and remote environment's with poor cell coverage. Signage in the Rural Zones should be considered independently of signage in the Residential Zones, as these zones function quite differently and have very different character and amenity.</i>	Consider
<a href="#">86.24</a>	SIGN – Signs	Objectives	SIGN-O1 Signs Signs contribute to the so	<i>It is appropriate to recognise the benefits of signage to the District.</i>	Retain SIGN-O1 as drafted.
<a href="#">86.25</a>	SIGN – Signs	Policies	SIGN-P1 Enabled Signs Allow signs that ar	<i>Health and safety signs, directional signs and any signage required by regulatory purposes should be enabled by the Plan.</i>	Amend SIGN-P1 as follows:  Allow signs that are generally compatible with the role, function and character of the zone in which they are located, including:  1. official signs; and  2. temporary signs; and  3. real estate and development signs.

					Health and safety signs, directional signs and any signage required by regulatory purposes
<a href="#">87.19</a>	SIGN – Signs	Policies	SIGN-P1 Enabled Signs Allow signs that ar	Support in part The policy should be amended to recognise that health and safety signs, directional signs and any signage required by regulatory purposes should be enabled by the Plan.	Amend the policy as follows: Allow signs that are generally compatible with the role, function and character of the zone in which they are located, including:  1. official signs; and  2. temporary signs; and  3. real estate and development signs.  Health and safety signs, directional signs and any signage required by regulatory purposes
<a href="#">142.8</a>	SIGN – Signs	Policies	SIGN-P1 Enabled Signs Allow signs that ar	██████████ supports this policy as it identifies permitted signs that are compatible with the role, function and character of the zone in which they are located. However, it is unclear whether Traffic Control Devices (Road Signs) are identified within this policy.	It is recommended that this policy is amended to include and permit Traffic Control Devices or alternatively the definition of ‘Official Signs’ includes Traffic Control Devices in the Proposed Plan.
<a href="#">142.9</a>	SIGN – Signs	Policies	SIGN-P4 Offsite signs -	██████████ supports the policy that offsite signs for commercial advertising should be avoided, except as provided under SIGN-P3.	Retain as stated.

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<a href="#">142.11</a>	SIGN – Signs	Rules	SIGN-R7 Offsite signs All zones Activity	██████ supports that offsite signs should have a non-complying activity status.	Retain as stated.		
<a href="#">72.23</a>	SIGN – Signs	Rules	SIGN-R1 Official signs	██████ has a number of angling regulation signs around the district at particular waterbodies as part of our functions under the Conservation Act 1987 to enforce regulations and undertake prosecutions. ██████ supports this rule as a permitted activity.			
<a href="#">84.9</a>	SIGN – Signs	Rules	SIGN-R1 Official signs All zone Activity	<p>5. Specific Provisions:</p> <p>██████ provides the following feedback on specific provisions in the Plan:</p> <p>5.2 Signs</p> <p>Rules</p> <p>SIGN-R1</p> <p>██████ supports this rule and the permitted activity status as Education Facilities require signage on their properties.</p>			
<a href="#">86.26</a>	SIGN – Signs	Rules	SIGN-R4 Signs in Commercial and Industrial zone	The permitted activity status and parameters are considered appropriate.	Retain SIGN-R4 as drafted.		
<a href="#">87.20</a>	SIGN – Signs	Rules	SIGN-R4 Signs in Commercial and	<table border="1"> <tr> <td>Support</td> <td>The permitted activity status and parameters are considered appropriate.</td> </tr> </table>	Support	The permitted activity status and parameters are considered appropriate.	Retain
Support	The permitted activity status and parameters are considered appropriate.						

			Industrial zone				
<a href="#">142.10</a>	SIGN – Signs	Rules	SIGN-R5 Signs in Residential and Rural zones	<p>█ generally supports this rule. However, the rural environment often includes high-speed environments (70km/h+) such that illuminated signs can be a distraction to motorists. These types of signs in high speed environments are not typically supported by █. Illuminated signs can also result in adverse amenity effects in residential zones.</p>	<p>It is recommended that the rule be amended to include that signs must not be illuminated, which should be reflected in PER-2. Amend as follows:</p> <p>PER-2</p> <p>“The sign must not be illuminated, flashing or moving; and”</p>		
<a href="#">87.21</a>	SIGN – Signs	SIGN-S5 Maximum number of signs	General	<table border="1"> <tr> <td>Oppose in part</td> <td>It is appropriate that health and safety signs, directional signs and any signage required by regulatory purposes are excluded from the number of signs permitted on the site.</td> </tr> </table>	Oppose in part	It is appropriate that health and safety signs, directional signs and any signage required by regulatory purposes are excluded from the number of signs permitted on the site.	<p>Amend the standard as follows:</p> <p><b><i>Commercial and Industrial Zones</i></b></p> <p><i>There shall be no more than three signs per site, <u>except if the sign is provided for health and safety or directional reasons or required by regulation.</u></i></p>
Oppose in part	It is appropriate that health and safety signs, directional signs and any signage required by regulatory purposes are excluded from the number of signs permitted on the site.						
<a href="#">142.12</a>	SIGN – Signs	Standards	SIGN-S1 Traffic safety All zones All fre	<p>█ supports the inclusion of a rule to recognise the safety effects of signage on road users.</p> <p>However, the implications of some rules should be considered further:</p>	<p>It is recommended that the following amendments to standard SIGN-S1 are made:</p> <p>1. Standard 1.a. is amended to provide for signs at right</p>		

			<p><i>Standard 1.a. requires all signs visible from State Highways to be erected at a right angle to the road. There are many situations where 'V-shaped' signs are erected and directed at both directions for traffic. Signs can be acceptable when angled to the State Highway in this way.</i></p> <p><i>Standard 1.b. refers to the New Zealand Transport Agency Signs on State Highways Bylaw 2010. The inclusion of this is supported, but the bylaw is limited to signs within the State Highway road reserve and is accordingly likely to be of limited applicability.</i></p> <p><i>Standard 3. refers to minimum and maximum lettering sizes in Table 24. No maximum lettering sizes have been provided. [REDACTED] generally does not set maximum lettering size limits as clear simple signage is promoted. It is not considered that there is a need to refer to a maximum lettering size.</i></p> <p><i>Consideration should also be given to whether there are any other matters or controls that should be included as part of this standard, such as the distance between a traffic control device and signage.</i></p>	<p>angles with a permitted variance of up to 15° variance in each direction. This allows signs to be angled between 75° - 105° to the State Highway.</p> <p>2. Standard 1.b. is amended to either become an advice note or amended to refer to signs on road reserve.</p> <p>3. Standard 3 is amended such that the reference to maximum lettering sizes is removed. It is also sought that this standard is amended such that it applies to all signage orientated towards a road rather than only those within 10 metres.</p> <p>It is also recommended Council consider whether additional standards should be included within this standard next to table 24 &amp; 25. This could include sight distances based on posted/operating speeds, setbacks from Traffic Control Devices, or maximum number of words/elements. The Traffic Control Devices Manual – Part 3 Advertising Signs (Appendix 1) gives direction to these standards to reduce potential traffic safety effects.</p>
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<p><a href="#">142.14</a></p>	<p>SIGN – Signs</p>	<p>Standards</p>	<p>SIGN-S2 Illuminated, moving and flashing signag</p>	<p>██████████ supports standards in association to illuminated, moving, flashing and digital signs.</p> <p><i>With regards to digital signs it is recommended that improvements can be made to the proposed standards. This includes consideration of appropriate speed environments for such signage and the detailed controls for digital signage.</i></p> <p>██████████ supports the matters of discretion provided the permitted minimum dwell time is set higher as per the recommendation.</p>	<p>It is recommended to amend Table 24 to remove reference to maximum lettering height/size.</p> <p>The following amendments are recommended:</p> <ol style="list-style-type: none"> <li>1. The title of this standard should include reference to digital.</li> <li>2. Consideration be given to the wording of Standard 1. The wording is open to interpretation including whether the standard is referring to moving images and/or animation of the images? This includes that it could be argued that a still digital image is classed as 'pre-recorded'.</li> <li>3. A new standard is incorporated into the Draft Plan which specifies that digital signs established in areas adjoining a state highway with a posted speed limit below 70km/h shall be</li> </ol>
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					<p>a restricted discretionary activity.</p> <ol style="list-style-type: none"><li>4. A new standard is incorporated into the Draft Plan which specifies that digital signs established in areas adjoining a state highway with a posted speed limit of 70km/h or greater shall be a non-complying activity.</li><li>5. A new standard is incorporated into the Draft Plan which specifies that 'There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds. (images should dissolve rather than be an abrupt change)'</li><li>6. Standard 2 is amended so that the minimum display time for a still image is 30 seconds rather than the proposed 7 seconds. It is noted that matters of discretion can be made available to</li></ol>
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					<p>reduce the dwell time if it can be proved safe to do so for road users. A road user should generally only see one change of a still image (dwell time may be required to be longer during peak hour traffic).</p> <ol style="list-style-type: none"><li>7. Standard 3 is supported as it assists in avoiding conflicts with intersection control devices such as traffic lights.</li><li>8. It is recommended further consideration be given to Standard 5 as it is unclear what this standard is attempting to control including whether it is seeking to ensure no sign attached to a building is visible above ground floor level.</li><li>9. Standard 7 and associated Table 23 should be amended so that illuminated or digital displays incorporate lighting controls to automatically adjust</li></ol>
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					<p>the brightness of the screen in line with ambient light levels. It is specifically sought that Table 23 is amended to include requirements for this or alternatively Draft Plan standard LIGHT-S2 is amended to reflect this.</p> <p>10. A new standard is included which specifies that a site shall have a minimum road frontage of 40 metres per billboard, provided that no more than 2 billboards may be erected on any single site.</p> <p>In addition to the above, it is recognised that digital billboards, and their control, is an evolving issue. To assist Council, attached are the conditions generally requested by [REDACTED] for applicants to volunteer, as part of resource consent applications for proposed digital billboards adjacent to State Highways (Appendix 2).</p>
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<a href="#">86.27</a>	SIGN – Signs	Standards	SIGN-S5 Maximum number of signs Commercial	<p><i>It is appropriate that health and safety signs, directional signs and any signage required by regulatory purposes are excluded from the number of signs permitted on the site.</i></p>	<p>Amend SIGN-S5 as follows:</p> <p>Commercial and Industrial Zones</p> <p>There shall be no more than three signs per site, except if the sign is provided for health and safety or directional reasons or required by regulation.</p>
<a href="#">142.13</a>	SIGN – Signs	Standards	SIGN-S6 Sign content Regulatory speed limit	<p>██████████ supports having a standard for minimum lettering size/heights on signs.</p> <p><i>However, the title states maximum lettering size but no maximums have been provided. Table 24 also has two columns that state ‘Main Message’.</i></p>	<p>It is recommended to amend Table 24 to remove reference to maximum lettering height/size.</p> <p>It is also recommended to fix the duplication of ‘Main Message’. The Traffic Control Devices Manual has reference to ‘Property Name’ and the Proposed Selwyn District Plan uses ‘Business Name’ for the same column and associated minimum lettering heights.</p>