

## Signs

### Issues

The review of the Signs chapter focused on assessing the existing signs provisions of the Operative District Plan in light of local, regional and national direction and planning best practice, and considering implementation issues with the current Plan. Illumination standards for signs were reviewed and revised in conjunction with the development of the Draft Light chapter of the Plan. The following issues were identified as part of the review:

- No uniform policy around managing the effects of signs (including cumulative effects)
- Limited activity standards for signs in the Commercial, Industrial, Rural and Open space zones
- Limited heritage protection around signs in Stafford Street (Timaru) and King Street (Temuka)
- Limited guidance for the assessment of illuminated, flashing, moving and digital signs
- Open discretion to consider temporary signs (discretionary activity status).

### Operative District Plan Approach

The current Signs chapter contains out of date provisions that are not considered to be appropriately addressed through a District Plan, and do not reflect industry best practice, regional or national policy direction.

### Draft Plan Approach

Draft objectives, policies and rules have been revised to provide greater clarity regarding the desired environmental outcomes, including appropriate nuisance controls to maintain and as appropriate enhance amenity.

## Changes

### Key changes include:

Clearer provisions around managing the effects of signs (including considering the cumulative effects of signs)

Ensuring signs do not compromise the heritage character and qualities of heritage areas

- A new heritage policy matter relating to signs located on Stafford Street (Timaru) and King Street (Temuka)

### Not providing for flashing or moving signs in Stafford Street (Timaru).

- Limiting signage containing explicit or lewd content

Retaining control over signs containing explicit or lewd content but removing reference to controls around brothel signs

### Off-site signs

- A new non-complying activity status for off-site signs, and only considering community activity off-site signage as a discretionary activity.

### Commercial and industrial zone signs

- Restricting the height and area for free-standing signs, the area of signs when attached to buildings, and requiring all signs to be contained within the site

### Illuminated, flashing, moving and digital display signage

- Clearer provisions for illuminated, flashing, moving and digital display signs to ensure that the Plan's provisions keep pace with the impact of changing technology

### Temporary signage

- Restricting temporary signs to that ancillary to temporary activities provided for under the Plan.
- A new non-complying activity status for temporary signs not associated with a permitted temporary event.
- A new restricted discretionary activity status for temporary signs (forming part of a permitted temporary event but breaching a rule matter relating to duration, setback and height or other relevant general sign standards).
- Only allowing one temporary sign per site at any one time.
- New restrictions around temporary sign height and area

### Open space zone

- Providing more flexibility around sponsorship signs not visible from other public places or roads

## Reasons

The proposed provisions are considered to be the most effective and efficient way of managing signs across the District as they address the key implementation issues of the current Plan, and build on the success of the plan's provisions. The proposed changes are based on industry good practice and meet regional and national policy direction.

## What it Means in Practice

The Draft Plan provisions will ensure there are clear and relevant controls in place to manage the potential adverse effects of signs, and enable signs that:

- Contribute to social and economic wellbeing of the District;
- Support needs of business, infrastructure;
- Provide information and direction; and
- Identify places.