

## Do I need prior approval or resource consent for a sign?

Whether you need resource consent for a sign will depend on the following

- Whether the sign is temporary or permanent
- Whether the sign is located on the site that it relates to, or located 'off-site'
- Size of the sign
- Size of lettering on the sign
- Other standards

### Temporary signs

Temporary signs for community, educational and recreational events are permitted provided that they are not greater than 2m<sup>2</sup> in area and are not erected more than six months prior to the event and removed within one week following the event.

Signs advertising that a property is for sale are also permitted provided that the sign does not exceed 0.6m<sup>2</sup> in area.

### Location

If you are proposing a sign on a different site to the services or products being advertised, you will need resource consent (unless it is a temporary sign). The zone a sign is located in will also determine the standards that apply, for example the size of the sign (see below).

You will need to obtain the approval of the New Zealand Transport Agency if your sign is proposed adjacent to a State Highway and also the approval of the owner or administrator of the land that you propose to erect the sign on.

### Size of the sign

The size of sign permitted depends on the zone in which the sign is to be erected. To find out the zoning of the property, please refer to the Planning maps of the District Plan.

Zone	Total Maximum Sign Area
Residential	0.5m <sup>2</sup>
Residential area in Aquatic Park (Lake Hood)	0.5m <sup>2</sup>
Township	0.5m <sup>2</sup>
Rural Residential	2m <sup>2</sup>
Rural	2m <sup>2</sup>
Business	See below

### Size of lettering on the sign

Even if your sign is of the correct size, the lettering size of the message will need to comply with the following standards, which vary according to the speed limit of the road the sign is adjacent to.

Speed limit (kph)	Minimum Lettering Height (mm)		
	Main Message	Name of Occupier/Property	Secondary Message
50	150	100	75
70	200	150	100
80	250	175	125
100	300	200	150

Generally, the higher the speed limit, the larger the lettering required.

### Other standards

Other standards will also apply to ensure a sign does not cause a hazard for drivers or have effects on the surrounding area. For example, flashing or moving signs require resource consent as do signs affixed to vehicles/ trailers that are visible from a public place. Please refer to Section 6.9 of the District Plan for more information.

### Business Zone

Signs are generally permitted within the Business Zones but there are standards that they need to comply with including the following:

- Signs attached to buildings cannot exceed the highest point of the roof
- Signs attached to or under verandahs must be:
  - no closer than 2.5m to the footpath below
  - set back 500mm from the kerb
  - at least 1.5m back from another under-verandah sign

There may be other rules relating to signs in the Business Zones that will apply so check Section 6.9 of the District Plan for more details.

### What does the Council consider when processing my application for resource consent?

- Whether the sign will have an effect on traffic safety, for example, obscuring visibility of oncoming traffic, or causing a distraction to passing traffic
- The need for any extra signage, either in the area of signage, or the number of signs
- Visual effects on the amenity and character of the area the proposed sign is located in
- Whether the sign resembles a traffic sign

### What requirements may I need to meet if granted resource consent?

You may be required to erect the sign at a specific or minimum height to ensure that visibility of oncoming traffic is maintained. You may also be required to change a colour or have the letter size of the message changed on the sign. Therefore, it is best that you do not have the sign made before applying for resource consent.

**FOR MORE INFORMATION** call the Planning Department on 03 3077700, visit the counter of Ashburton District Council, 5 Baring Square West, Ashburton, or go to the website at [www.adc.govt.nz](http://www.adc.govt.nz)

**This leaflet is intended to provide guidance only. It is not intended to be a substitute to the District Plan and / or the Resource Management Act. Please refer to the District Plan and in particular Section 6.9 which relates to advertising.**