

# PROPOSED ASHBURTON DISTRICT PLAN

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Section 13: Signs

Report No 3

*Prepared by*

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*For*

Ashburton District Council

February 2011

## Contents

1.0	INTRODUCTION.....	3
2.0	HOW TO READ THIS REPORT.....	3
3.0	BACKGROUND.....	3
4.0	ANALYSIS OF SUBMISSIONS.....	4
5.0	STATUTORY CONSIDERATIONS.....	10
6.0	ERRORS AND CORRECTIONS.....	11
7.0	RECOMMENDATIONS.....	11
	APPENDIX ONE: SUMMARY OF RECOMMENDATIONS ON SUBMISSIONS.....	12
	APPENDIX TWO: DISTRICT PLAN AMENDMENTS.....	18

## **1.0 INTRODUCTION**

- 1.1 This report has been commissioned by the Ashburton District Council (ADC) in accordance with Section 42A of the Resource Management Act 1991 (RMA) to consider all submissions received on section 13: Signs of the Proposed District Plan, following the public notification of the Proposed Ashburton District Plan including Planning Maps, and to make recommendations on those submissions.
- 1.2 The evaluations and recommendations presented in the report are based on the information available prior to the hearing, including that contained in the submissions and further submissions. The purpose of this report is to bring to the attention of the Hearings Panel the relevant information and issues regarding this section of the proposed District Plan. It must be emphasised that the conclusions and recommendations made in this report are my own and are not binding upon the Hearings Panel. It should not therefore be assumed that the Hearings Panel will reach the same conclusion following consideration of all the evidence to be presented at the hearing. The recommendations in this report are made on the basis of the information available at the time of writing. It should be noted that subsequent reports prepared on other topics may include recommendations that differ due to additional information becoming available during the course of hearings.
- 1.3 This report has been prepared by Claire Kelly. Please refer to the Section 42A Preface Report for more information on the report author, along with background to the development of the Proposed District Plan.

## **2.0 HOW TO READ THIS REPORT**

- 2.1 This report is structured as follows:
- Background to the plan section
  - Description of the submissions on provisions in this section
  - Summary of main issues raised
  - Discussion of issues
  - Recommendations and reasons
- 2.2 Appendices attached to this report include:
- Appendix One:** Summary of Recommendations on Submissions and Further Submissions
- Appendix Two:** District Plan Amendments

## **3.0 BACKGROUND**

- 3.1 This report relates to Section 13: Signs of the proposed Ashburton District Plan.

- 3.2 The operative District Plan, whilst containing rules and standards to manage signage, does not contain rules to manage the size or number of signs in the Business Zones despite the Council's intention to maintain the current, relatively uncluttered appearance of these areas.
- 3.3 As part of the review process, the Council considered that the community's interests were served by including rules in the District Plan to set a minimum area s for signs in the Business Zones. This was discussed at several workshops, as reported in the s32 report, and seeks to address concerns over amenity and the ability of the Council to ensure that the current environment of relatively minimal signage in the commercial and industrial areas is maintained.
- 3.4 In this respect, there was significant debate regarding how best to provide for signs in industrial and commercial areas and the issues of monitoring and enforcement. The rules in the Proposed District Plan are the result of a considered process.

#### **4.0 ANALYSIS OF SUBMISSIONS**

- 4.1 A range of submissions were received on this section of the Proposed District Plan. Consideration of these submissions has been undertaken by topic or section with submitters grouped as appropriate. The following analysis focuses on those parts of the submissions that seek specific outcomes and does not discuss any parts of submissions that comment on aspects of the Plan in passing or provide general discussion. My analysis of submissions below is generally in relation to broad issues or topics raised, with some specific relief sought being mentioned where necessary. Based on this analysis, included in Appendix One to this report are my specific recommendations on each submission point (accept, accept in part, or reject).
- 4.2 Some aspects of this section did not attract submissions and therefore these aspects of the District Plan have not been discussed below, and I recommend that they be accepted as notified.

#### **Section 13: Whole section**

##### **Summary of Main Issues**

- 4.3 Only one submission was received on the entire Signs section, from the Ashburton District Council<sup>1</sup> seeking to ensure that references to external documents are made explicit.

##### **Discussion**

- 4.4 Within the Signs section, the only external document referred to is the New Zealand Transport Agency Bylaw 1987/3 within 13.2 Issues and 13.7.1 Permitted Activities. I consider the reference to be explicit and therefore recommend that no changes are required.

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<sup>1</sup> Submission 639, point 75.

### **Section 13: Rules – 13.7.1(c)**

#### **Summary of Main Issues**

- 4.5 One submission<sup>2</sup> was received on this clause that seeks to retain the rule in so far as it provides for the erection of signs in connection with and on the same site as any utility as a permitted activity in all zones. However, Ashburton District Council<sup>3</sup> seeks to undertake changes required to the structure of rules in all Zones to provide clarification and avoid any contradiction/confusion over the interpretation of rules. This was opposed in general by three further submissions<sup>4</sup> and supported by two further submissions<sup>5</sup>.
- 4.6 Currently, the proposed District Plan under Rule 13.7.1 states that ‘Except where specifically provided for as Discretionary or Non-Complying activities, the erection of the following signs shall be Permitted Activities in all zones, subject to compliance with the General Standards and Site Standards’. This is followed by a list of signs that are permitted.
- 4.7 This listing of signs under 13.7.1 a) to g) effectively includes all signs in all zones, so in that sense the list of permitted signs is somewhat redundant. I conclude from this that all signs, unless specifically provided for as a Restricted Discretionary or Non-Complying Activity, are permitted provided they meet the required general and site standards in the District Plan. I therefore recommend that Permitted Activities 13.7.1 a) to g) be removed from the Plan and Rule 13.7.1 be reworded to reflect this change.
- 4.8 In addition to the recommendation above, I consider that further minor amendments are required to the General and Site Standards to ensure clarity.
- 4.9 General Standard 13.8e seeks to control signs using flashing or revolving lights on or adjacent to roads. However, this activity is listed under Rule 13.7.2 as a Restricted Discretionary Activity in the Business Zones and the Commercial Area of the Aquatic Park Zone and under Rule 13.7.3 as a Non-Complying Activity in the Residential, Rural and Open Space Zones and Residential Area of the Aquatic Park Zone. As such, this type of sign is not permitted in any zone and is therefore not subject to the General or Site Standards.
- 4.10 I therefore recommend that the matter be deleted from 13.8e General Standards.
- 4.11 I further note that it appears that the Signs section has General, Site and Zone Standards. This is because the following standards have been given section headings: *13.10 All Business Zones and Commercial Area of the Aquatic Park Zone, 13.11 Signs in Business E*

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<sup>2</sup> Submission 61, Point 70

<sup>3</sup> Submission 639, point 74.

<sup>4</sup> Further Submissions: F3, Greenstone Energy Ltd, BP Oil NZ Ltd, Mobil Oil NZ Ltd and Chevron NZ; F5 Transpower New Zealand; F16, Trustpower Limited.

<sup>5</sup> Further Submissions: F65, Ashburton Licensing Trust and F71 Electricity Ashburton Limited.

*Zone and 13.12 Rural, Residential and Open Space Zones and in the Residential and Recreational areas of the Aquatic Park Zone.* I find this confusing as the standards listed under each heading are intended to be site standards and should therefore be listed under 13.9 Site Standards and numbered sequentially. I therefore recommend that the numbering be amended, as below, to ensure that this is clear:

### **13.9 Site Standards**

#### **13.9.1 Temporary Signs**

.....

#### **13.9.5 Advertising Blimps or Balloons**

.....

### **~~13.10~~ All Business Zones and Commercial Area of the Aquatic Park Zone**

#### **~~13.10.1~~ 13.9.6 Size of Signs**

.....

- 4.12 In this manner it is intended that, for example, a temporary sign or a sign for a utility would only be subject to the general standards and the site standard for that specific activity. I would recommend that the following wording be added to Site Standards 13.9.1 to 13.9.5 for clarity: *'This activity is not subject to any other site standard'*. This will provide a better understanding of how standards apply to activities and the intention of the Plan.

## **Section 13: General Standards – 13.8**

### **Summary of Main Issues**

- 4.13 Three submissions were received on the General Standards of the Signs section. Transpower<sup>6</sup> seek to align the Signs section with the Utilities section and are supported by a further submission from Electricity Ashburton<sup>7</sup>. Transpower<sup>8</sup> also seek that the Sign rules align with the provisions of the New Zealand National Environmental Standard for Electricity Transmission Activities. Federated Farmers<sup>9</sup> seek more specific conditions before a sign can be attached to a tree or that the standard be deleted.

### **Discussion**

- 4.14 Transpower supported by Electricity Ashburton seek that signs for utilities comply with the height, and where applicable recession plane requirements under the Utility rules rather than for the zone in which they are proposed to be located. This would provide for

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<sup>6</sup> Submission 61, points 71

<sup>7</sup> Further submission F71

<sup>8</sup> Submission 61, points 72

<sup>9</sup> Submission 553, point 151.

signs to be up to 10 metres above the ground in Residential, Open Space and Aquatic Park zones and up to 25 metres above the ground in the Rural Zones.

- 4.15 Given that signs usually need to be read at ground level or from a slightly elevated position i.e. from farm machinery, it would seem unnecessary to provide for signs at these heights. As Transpower states in its submission 'signs on transmission towers .....are solely for the purposes of warning people of health or safety hazards in the immediate vicinity'. Furthermore, the rule is intended to maintain anticipated amenity values within the Zones. I therefore consider that the height limits provided within the Zone Sections are sufficient.
- 4.16 However, I have considered the possibility that the submitter was seeking a more lenient consent path for utility signs. However, changing this rule would not change the status of signs for utilities i.e. they are only permitted if they are necessary for identifying the facility, the utility operator and/or displaying public information or assisting public safety. Any change to the height requirement does not alter this. The submitter may wish to provide further evidence on this matter at the hearing.
- 4.17 In addition, Transpower is seeking to apply Regulations 23 (2) and (3) of the National Environmental Standard for Electricity Transmission Activities (NESETA) to new electricity transmission line support structures throughout the District. The NESETA currently only applies to existing transmission lines.
- 4.18 The rules in the proposed District Plan provide for signs of a maximum of 1m<sup>2</sup> except in Rural or Open Space Zones where a 3m<sup>2</sup> sign is permitted. The NESETA provides for the same or a larger area of signage (subject to purpose of a sign) in all zones on existing structures. It is important to note that any proposed changes would only apply to signs on electricity transmission line support structures.
- 4.19 I agree with the submitter that it would seem appropriate to apply the same standards to signs on existing and new structures. This would provide ease of understanding for electricity transmission line operators and more efficient administration of the District Plan. Further, I understand the need for a greater area of signage to display safety information as this could be required on each side of a pylon.
- 4.20 I recommend the inclusion of a new site standard rather than a general standard for electricity transmission support line structures only and that the site standards are renumbered accordingly. A site standard is more appropriate as I consider that signs on support line structures should be subject to the general standards for the purposes of amenity, and health and safety.
- 4.21 With regards to the submission from Federated Farmers, I consider it appropriate that signs attached to trees are limited to those identifying the species or classification under the District Plan, as a permitted activity. Any sign not for this purpose should be considered as a restricted discretionary activity.
- 4.22 I do not consider it appropriate to delete standard 13.8d as it is important to protect the health and integrity of trees in the District, therefore attaching a sign to a tree should require consent. However, I agree that the Plan should be more explicit on the matters it will restrict its discretion to when assessing such an application.

4.23 I therefore recommend that 13.13 Assessment Matters is amended to include the following assessment matters:

**'Signs attached to trees**

- a) Nature/ type of sign
- b) How the sign will be attached to the tree;
- c) What materials will be used to attach the sign;
- d) Whether the sign is temporary or permanent;
- e) Any potential to restrict the growth or otherwise detract from the health of the tree'

**Section 13: Site Standards – 13.9.1**

**Summary of Main Issues**

4.24 One submission was received in relation to this clause, from Ashburton District Council<sup>10</sup> seeking an increase in the size of temporary signs from 3m<sup>2</sup> to 5m<sup>2</sup>.

**Discussion**

4.25 I consider that a permitted size of 5m<sup>2</sup> for temporary signs is appropriate given that this aligns the rule with the District by-law meaning reduced administration for the Council and costs to the community. I also consider that it is appropriate for the rule to reflect the size of a standard template for a temporary sign. I understand this to be approximately 3m<sup>2</sup>, therefore the proposed rule will provide for this with some additional flexibility built into the rule rather than setting a stringent standard.

4.26 I recommend that Site Standard 13.9.1a) is amended to reflect the relief sought in the submission.

**Section 13: Site Standards – 13.9.3**

**Summary of Main Issues**

4.27 One submission from Clark McLeod<sup>11</sup> was received in relation to this clause, seeking an increase in the size of 'For Sale' signs to 2m<sup>2</sup>.

**Discussion**

4.28 I consider it would be efficient for the size of 'For Sale' signs permitted by the District Plan to reflect the size of signs currently being used. This minimises the number of consents required to be processed by the Council and therefore costs to the community. I do not consider that the amenity of the District would be adversely affected by this change given the generally, temporary nature of such signs.

4.29 I therefore recommend that Site Standard 13.9.3 is amended accordingly.

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<sup>10</sup> Submission 639, point 41

<sup>11</sup> Submission 91, point 2

### **Section 13: Site Standards – 13.10**

#### **Summary of Main Issues**

- 4.30 Three submissions opposed and/or seek changes to the proposed Site Standards for the Business Zones. Clark McLeod<sup>12</sup> submits that the proposed maximum number of signs in Business Zones is insufficient and seeks to remove signboards from the Business A Zone. Ashburton District Council<sup>13</sup> seeks to amend the location of signs in the Business Zones, whereas Gluyas Motor Group<sup>14</sup> seeks to retain the existing rules with regard to the size of signs in business zones i.e. there is currently no control on the area of a sign within the Business Zones.
- 4.31 LHEP-JV<sup>15</sup> (Lake Hood Extension Project – Joint Venture) support the proposed rules and standards to manage signs in the Aquatic Park Zone but seek that a standard be added requiring all signs in the Aquatic Park Zone to have their written approval with regard to size, content and position.

#### **Discussion**

- 4.32 The Council has a responsibility under section 7 of the Resource Management Act, to protect and maintain amenity values. It also has a responsibility under section 5 to provide for people's social and economic well-being. As such, signage provides for economic well-being by enabling businesses to advertise and attract customers, thereby assisting in the creation of jobs and wealth that enable people to provide for their needs. But signage has the potential to adversely affect amenity values anticipated within an area. A proliferation of signs can cause an area to look cluttered and 'busy' detracting from the character of buildings and blocking or limiting views. The colourful nature of many signs may add to this sense of clutter.
- 4.33 Signs can also create a safety hazard as they compete for attention, distracting drivers and other road users: this risk may increase as the number of signs requiring attention increases. It may also mean that signs are less noticeable, causing subsequent signs to become larger and more colourful. As such the number, size and location of signs need to be managed through rules in the District Plan and, such controls are typical of District Plans in New Zealand.
- 4.34 With regard to the submission from Gluyas Motor Group, the size of signs should be reflective of the amenity anticipated within the surrounding area. In Business Zones, where amenity values are generally anticipated to be lower than in the Residential Zones, it is considered that bigger and a greater number of signs can be accommodated. However, I consider that provision for up to 20% of the area of a building façade to be covered in signage and a maximum of 5m<sup>2</sup> of freestanding signage is appropriate. Signage, in excess of this should be assessed on a case by case basis to ensure that

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<sup>12</sup> Submission 91, points 3 and 4, respectively.

<sup>13</sup> Submission 639, points 42 and 43.

<sup>14</sup> Submission 380, point 2.

<sup>15</sup> Submission 327, point 19.

anticipated amenity values are maintained. I consider this to be particularly pertinent in commercial areas where signage is likely to be more prolific and there is greater potential for clutter and associated adverse effects. Whilst the proliferation of large signs in business zones has not been a significant issue to date, the District Plan review process provides a good opportunity to include provisions to manage the area and number of signs in business zones to ensure an issue does not arise in the future.

- 4.35 The location of signage can also have a significant impact on amenity values as well as health and safety. Changes sought to the location standards by Ashburton District Council are to align rules with the existing Signs By-law that also manages signage in the District and to clarify the wording of the standards. The proposed changes would not significantly alter the effect or intended outcomes of the proposed rules. The submitter also seeks to add control over the location of signs in relation to the size of a building and I consider it appropriate to ensure that signs do not extend beyond the profile and height of buildings.
- 4.36 LHEP-JV support the proposed rules and standards to manage signs in the Aquatic Park Zone but also seek that a standard be added requiring all signs in the Aquatic Park Zone obtain their written approval with regard to size, content and position. I consider that as LHEP-JV appear to support the proposed standards on the size and location of signs that these are sufficient to maintain amenity values in the Aquatic Park Zone. Furthermore, as with all signs, content as in wording and graphics is controlled by legislation beyond the Resource Management Act.
- 4.37 Notwithstanding this, I consider that if LHEP-JV requires greater control over signs in the Aquatic Park, they should have sought specific changes to the proposed standards. Alternatively, additional control could be achieved through the use of management agreements, or covenants with owners/occupiers of properties in the Aquatic Park Zone.
- 4.38 The District Plan is intended to manage resources and minimise adverse effects of activities across the whole District and while that will affect individual developments, such a specific requirement for authorisation beyond the plan provisions, is in my opinion unjustified. If LHEP-JV could identify specific matters that they would wish to control, beyond those matters currently addressed by the proposed rules, then consideration could be given to whether modification and/or additions to the rules are justified. Beyond that, I suggest the types of methods I have previously referred to, such as management agreements that are independent of the District Plan, would be more appropriate.
- 4.39 With regard to Clark McLeod's submission on 'temporary signboards', I have taken this to mean freestanding, 'sandwich' boards. I note that historically these are managed through a By-law and not through rules in the District Plan, and I do not consider that there is any reason, under the Resource Management Act, for this to change.

## **5.0 STATUTORY CONSIDERATIONS**

- 5.1 The relevant statutory considerations in relation to these submissions are whether the outcomes will be consistent with sections 31 and 32 of the Act, along with Part II of the

Act. I consider that the recommendations below are both effective and efficient and will ensure that the methods contained in this section are the most appropriate method for achieving the objectives of the Plan. I consider that this section of the Plan is appropriate under Part II of the Act in achieving sustainable management within the Ashburton District.

## **6.0 ERRORS AND CORRECTIONS**

6.1 In reviewing this section, it has been identified that there is one minor typographical error that should be corrected at this time<sup>16</sup>. This is:

- 13.7.2 Restricted Discretionary Activities. ‘The following signs in the Business Zone and in the Commercial Area.....

6.2 To avoid any confusion, this should read ‘Business Zones’ as there is more than one business zone in the District and the rule applies to all of them.

6.3 As this is a minor correction, I recommend that it be amended as part of the decisions on this section.

## **7.0 RECOMMENDATIONS**

7.1 Based on the discussion above, I consider that, subject to the recommended changes to text set out below, this section of the proposed District Plan should be accepted.

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<sup>16</sup> RMA, Schedule 1, clause 16 allows corrections to be made “where such an alteration is of minor effect, or may correct any minor errors”.

**APPENDIX ONE: SUMMARY OF RECOMMENDATIONS ON SUBMISSIONS**

Submitter Number	Submitter Name	Point Number	Relief sought	Recommendation
S639	Ashburton District Council	75	References to external documents in the Proposed District Plan should be made more explicit.	Reject
S639	Ashburton District Council	41	Amend Clause 13.9.1 as follows:  <b>Temporary Signs</b> Temporary signs for community, educational, election campaign, or recreational events and during building construction shall have a maximum area of <del>3</del> <u>5</u> m <sup>2</sup> and be limited to one per site.	Accept
S639	Ashburton District Council	42	Amend Clause 13.10.2 as follows:  <b>13.10.2 Location of Signs</b> All signs shall be a minimum of: <ul style="list-style-type: none"> <li>• 2.5 metres above a footpath, and</li> <li>• <del>0.75</del> <u>0.5</u>m setback from the kerb of a road or road boundary.</li> </ul> <p>except where the sign is attached for its full length and width to the façade of a building. <u>Veranda facia signs shall not exceed 900 mm in height.</u> See Figure 13-2 below.</p>	Accept
S639	Ashburton District Council	43	Amend Clause 13.10.3 as follows	Accept

PROPOSED ASHBURTON DISTRICT PLAN – HEARINGS REPORT 3  
SECTION 13: SIGNS

Submitter Number	Submitter Name	Point Number	Relief sought	Recommendation
			<p><b>13.10.3 Signs Attached To Verandas</b> Under veranda signs shall be <del>at least</del> <u>no closer than</u> 1.5m <del>separated</del> from any other under veranda sign.</p> <p>b) Signs above verandas but attached to the veranda (<del>excl. veranda fascia signs</del>) shall not exceed 1.2m in height above the top of the veranda <u>or not extend beyond the profile and height of the building, whichever is less</u>, and shall be setback at least 500mm from the fascia line.</p>	
S639	Ashburton District Council	74	Changes may be required to the structure of rules in all Zones to provide clarification and avoid any contradiction/confusion over the interpretation of rules.	Accept
F3	Greenstone Energy Ltd, BP Oil NZ Ltd, Mobil Oil NZ Ltd, Chevron NZ		Oppose	Reject
F5	Transpower New Zealand		Oppose	Reject
F16	TrustPower Limited		Oppose	Reject
F65	Ashburton Licensing Trust		Support	Accept
F71	Electricity Ashburton Limited		Support	Accept

PROPOSED ASHBURTON DISTRICT PLAN – HEARINGS REPORT 3  
SECTION 13: SIGNS

Submitter Number	Submitter Name	Point Number	Relief sought	Recommendation
S380	Gluyas Motor Group	2	Leave as is - if franchiser says we can have a sign then up it should go.	Reject
S61	Transpower New Zealand	1	<p>Amend the Proposed Plan to make all required changes, including those specific submissions detailed below, to ensure:</p> <ul style="list-style-type: none"> <li>• that the NPSET and NESETA is given effect to;</li> <li>• the sustainable management of the National Grid as a physical resource;</li> <li>• Appropriate provision for the on-going operation and maintenance of the network, including ensuring that lines can be accessed;</li> <li>• that the existing network can be upgraded in order to meet growth in energy demand;</li> <li>• the protection of the existing network from issues of reverse sensitivity and the effects of others activities;</li> <li>• the protection of neighbouring activities from the effects of the National Grid; and</li> <li>• appropriate provision to facilitate planning and development of new lines.</li> </ul> <p>Adopt any other such relief, including additions, deletions or consequential amendments necessary as a result of the</p>	Accept in Part

PROPOSED ASHBURTON DISTRICT PLAN – HEARINGS REPORT 3  
SECTION 13: SIGNS

Submitter Number	Submitter Name	Point Number	Relief sought	Recommendation
			matters raised in these submissions, as necessary to give effect to this submission.	
F16	TrustPower Limited		Support	Accept in Part
F71	Electricity Ashburton Limited		Support	Accept in Part
F75	Royal Forest and Bird Protection Society of New Zealand Inc.		Oppose	Accept in Part
S61	Transpower New Zealand	70	Retain Rule 13.7.1 (c) insofar as it provides that the erection of signs in connection with and on the same site as any utility shall be a permitted activity in all Zones, subject to compliance with the General Standards and Site Standards.	Reject
S61	Transpower New Zealand	71	<p>Add a new General Standard to Rule 13.8 which permits signage on a transmission line support structure as provided for in Regulations 23 (2) and (3) of the NESETA and without having to comply with any other signage standards as follows:</p> <p><b>13.8X Signs on Transmission Line Support Structures</b></p> <p><u>a) Signs on a transmission line support structure meeting the general standards below shall not be required to meet</u></p>	Accept in Part

PROPOSED ASHBURTON DISTRICT PLAN – HEARINGS REPORT 3  
SECTION 13: SIGNS

Submitter Number	Submitter Name	Point Number	Relief sought	Recommendation
			<p><u>any other General, Site or Zone based standards for signs:</u></p> <ul style="list-style-type: none"> <li>- <u>the signs on a transmission line support structure that are intended to identify the structure or its owner must together cover an area of no more than 1m<sup>2</sup>.</u></li> <li>- <u>the signs on a transmission line support structure that are intended to help with safety or navigation must together cover an area of no more than 6m<sup>2</sup>.</u></li> </ul>	
S61	Transpower New Zealand	72	<p>Amend General Standard 13.8(b) to ensure that, for utilities, compliance is required with the height and recession plane controls in the Utilities Chapter of the Plan rather than those in the underlying zone. This could be achieved by making changes along the following lines (additions underlined)</p> <p>All signs shall comply with the height, and where applicable recession plane requirements for the Zone in which they are located, <u>or in the case of utilities, with the height and where applicable recession plane requirements in the Utilities Chapter,</u> but shall not be required to comply with rules relating to setbacks from road boundaries in each of the respective zones.</p>	Reject
<i>F71</i>	<i>Electricity Ashburton Limited</i>		<i>Support</i>	Reject

PROPOSED ASHBURTON DISTRICT PLAN – HEARINGS REPORT 3  
SECTION 13: SIGNS

Submitter Number	Submitter Name	Point Number	Relief sought	Recommendation
S91	Clark McLeod	2	That 1m <sup>2</sup> is too small and less than many signs currently used. Increase to 2m <sup>2</sup> to cover existing signs in use.	Accept
S91	Clark McLeod	3	A limit of one sign per road frontage limits multi-tenanted buildings and 5m <sup>2</sup> is too small for large-scale, multi-tenanted buildings. Exclude multi-tenanted buildings.	Reject
S91	Clark McLeod	4	Temporary signboards to be removed from Business A Zone	Reject
S553	Federated Farmers of New Zealand	151	Be more specific on conditions before a sign can be attached to a tree, particularly a temporary sign or delete.	Accept in part
S327	Lake Hood Extension Project - Joint Venture	19	Add control of signage by LHEP-JV to the site standards of section 13.	Reject

## APPENDIX TWO: DISTRICT PLAN AMENDMENTS

### 13.7 Rules

#### Amend 13.7.1 Permitted Activities as follows:

##### 13.7.1 Permitted Activities

- a) Except where specifically provided for as Restricted Discretionary or Non-Complying activities, the erection of the following signs shall be Permitted Activities in all zones, subject to compliance with the General Standards and Site Standards:-
- ~~a) Traffic signs on Council roads, New Zealand Transport Agency signs on State Highways, signs approved by the Council as Roading Authority or signs approved under the NZTA bylaw 1987/3 or New Zealand Transport Agency signs approved for service and tourism activities; including signs denoting the name of a street or the street number of premises; or signs providing onsite traffic directions for an activity, where the signs are visible from a public place such as a park, reserve or road.~~
- ~~b) Temporary signs for community, educational and recreational events and during building construction in all Zones.~~
- ~~c) Signs in connection with and on the same site as any utility, community facility, conservation area, recreational track or public reserve in all Zones.~~
- ~~d) Signs advertising that a property is for sale in all Zones.~~
- ~~e) Signs in all Business Zones, including Commercial Area of the Aquatic Park Zone.~~
- ~~f) Signs in all Residential, Open Space Zones and Rural Zones, and the Residential and Recreational Areas of the Aquatic Park Zone, except where specified as a non-complying activity.~~
- ~~g) Advertising blimps or balloons in all Zones.~~

#### Amend 13.7.2 Restricted Discretionary Activities as follows:

Except where specifically provided for as Non-Complying activities, the erection of the following signs are Restricted Discretionary Activities, with the exercise of the Council's discretion being restricted to the matter(s) specified in the relevant ~~standard or rule:~~ Assessment Matter:

- a) Any sign ~~listed as a permitted activity~~ not listed as a Restricted Discretionary or Non-Complying Activity which does not comply with any one or more of the General Standards and/or the Site Standards.
- b) The following signs in the Business Zones and in the Commercial Area of the Aquatic Park Zone, in relation to their effect on traffic safety.....

### 13.8 General Standards

#### Amend 13.8 General Standards as follows:

.....

- e) No sign shall be erected on or adjacent to a road which will:
- obstruct the line of sight of any corner, bend, intersection or vehicle crossing;
  - obstruct, obscure or impair the view of any traffic sign or signal;
  - physically obstruct or impede traffic or pedestrians
  - resemble or be likely to be confused with any traffic sign or signal;
  - use reflective materials that may interfere with a road user's vision;
  - ~~• use flashing or revolving lights;~~
  - project light onto the road so as to cause a hazard or distraction to users of the road (including pedestrians).
- f) The minimum lettering sizes in Table 13-1 below shall apply to all signs located within 10 horizontal metres of a road: ....

### 13.9 Site Standards

#### Amend 13.9.1 Temporary Signs as follows:

- a) Temporary signs for community, educational, election campaign, or recreational events and during building construction shall have a maximum area of ~~3~~ 5m<sup>2</sup> and be limited to one per site.
- b) Temporary signs shall not be erected more than six months prior to the date of the commencement of the activity advertised nor remain erected more than one week following completion of that activity.

*Note: This activity is not subject to any other site standard.*

#### 13.9.2 Signs in connection with and on the same site as any utility (except Transmission Line Support Structures), community facility, conservation area, recreational track or public reserve

- a) Signs in connection with, and on the same site as any utility, community facility, conservation area, recreational track or public reserve shall:
- be a maximum 1m<sup>2</sup> in area where signs are visible from any public road, public reserve or adjoining property except that:

- in any Rural or Open Space Zones, where signs are visible from any public road, other public reserve, or adjoining property, signs shall be a maximum of 3m<sup>2</sup> in area.
- be limited to those necessary for giving direction, identifying the site/facility, identifying a utility operator, displaying public information or assisting public safety.
- be separated by a minimum of 100 metres, where the signs are located on any one site

*Note: This activity is not subject to any other site standard.*

**Add a new clause as follows:**

**13.9.3 Signs on Transmission Line Support Structures**

- a) Signs on a transmission line support structure intended to identify the structure or its owner must together cover an area of not more than 1m<sup>2</sup>.
- b) Signs that are intended to help with safety or navigation must together cover an area of no more than 6m<sup>2</sup>.

*Note: This activity is not subject to any other site standard.*

**Amend 13.9.3 For Sale Signs as follows:**

**13.9.3-13.9.4 For Sale Signs**

- a) Signs advertising that a property is for sale shall be a maximum  $\pm 2$ m<sup>2</sup> in area.
- b) Signs shall be located on the property which is for sale.
- c) For Sale signs shall be removed within two weeks of a property no longer being offered for sale.

*Note: This activity is not subject to any other site standard.*

**Amend clause 13.9.4 Advertising Blimps or Balloons as follows:**

**13.9.4 13.9.5 Advertising Blimps or Balloons**

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*Note: This activity is not subject to any other site standard.*

**~~13.10~~ All Business Zones and Commercial Area of the Aquatic Park Zone**

**~~13.10.1~~ 13.9.6 Size of Signs**

- a) The maximum size of any sign shall be:

- 20% of the area of the building façade facing a road, and the sign shall be attached for its full width and length to the façade of a building, or painted directly onto a building.
- 5m<sup>2</sup> in area for freestanding signs, which shall be limited to one per site except where:
  - a site has a more than one road frontage, freestanding signs are limited to one per road frontage.
  - a site has more than 20 metre of road frontage, freestanding signs are limited to a maximum of two.

**Amend 13.10.2 Location of Signs as follows:**

~~13.10.2~~ **13.9.7 Location of Signs**

a) All signs shall be a minimum of:

- 2.5 metres above a footpath, and
- ~~0.75m~~ 0.5m setback from the kerb of a road or road boundary.

except where the sign is attached for its full length and width to the façade of a building. Veranda fascia signs shall not exceed 900mm in height. See Figure 13-2 below.

**Amend 13.10.3 Signs Attached To Verandas as follows:**

~~13.10.3~~ **13.9.10 Signs Attached To Verandas**

Under veranda signs shall be ~~at least~~ no closer than 1.5m ~~separated~~ from any other under veranda sign.

b) Signs above verandas but attached to the veranda (~~excl. veranda fascia signs~~) shall not exceed 1.2m in height above the top of the veranda or not extend beyond the profile and height of the building, whichever is less, and shall be setback at least 500mm from the fascia line.

~~13.11~~ **Signs in the Business E Zone**

**13.9.11 Signs in the Business E Zone**

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~~13.12~~ **Rural, Residential and Open Space Zones and in the Residential and Recreational areas of the Aquatic Park Zone**

~~13.12.1~~ **13.9.12 Number of Signs**

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~~13.12.2~~ 13.9.13 Size of Signs

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~~13.12.3~~ 13.9.14 Location of Signs

~~13.12.4~~ 13.9.15 Illumination of signs

Amend 13.13 Assessment Matters as follows:

~~13.13~~ 13.10 Assessment Matters

~~13.130.1~~ Visual Amenity

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~~13.130.2~~ Traffic and Pedestrian Safety

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~~13.10.3~~ Signs Attached To Trees

- a) Nature/type of sign;
- b) How the sign will be attached to the tree;
- c) What materials will be used to attach the sign;
- d) whether the sign is temporary or permanent;.
- e) Any potential to restrict the growth or otherwise detract from the health of the tree.