



## 4D. Signs

### Explanatory statement

A significant proportion of the Western Bay of Plenty District's rural area is intensively developed for the production of horticultural crops. Much of the area developed for horticulture adjoins or is in close proximity to the four State Highways which traverse the District, in particular State Highway 2. Associated with this is the desire of many landowners to sell produce direct from their property to the public. The District is also growing in popularity as a holiday and tourist destination. Associated with this is a growth in the provision of activities to cater for demand. These activities are dependent on attracting the travelling public onto their site. A usual means of doing so is by the provision of signs.

Signs do have an impact on the visual amenity of the District and can have an affect on traffic safety. This can be both positive and negative.

The provisions in the Plan are designed to meet the needs of the community whilst avoiding or mitigating adverse environmental effects such as traffic safety and impact on visual amenity.

Traffic safety is to be enhanced by providing for advance warning signs and through the provision of community and group signboards which will reduce the need for a proliferation of individual signs. Similarly, through a reduction in the need for individual signs it is intended that over time visual amenity, particularly in rural areas will improve. Advance warning signs are for traffic safety reasons, and on major roads they may be provided for on the road reserve subject to approval by the New Zealand Transport Agency and Council as appropriate.

### 4D.1 Significant issues

1. The size, type, colour, number and location of signs can have an adverse effect on traffic safety, the efficiency of the roading network, and visual amenity.
2. Activities attracting people to a property can have an adverse effect on traffic safety especially if the activity and entry to the property are not clearly indicated.

### 4D.2 Objectives and policies

#### 4D.2.1 Objectives

1. Protection of the visual amenity of the District from the adverse effects of signs while recognising the different sensitivities of different locations.
2. Avoidance of the adverse effects of signs on the safe and efficient operation of roads within the District.
3. Mitigation of the adverse effects on traffic safety of activities which attract people to the site where the activities are taking place.



#### 4D.2.2. Policies

1. Signs should not be of a size, type, colour, number and/or location as to be incompatible with the visual amenity of the respective zone.
2. Signs visible from roads should be positioned and designed so that the signs do not distract motorists or otherwise impair their ability to drive safely.
3. Signs should be positioned and designed so as to clearly indicate where an activity is.

### 4D.3 Activity lists

#### 4D.3.1 Permitted Activities

##### 4D.3.1.1 Rural, Future Urban, Post Harvest and All Terrain Park Zones

- (a) In conjunction with Permitted Activities

A maximum cumulative area of 3m<sup>2</sup> per lot for the purposes of advertising the services offered or the sale of goods/produce manufactured or grown on the lot (stalls) on which the signs are to be located and/or signs stating the occupants name, profession, occupation, trade or property name (where these are Permitted Activities on the property).

- (b) Off Site Advance Warning Signs for activities located on roads other than Strategic Roads:
- (i) Limited to one each side of the subject site with an area of no more than 1m<sup>2</sup> per sign and located between 200 and 500m distance from the site.
  - (ii) Wording shall be generic in nature or use international symbols rather than incorporating specific names or logos (e.g. arts and crafts 250m) unless otherwise provided for in a resource consent.

##### 4D.3.1.2 Residential and Rural-Residential Zones

A sign stating occupant's name, occupation, or property name limited to a maximum area of 0.5m<sup>2</sup>.

##### 4D.3.1.3 Commercial and Industrial Zones (except Te Puna and Omokoroa)

Except as provided in Rule 4D.3.1.5(a) below on any site signs shall not exceed any combination of the following:

- (a) One freestanding sign not exceeding 10m in height, and up to 2m in width;
- (b) One freestanding sign not exceeding 3m in height and 2m in width for every 30 linear metres of road frontage;



- (c) Signs, whether painted or attached, covering up to 30% of the total wall area of the building, within the profile of the building;
- (d) No sign shall be placed on or above any building roof, ridgeline or parapet.
- (e) Any illuminated sign shall be designed and operated in accordance with Rule 4D.4.1.4.
- (f) Where a boundary of a Commercial or Industrial Zoned property adjoins or faces (ie. across a street from) an existing or proposed reserve or a zone that is not commercial or industrial, signs on that property boundary shall be limited to a maximum area of 6m<sup>2</sup>.
- (g) Where a boundary of a Commercial or Industrial Zoned property adjoins a Strategic Road, signs shall be limited to:
  - (i) the physical confines of the walls of the building if the sign is located on or attached to a building.
  - (ii) one freestanding sign (single or double sided) up to a maximum of 9m high and a maximum of 3m wide.
  - (iii) on site traffic directional signs up to a maximum area of 0.5m<sup>2</sup> each.
  - (iv) non-fixed (sandwich) board signs are not permitted.

#### **4D.3.1.4 Te Puna Industrial Park**

- (a) At the entrance of each road or access onto Te Puna Station Road, one composite sign shall be permitted, advertising the combined activities within the zone and shall be limited to a maximum of 9m high and a maximum of 3m wide and a total area for each sign of 18m<sup>2</sup>.
- (b) In conjunction with each activity, signs on each site shall be limited to one freestanding sign (single or double-sided) up to a maximum of 5m high and a maximum sign area of 6m<sup>2</sup>.

#### **4D.3.1.5 Omokoroa Commercial and Industrial Zones**

- (a) Signage on industrial or commercial frontages along Omokoroa, Hamurana, Francis and roads providing access to residential areas shall be limited to:
  - (i) no more than one 1m<sup>2</sup> directional traffic and/or pedestrian sign up to a maximum area of 1m<sup>2</sup> per lot, and
  - (ii) a single freestanding business sign per site (single or double sided) up to a maximum of 3.0m x 1.2m (height x width) located at the vehicular entrance to the site – perpendicular to the roadway; and



- (iii) a single sign for each business on the site mounted to the building façade of the businesses principle building to a maximum dimension of 3m x 1.2m (in any orientation) no higher than 4.5 m above ground level.
- (iv) Non- fixed (sandwich) board signs are not permitted

#### 4D.3.1.6 Temporary signs (all zones)

- (a) Signs for community activities and events

Signs advertising community activities or events provided such signs are not larger than 3.0m<sup>2</sup> in area, and are displayed no longer than three months prior to the date of the activity or event. All such signs are to be removed within five working days after the date of the event or activity.

- (b) Electoral signs

Signs related to elections provided such signs are not larger than 3.0m<sup>2</sup> in area.

- (c) Signs advertising sale of land or buildings

Signs advertising the sale of land and/or buildings provided such signs are located on the property to which they relate. The purpose of such signs is to advertise the fact that the property on which they stand is for sale. Signs of a more general nature promoting real estate companies, agents or similar are not permitted.

#### 4D.3.1.7 Official signs (all zones)

#### 4D.3.2 Discretionary Activities

##### 4D3.2.1 In conjunction with activities for which a resource consent has been granted:

- (a) Signs located on or attached to a building limited to the physical confines of the walls of the building.
- (b) One freestanding sign (single or double sided) up to a maximum of 5m high and a maximum of 3m wide, except where there are dual entrances that are required as a condition of a resource consent in which case a freestanding single sided sign shall be permitted at each entrance up to a maximum of 5m high and a maximum of 3m wide each.
- (c) On site traffic directional signs up to a maximum area of 0.5m<sup>2</sup> each.

##### 4D.3.2.2 Community signboards

- (a) Communities adjoining State Highways (Katikati, Te Puke and Paengaroa)



- (i) One signboard with an area up to a maximum of 12m<sup>2</sup> at each entrance point to the township concerned.
  - (ii) Subject matter shall be limited to the town logo and tourist related activities established by way of resource consent. Advertising is not permitted for other individual commercial businesses.
- (b) Communities located off State Highways (Omokoroa, Athenree, Maketu etc).
- (i) Advance warning signs  

One sign located adjacent to the State Highway on either side of the intersection. Each sign shall not exceed 3m<sup>2</sup> in area and shall be located between 200 and 500m from the intersection. Sign content shall be limited to the community's name/logo, directional information and a generic message as to key facilities available which would be of interest to the travelling public.
  - (ii) Community signboard  

A single sign structure not exceeding 12m<sup>2</sup> in area located within or adjacent to the District road reserve at a convenient and safe distance from the State Highway intersection. Sign content may along with the community logo and advertising for tourist related activities and attractions also include commercial advertising for non-tourist related business.
- (c) The Council shall be responsible for establishing and administering community signboards within the road reserve.

#### 4D.3.2.3 Group signboards

This rule applies to signs located in the vicinity of intersections with State Highways where two or more lawfully established activities are located along District side roads.

- (a) Advance warning signs  

Two signs in total (not per activity), one either side of the intersection at a distance between 200 to 500m from the intersection. The maximum area per sign is 2m<sup>2</sup>. Sign content shall be limited to a generic description of goods, tourist attractions/services available and directional information.
- (b) Group signboards  

A single structure not exceeding 6m<sup>2</sup> in area located within or adjacent to the road reserve between 200 and 500m from the intersection with the State Highway.



Sign content may along with advertising for tourist attractions, tourist oriented services, the sale of locally grown produce and locally produced arts and crafts also include commercial advertising for non-tourist related businesses.

The Council shall be responsible for establishing and administering group signboards within the road reserve.

#### **4D.3.2.4 Illuminated signs in Commercial and Industrial Zones.**

Illuminated signage in a Commercial or Industrial Zone that produces a luminance exceeding 600 cd/m<sup>2</sup> but not exceeding 800 cd/m<sup>2</sup> and complies with the artificial lighting rules for a Permitted Activity. In addition, no light source used for the sign shall be visible from any adjoining site including roads and reserves, except where the light source is neon or side emitting fibre optics.

#### **4D.3.2.5 Flashing signs in Commercial and Industrial Zones**

Any illuminated signage in a Commercial or Industrial Zone with a flashing component and a luminance less than 600 cd/m<sup>2</sup>.

#### **4D.3.3 Non-Complying Activities**

For the avoidance of any doubt, the following activities shall be deemed and assessed as Non-Complying Activities.

- (i) Illuminated signage that produces a luminance exceeding 400 cd/m<sup>2</sup> for any sign located in a Rural, Rural-Residential, Future Urban or Residential Zone.
- (ii) Any illuminated signage where the light source is visible from any adjoining site and is not illuminated with neon or side emitting fibre optic
- (iii) Any illuminated signage in a Commercial or Industrial Zone with a flashing component and a luminance of 600 cd/m<sup>2</sup> or more.
- (iv) Illuminated signage in a Commercial or Industrial Zone that produces a luminance exceeding 800 cd/m<sup>2</sup>.
- (v) Any flashing sign in a Rural, Rural-Residential, Future Urban or Residential Zone.

#### **4D.3.4 Prohibited Activities**

- (a) The erection, placement or display of any sign which relates to goods, services, places of interest, facilities or other activities which are not located on the site on which the sign is located (excludes community and group signboards and advance warning signs as specified in Rule 4D.3.2).



Except that:

Signs in the vicinity of the State Highway 2/Bell Road intersection relating to the Papamoa shopping centre shall be Discretionary Activities subject to any such signs being in accordance with 4D.3.2.2(b).

- (b) No sign or other advertising medium may be erected or otherwise displayed when viewed from a public place or private property, that contains words, images, models or other items, that are sexually explicit, lewd or otherwise offensive, in any zone.

Offensive is defined for the purposes of this rule as likely to cause a serious offence to ordinary members of the public who may view such object".

## **4D.4 Activity Performance Standards**

### **4D.4.1 General**

The following performance standards shall be met by all Permitted Activities and shall be used as a guide for all other activities.

#### **4D.4.1.1 Calculation of sign areas**

Signs may be single sided, double sided or "v" shaped (provided that the internal angle of the "v" does not exceed 90°) and their area calculated from one face only. Where the lettering is on a wall or fence the area of the sign is that enclosed by a line drawn around the perimeter of the sign lettering and associated artwork.

#### **4D.4.1.2 Location of signs**

- (a) Except where specifically provided for, no sign shall be located within a legal road reserve nor on land other than that occupied by the activity to which the sign relates.
- (b) Yard requirements relating to buildings shall not apply.
- (c) Signs shall be sited such that they do not restrict visibility to and from intersections and property accesses.

#### **4D.4.1.3 Sign height**

The maximum height of any sign not the subject of a separate resource consent shall be the same as that applying to buildings within the zone in which the property concerned is located.

#### **4D.4.1.4 Sign lighting**

Signs shall not be illuminated unless the sign complies with the following criteria;



- (i) The sign is either located in a Commercial or Industrial Zone, or the sign forms part of a commercial activity in a Rural, Rural-Residential, Future Urban or Residential Zone and the activity has been approved in accordance with a land use consent,
  - (ii) For signs located in a Commercial or Industrial Zone, the sign may only produce a luminance up to but not exceeding 400 cd/m<sup>2</sup> for signs 10m<sup>2</sup> or greater and 600 cd/m<sup>2</sup> for a sign less than 10m<sup>2</sup> and shall comply with the artificial lighting for a Permitted Activity,
  - (iii) For signs located in a Rural, Rural-Residential, Future Urban or Residential Zone, the sign may only produce a luminance up to but not exceeding 400 cd/m<sup>2</sup> and shall comply with the artificial lighting for a Permitted Activity,
- and
- (iv) With the exception of neon and side emitting fibre optic signs, no light source used for the sign shall be visible from any adjoining site including roads and reserves.

#### **4D.4.1.5 Subject matter**

The subject matter of any sign shall be specific to the lawfully established activity to which it relates.

#### **4D.4.1.6 Design**

Signs shall not conflict with the colour combinations or shape of traffic signs.

### **4D.5 Other methods**

- 4D.5.1 The New Zealand Transport Agency has its own Bylaws that regulates the placement of signs on State Highway reserve.
- 4D.5.2 Signs on District road reserve are controlled by the Traffic Regulations and administered by the Western Bay of Plenty District Council.
- 4D.5.3 Off-site advance warning signs may be located on State Highway, Regional and District arterial road reserves for traffic safety purposes. They shall be located by (and upon request to) New Zealand Transport Agency and Council as appropriate in accordance with the requirements specified in their respective Bylaws.
- 4D.5.4 Council will develop design guidelines for signs.