

## SIGN – Signs

The purpose of signs and other forms of outdoor advertising is to convey information to the public. Such information may include identifying properties, giving notice of forthcoming events, informing of the availability of goods and services and giving directions to pedestrians and traffic. Although signs are essential throughout the District for the information they provide to the public, they have the potential to cause adverse environmental effects, particularly in respect of transport safety and visual amenities.

The ability of the environment to accommodate signs varies considerably between commercial, residential and rural environments. The greatest concentration of outdoor advertising is in commercial areas where signs are necessary for business promotion. However, in residential and rural areas, where the maintenance and enhancement of amenity values are important, the potential adverse effect of signage is of greater significance.

Key defined terms for this chapter	
Term	Definition
Amenity or Amenity Values	<p>has the same meaning as defined in Section 2 of the Resource Management Act 1991, which at the notification date of this Plan, means:</p> <p><i>"those natural or physical qualities and characteristics of an area that contribute to people's appreciation of its pleasantness, aesthetic coherence, and cultural and recreational attributes."</i></p>
Sign (NPS)	<p>Means any device, character, graphic or electronic display, whether temporary or permanent, which:</p> <ul style="list-style-type: none"> <li>a. is for the purposes of: <ul style="list-style-type: none"> <li>i. identification of or provision of information about any activity, property or structure or an aspect of public safety;</li> <li>ii. providing directions; or</li> <li>iii. promoting goods, services or events; and</li> </ul> </li> <li>b. is projected onto, or fixed or attached to, any structure or natural object; and</li> </ul>

	<p>includes the frame, supporting device and any ancillary equipment whose function is to support the message or notice.</p>
<p>Site (NPS)</p>	<p>Means:</p> <ul style="list-style-type: none"> <li>a. an area of land comprised in a single record of title under the Land transfer Act 2017; or</li> <li>b. an area of land which comprises two or more adjoining legally defined allotments in such a way that the allotments cannot be dealt with separately without the prior consent of the council; or</li> <li>c. the land comprised in a single allotment or balance area on an approved survey plan of subdivision for which a separate record of title under the Land transfer Act 2017 could be issued without further consent of the Council; or</li> <li>d. despite paragraphs (a) to (c), in the case of land subdivided under the Unit Titles Act 1972 or the Unit Titles Act 2010 or a cross lease system, is the whole of the land subject to the unit development or cross lease</li> </ul>

<p>Cross-references</p>
<p>In addition to the zone chapters, several district-wide and overlay chapters also contain provisions that may be relevant to signs, including:</p> <p>TRAN - Transport</p> <p>LIGHT - Light</p> <p>HH - Historic Heritage</p>

## Issues

<b>SIGN-I1</b>	<b>Traffic and pedestrian safety</b>
<p><i>Signs</i> and outdoor advertising have the potential to compromise traffic and pedestrian safety.</p>	
<b>SIGN-I2</b>	<b>Amenity value</b>
<p>The provision of <i>signs</i> and outdoor advertising has the potential to adversely affect <i>amenity</i> values.</p>	

## Objectives

<b>SIGN-O1</b>	<b>Traffic and pedestrian safety</b>
<p>To recognise the need for <i>signs</i> and outdoor advertising that convey necessary information provided that any adverse effects are avoided or mitigated.</p>	
<b>SIGN-O2</b>	<b>Amenity value</b>
<p>To provide for <i>signs</i> and outdoor advertising that maintain and enhance <i>amenity values</i> of the Kaikōura District.</p>	

## Policies

<b>SIGN-P1</b>	<b>Manage effects of <i>signs</i> on traffic and pedestrian safety</b>
<ol style="list-style-type: none"> <li>1. To prevent the display of <i>signs</i> and outdoor advertising that may adversely affect motorist and pedestrian safety by causing confusion or distraction or obstructing the views and access of motorists or pedestrians.</li> <li>2. To promote the construction and display of <i>signs</i> and outdoor advertising in a manner that does not provide any danger to people or property in the Kaikōura District.</li> <li>3. To discourage <i>signs</i> and outdoor advertising in public places or reserves unless they are <i>signs</i> required for direction, public information or public safety.</li> </ol>	
<b>SIGN-P2</b>	<b>Manage effects of <i>signs</i> on <i>amenity values</i></b>

1. To control the number, location, size and type of *signs* in the environments of the Kaikōura District in recognition of the character and *amenity* of particular areas.
2. To encourage *signs* to be located on the *site* of a particular activity.
3. To promote a consistent style of signage throughout the District.

## Methods Other Than Rules

<b>SIGN-M1</b>	<b><i>Signs</i> bylaws</b>
Development and implementation of a by-law regulating the size, type, form, number and location of <i>signs</i> and outdoor advertising.	
<b>SIGN-M2</b>	<b>Consultation with Waka Kotahi NZ Transport Agency</b>
The Council will consult with Transit New Zealand in developing suitable controls for <i>signs</i> adjacent to State Highways.	

## Principal Reasons

<b>SIGN-PR1</b>	<b><i>Signs</i> can affect traffic and pedestrian safety</b>
<p><i>Signs</i> and outdoor advertising have the potential to adversely affect traffic safety. They could be placed in inappropriate locations or be of inappropriate sizes, forms or designs and may distract drivers. The potential adverse effects of <i>signs</i> on traffic safety are most significant on roads such as State Highway 1 where the potential for traffic accidents is significant due to higher traffic volumes and speeds.</p> <p>However, the resource consent process raises difficulties with applications for <i>signs</i>. On the one hand, all <i>signs</i> are intended to be highly visible. On the other hand, rules in the District Plan would normally seek to avoid and mitigate the high visibility for which <i>signs</i> are designed. It is often difficult to balance the need to permit <i>signs</i> with the need to control their effects through the consent process. This creates problems for applicants, problems for Council officers in their assessment of <i>sign</i> consents, and problems for decision makers when deciding whether to grant or refuse consent. It can also result in time and financial outlay disproportionate to the visual effects of <i>signs</i>.</p> <p>Section 32 of the Resource Management Act allows effects of activities to be controlled by means other than rules in a District Plan. A <i>signs</i> bylaw on its own is considered the most effective and efficient way of controlling adverse effects of <i>signs</i>. A bylaw allows effects of</p>	

*signs* to be adequately controlled through a permit system, while avoiding the additional time and expense involved in the resource consent process. For these reasons, the District Plan contains no rules relating to *signs* or outdoor advertising.

Advertising *signs* are restricted in the bylaw to *sites* on which they relate. This is to avoid proliferation of *signs* along the margins of roads and adjacent to intersections. However, Transit New Zealand has a policy of providing for tourist and motorist service *signs* at appropriate locations on state highway reserves to advertise qualifying activities which are remote from the highway.

*Signs* located on footpaths have the potential to impede pedestrian access. In particular, *signs* located on footpaths in the West End commercial area have the potential to have adverse effects on pedestrian safety due to the number of businesses and the number of people using the footpaths in this area. For this reason, “A” frame or sandwich board *signs* require a permit under the Signs Bylaw.

<b>SIGN-PR2</b>	<b><i>Signs can affect amenity values</i></b>
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*Signs* and outdoor advertising can adversely affect *amenity values*. In rural and residential areas, the protection of *amenity values* is particularly important. *Signs* and outdoor advertising should not detract from the *amenity* of living environments. *Signs* in commercial areas may also detract from the *amenity* of commercial environments.

The number, size, form and location of *signs* is therefore controlled in all areas, under the Signs Bylaw.

## Anticipated Environmental Results

<b>SIGN-A1</b>	<b>Anticipated environmental results relating to <i>signs</i></b>
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1. *Signs* and outdoor advertising necessary to convey information for the social, economic and cultural welfare of the community.
2. Minimal adverse effects of outdoor advertising on traffic and pedestrian safety.
3. Improved pedestrian access in the West End commercial area.
4. The avoidance and mitigation of any adverse effects of *signs* and outdoor advertising on the visual amenities of the Kaikōura District.
5. The establishment of information *signs* at the entrances to Kaikōura township and at other *sites* of natural, cultural and historic interest.
6. Regulation on the size, type, form, number and location of *signs* in the Kaikōura District.

