

16. Outdoor Advertising

16.1 Introduction

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.

16.2 Issue 1 - Traffic and Pedestrian Safety

Signs and outdoor advertising have the potential to compromise traffic and pedestrian safety.

16.2.1 Objective 1

To recognise the need for signs and outdoor advertising that convey necessary information provided that any adverse effects are avoided or mitigated.

16.2.2 Policies

1. To prevent the display of signs 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.
2. To promote the construction and display of signs and outdoor advertising in a manner that does not provide any danger to people or property in the Kaikoura District.
3. To discourage signs and outdoor advertising in public places or reserves unless they are signs required for direction, public information or public safety.

16.2.3 Implementation Methods

1. Development and implementation of a by-law regulating the size, type, form, number and location of signs and outdoor advertising.
2. The Council will consult with Transit New Zealand in developing suitable controls for signs adjacent to State Highways.

Explanation and Reasons

Signs 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 signs 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.

However, the resource consent process raises difficulties with applications for signs. On the one hand, all signs 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 signs are designed. It is often difficult to balance the need to permit signs with the need to control their effects through the consent process. This creates problems for applicants, problems for Council officers in their assessment of sign 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 signs.

Section 32 of the Resource Management Act allows effects of activities to be controlled by means other than rules in a District Plan. A signs bylaw on its own is considered the most effective and efficient way of controlling adverse effects of signs. A bylaw allows effects of 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.

16.3 Issue 2 - Amenity Value

The provision of signs and outdoor advertising has the potential to adversely affect amenity values.

16.3.1 Objective 2

To provide for signs and outdoor advertising that maintain and enhance amenity values of the Kaikoura District.

16.3.2 Policies

1. To control the number, location, size and type of signs in the environments of the Kaikoura 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.

16.3.3 Implementation Methods

1. Development and implementation of a by-law regulating the size, type, form, number and location of signs and outdoor advertising.
2. The Council will consult with Transit New Zealand in developing suitable controls for signs adjacent to State Highways..

Explanation and Reasons

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 business areas may also detract from the amenity of business environments.

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

16.4 Anticipated Environmental Results

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 business area.
4. The avoidance and mitigation of any adverse effects of signs and outdoor advertising on the visual amenities of the Kaikoura District.
5. The establishment of information signs at the entrances to Kaikoura 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 Kaikoura District.

