

On-Road Directional Signage Policy

Adopted – Infrastructure Services Committee 3 May 2011

Background and Purpose

The Council adopted the *Queenstown Lakes District Signs Bylaw 2006* to enable and facilitate the orderly use of signs in the Queenstown-Lakes District. The aim of the Signs Bylaw is to protect amenity values, avoid visual pollution and enable signs to provide public information with the least possible detrimental impact on landscape amenity (whether natural or built), for the convenience and safety of the public.

Therefore, this policy seeks to provide clarity on the type of directional signs that QLDC will approve and will be used by staff when considering requests for new signs and as a design guide to rationalise the existing signage within the District.

Authority

These procedures only relate to roads that are under the authority of the QLDC.

Signage within all parts of the State Highway network falls under the authority of the NZ Transport Agency (NZTA). Applications for signs within this network are to be made to the NZTA which has its own specific standards.

Principles

1. A sign within public road boundaries should be the most effective means of informing the reader and should not be in addition to on-site signage clearly visible from the road or traffic management signage installed by QLDC.
2. Signage should be consistent with public information signage provided by the Council and comply with the Council sign policy and/or MOTSAM.
3. If approved, signs shall only be erected by the Council.
4. Signs should be reviewed regularly to ensure they are still relevant.
5. The information should be generic referring to the type of activity rather than the specific name of the facility.

Categories

There are 3 different categories of facilities that may warrant directional signs:

1. General Information Signs

These signs will provide direction to public amenity services and facilities, and items of local interest. These are generally non-commercial in nature and are likely to be sought by significant numbers of visitors to the area.

Examples of services and facilities that may qualify for signage are:

- Parks and gardens
- Sporting facilities
- Libraries

- Cemeteries
- Community Halls
- Transfer stations
- Recycling depots
- Hospitals
- Civil Defence centres
- Churches
- Schools and colleges
- Shopping Centres
- Medical centres that provide accident and emergency services to the public outside normal business hours

Grouped commercial activities such as shopping centres may be considered a public amenity, but not individual commercial establishments.

Primary and secondary schools should only be signed if they have some special facility that is likely to be sought by visitors e.g. playing fields, night classes etc

Sporting and recreational grounds should be identified by the shortest name by which the facility is commonly known.

A denominational name may be included on signs indicating churches.

General information signs shall have black writing on a yellow background.

2. Tourist Facility Signs

A tourist facility is defined as a commercial enterprise, geographic feature or scenic route which is mainly of interest to tourists.

(i) Commercial enterprises include:

- Museums
- Wildlife parks
- Fauna parks
- Historic homes
- Wineries
- Galleries
- major tourist attractions such as National Parks and Ski resorts

To be considered for signing as a tourist facility the enterprise should be:

- A significant tourist attraction
- Must be open to the general public at reasonably expected times
- Have adequate parking available in the immediate vicinity

(ii) Geographic features include:

- Lakes
- Historical markers
- Waterfalls
- Rock formations
- Scenic lookouts

- Scenic routes

To be considered for signing as a tourist facility the feature should:

- Be of sufficient interest to warrant encouraging tourists to stop and visit the site.
- Have adequate parking available either at the site or at the beginning of a walking track.

Tourist facility signs shall have white borders and worded legends on brown backgrounds.

3. Motorist Service Signs

These signs will provide direction to services which:

- (i) are commonly required by travellers;
- (ii) can be identified by an internationally recognised symbol.

Examples of services that may warrant signing include:

- Accommodation (Lodges, hotels, motels, guest houses, backpackers, youth hostels, etc)
- Camping Grounds
- Caravan Parks
- Official Information Centres
- Emergency medical services (only when available on a 24 hour basis)
- Public Toilets
- Waste disposal points (Campervans & Caravans only)
- Public Parking areas
- Boat Ramps

Motorist Service signs shall have white borders, symbols and worded legends (when appropriate), on blue backgrounds.

3.1 Accommodation Signs.

Directional signage will be permitted for visitor accommodation at intersections outside of the Town Centre Zones providing they do not adversely affect road safety and amenity. The business should be located on a side road and should not be visible from an arterial road.

Camping grounds and caravan parks which tend to be in more remote locations may be signed from an arterial road with the distance in km displayed on the sign. The facility may be at some distance along the arterial road or may be located at some distance along a side road.

Visitor accommodation that qualifies for signage must be available to casual travellers at all times and be registered with QLDC as an accommodation provider. Signage proposals must meet the following criteria:

- No signs to be located in the Town Centre Zones.
- The sign should be generic i.e. motel, camping ground, backpackers and may contain a standard logo in accordance with MOTSAM
- Where similar accommodation facilities can be signed in all directions at an intersection, then no signage will be provided.

Examples of directional signs not permitted

- Petrol Stations
- Day care facilities
- Rest homes
- Physiotherapist
- Chiropractor
- Doctor's Surgery (Those that do not come within the definition of Medical Centres that may be permitted under General Information Signs)
- Art Gallery (Commercial)
- Pet Kennels

Exceptions

The council will consider exceptions to the approach set out in this policy. Applications for exceptions will be considered by either the Wanaka Community Board or the Infrastructure Services Committee. Applications must set out clearly why the exception is warranted in terms of the aim of this policy and the community outcomes adopted by the Council.

Applications

A request shall be made in writing to the QLDC for a directional sign and the appropriate fee paid as determined by the QLDC fees and charges.

The application with the proposed wording will be considered by the Transport Manager. Signs will be ordered and erected by the QLDC with the cost of each sign to be met by the applicant.

Signs will be erected on existing posts but where there is no post, the applicant will be responsible for the cost of erecting a new post and sign.

Signs should only be provided at a location which indicates the most convenient route to the device or facility. Signs may be provided at two or more locations when:

- The facility generates an appreciable amount of traffic
- Where similarly convenient routes originate at widely separated points on major roads, and
- Where a number of alternative routes are needed to accommodate the traffic volume e.g. a large shopping complex

A maximum of three signs (including street name signs) can be used at any one location.

Hierarchy of sign position on post:

1. Street name
2. Public amenity
3. Tourist attraction
4. Visitor accommodation

Maintenance

Any maintenance required or replacement of sign will be at QLDC's cost. The QLDC reserves the right to remove any signs after communication with the relevant business owner.

Compliance

All existing signs that do not comply with this policy will be removed. If the sign has an existing permit, the applicant will be contacted before removal.

For the purposes of clarification, this policy does not apply to any other signage approved and erected by the QLDC as it decides fit.