

DISTRICT PLAN
FACT SHEET



Signs Chapter 31

Signs provide information to residents and visitors for a variety of purposes. But they can have negative effects on visual amenity and traffic and pedestrian safety.

Managing these effects will assist in maintaining a quality environment. The signs chapter will apply to all zones of the Proposed District Plan, with specific rules applying to each zone. You'll find more detailed information within the full chapter.

WHAT'S BEING PROPOSED:

Commercial Areas:

Signs are an important part of a commercial area; they can improve the flow of pedestrians and traffic, directing people to where they want to go.

Signs in commercial areas will generally still require a resource consent so that Council can consider (and have the opportunity to place conditions on) things like design, location, safety and compliance with guidelines.

Commercial Areas cont:

A new rule is proposed to introduce a maximum sign area of 5m² per tenancy at ground floor level, signs exceeding this size will require discretionary activity resource consent.

Heritage Signage:

Signs on a heritage feature or within a heritage precinct listed in the Proposed District Plan Chapter 26 Historic Heritage will still require discretionary activity resource consent.

Residential and Rural Areas:

There are no significant changes proposed to signage rules that apply to the residential and rural areas zones.

Council reserves:

There will be flexibility for signs within Council Reserves to allow for parks information, way finding and signs associated with temporary events. This recognises the community benefits of events and the limited duration of the adverse effects of events signs.

Off-site signs:

More restrictive rules will continue to apply to off-site signage, recognising the more significant effects they can have on visual amenity.

Hoardings:

Hoardings, which are signs that are purely for commercial brand awareness and also do not relate to an activity conducted on the site of the sign, will become a prohibited activity. This means they will not be allowed.

Signs within roads:

A new rule will formalise the management of signs within roads. This applies to all land within the roading corridor, including the road reserve. Signs within roads are also controlled by the Council as the landowner.

Signs associated with a road network activity or public amenity will be permitted, as well as a limited number of other sign types, including signs for approved temporary events and filming, and electioneering signs.



Want to get into more detail?

Full details and other resources are available at www.qldc.govt.nz/proposed-district-plan