

18.2 Signs - Rules

18.2.1 Structure of the Rules

Three Activity Tables 'Commercial Areas', 'Residential Areas' and 'Other Areas' group the District Plan zones. Each Activity Table contains rules relevant to the listed zones, and establishes the activity status for signs in each zone. In addition, Activity Table 4 contains District Wide rules that apply to all signs.

Signs must not breach standards in Activity Tables 1 – 4, if they are to be considered a Permitted Activity under Rule 18.2.3.

Freestanding signs, sandwich boards, flat board signs, under verandah signs, flags and banners may be double sided, with only one side being counted towards the sign area. All other signs will be assessed on a single sided basis.

18.2.2 Activities

18.2.3 Permitted Activities

Any activity which is listed as a **Permitted** Activity (PER) in Activity Tables 1 – 4 or is not listed as a Controlled Activity (CON), Discretionary Activity (DIS) or Prohibited Activity (PRO) in Activity Tables 1- 4.

18.2.4 Controlled Activities

Any activity which is listed as a **Controlled** Activity (CON) in Activity Tables 1 - 4

The exercise of Council's control shall be limited to:

- Colour and materials
- Design and content
- Location
- Access and safety
- Compliance with any relevant design guidelines

18.2.5 Discretionary Activities

Any activity which is listed as a **Discretionary** Activity (DIS) in Activity Tables 1 – 4, or signage that is not specifically covered in Activity Tables 1 - 4.

Any activity that does not comply with a Permitted or Controlled Activity.

18.2.6 Prohibited Activities

Any activity which is listed as **Prohibited** (PRO) in any of Activity Tables 1 – 4.

18.2.7 Non-Notification

Any application for resource consent for the following matters shall not require the written approval of other persons and shall not be notified or limited-notified:

- Controlled Activities

ACTIVITY TABLE 1 – COMMERCIAL AREAS

		Commercial Precincts within the Township Zone	Town Centre Zone (including Town Centre Transition Sub-Zone)	Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E2	Queenstown Airport Mixed Use Zone	Corner Shopping Centre Zone and Northlake Special Zone – Activity Area D1.	Business & Industrial Zone	Three Parks Zone (Business & Commercial Core Sub-Zones)	Remarkables Park Zone (Activity Areas 3, 5 and 8)	Ballantyne Road Mixed Use Zone (Activity Areas B and C)	Kingston Village Special Zone (Activity Area 2)
1.	Identification of Signage Platforms that comply with the size requirements for 3-6 below.	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON
2.	All new and replacement signs located within an approved Signage Platform.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
3.	Arcade Directory Signs that do not exceed 3m ² in area limited to one per arcade.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
4.	Upstairs Entrance Signs that do not exceed 1.5m ² in area per building.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
5.	<p>All signs located within the Ground Floor Area of a building which do not cumulatively exceed a total area of 15% of the Ground Floor Area provided that:</p> <p>(i) Where a building contains more than one commercial tenancy on the ground floor each commercial tenancy shall not display signs larger than 15% of the Ground Floor Area that tenancy occupies, and,</p> <p>(ii) Signs attached to glazing shall not exceed 50% coverage of that glazing. This applies to individual or partitioned glazed areas located within the Ground Floor Area. Signs not attached to glazing, or sited anywhere within the enclosed interior of a building, and visible or not, are not subject to this rule.</p> <p>Note: Arcade Directory and Upstairs Entrance Signs are not included within the Ground Floor Area signage allowance.</p>	CON	CON	PER	PER	CON	PER	PER	PER	PER	CON

ACTIVITY TABLE 1 – COMMERCIAL AREAS (continued)

		Commercial Precincts within the Township Zone	Town Centre Zone (including Town Centre Transition Sub-Zone)	Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E2	Queenstown Airport Mixed Use Zone	Corner Shopping Centre Zone and Northlake Special Zone – Activity Area D1.	Business & Industrial Zone	Three Parks Zone (Business & Commercial Core Sub-Zones)	Remarkables Park Zone (Activity Areas 3, 5 and 8)	Ballantyne Road Mixed Use Zone (Activity Areas B and C)	Kingston Village Special Zone (Activity Area 2)
6.	Above Ground Floor Signs that cumulatively do not exceed 2m ² in area per building or 1m ² per tenancy up to a maximum of 3m ² per floor	CON	CON	PER	PER	CON	PER	PER	PER	PER	CON
7.	Any sign or sign platform that does not comply with any of 1 - 6 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS

ACTIVITY TABLE 2 – RESIDENTIAL AREAS

		Low & High Density Residential Zones	Three Parks Zone (Low and Medium Density Residential Sub-Zones)	Township Zones (excluding Commercial Precincts)	Quail Rise, Meadow Park, Northlake (except Activity Area D1) & Shotover Country Special Zones	Residential Arrowtown Historic Management Zone	Rural Residential Zones	Remarkables Park Zone (excluding Activity Areas 3, 5 & 8)	Ballantyne Road Mixed Use Zone (activity Areas D & E)	Kingston Village Special Zone (Activity Areas 1, 3 and 4)	Penrith Park Zone & Arrowtown South Special Zone	Frankton Flats Special Zone B Area C2
1	One sign per site with a maximum area of 0.5m ²	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
2	Signs for recreation grounds, churches, medical facilities, nursing homes, educational institutions and community buildings with a maximum area of 2m ² per site and which are attached to a building or free standing.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
3	Signs for Visitor Accommodation comprising no more than two signs, one identifying the Visitor accommodation and measuring no more than 2m ² in area and the other containing only the words "No" and "Vacancy" and measure no more than 0.15m ² in area.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
4	Any sign that does not comply with 1-3 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS

ACTIVITY TABLE 3 – OTHER AREAS

		Rural General & Gibbston Character Zone	Rural Lifestyle Zone	Hydro Generation Zone	Rural Visitor Zones	Bendemeer Zone	Three Parks Zone (Tourism and Community Facilities Sub-Zone)	Open Space Zone, Frankton Flats Special Zone B Area A	Jacks Point & Henley Downs	Mt Cardrona Station Special Zone
1.	Up to 2m ² of signage per site with no internal or external illumination of the sign.	PER	PER	PER	PER	PER	PER			
2.	Up to 1m ² of signage per site with no internal or external illumination of the sign.							CON		
3.	Signage that complies with the relevant design guidelines for the specific Zone.								CON	CON
4.	Signage that does not comply with the relevant design guidelines for the specific Zone.								DIS	DIS
5.	Any sign that does not comply with 1 or 2 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS		

ACTIVITY TABLE 4 – DISTRICT WIDE

1.	<p>Flags – provided that:</p> <ul style="list-style-type: none"> a) There is only 1 per site depicting corporate colours or logo of the business provided it does not exceed 1.8m x 0.9m in size; and, b) Any number of flags depicting national colours and logos provided that each flag does not exceed 1.8m x 0.9m in dimension; and, c) Only one flag of each nationality is erected. 	PER
2.	<p>Temporary Event Signs provided that:</p> <ul style="list-style-type: none"> a) They are established no more than two months prior to the date of the event; and, b) They have an area no greater than 2m², or 3m² if a Banner; and, c) Are removed within 24 hours of completion of the event; and, d) Are limited to two signs fronting any State Highway and two signs fronting other roads. 	PER
3.	<p>Signs in Reserves provided that:</p> <ul style="list-style-type: none"> a) They have an area no greater than 1m²; and b) Only relate to businesses operating in the reserve; and c) They are located where the business operates from; and d) They are limited to one sign per business. 	PER
4.	<p>Real Estate Signs (including Auction Signs) provided that:</p> <ul style="list-style-type: none"> a) They are located on the site to which they relate; and, b) They have an area no greater than 1.62m²; and, c) No more than 1 sign per agency is erected; and, d) The sign is removed within 14 days of an unconditional agreement for sale and purchase being made by the vendor provided that any Auction Sign is to be removed within 7 days of the auction whether the site is sold or not. 	PER
4A.	<p>Land Development Sign provided that:</p> <ul style="list-style-type: none"> a) There is only one sign per site; and b) It is located on the site of the development to which it relates; and c) It has a maximum area of 8.64m²; and d) It relates to a land development that involves a minimum of 6 allotments or units; and e) The sign is removed within 7 days of unconditional agreements for sale and purchase being made by the vendor with respect to all allotments or units in the development. 	PER
5.	<p>Temporary Sale Signs provided that they are erected or displayed for no more than 14 days, provided that there are no more than 4 occurrences per site, per year.</p>	PER
6.	<p>Construction Signs provided that:</p> <ul style="list-style-type: none"> a) There are no more than four signs per site; and b) They each have an area no greater than 1.62m²; and c) They are erected for no more than 30 days prior to works commencing; and d) They are removed within 14 days of completion of the work; and e) Safety and hazard signs are exempt. 	PER
7.	<p>Any sign which does not comply with the requirements of 1 - 6 above (including 4A).</p>	DIS

8.	Free Standing Signs a) That exceed 3.5m in height; and/or b) That are less than 2.5m above the footpath; and/or c) That extend more than 1 metre over any footpath d) That have an area greater than 2m ²	DIS
9.	Sandwich or Flat Board Signs a) That have an area greater than 1m ² ; and/or b) That are not located on private land.	DIS
10.	Under Verandah Signs that are less than 2.5m above the footpath.	DIS
11.	Signs on Wharves and Jetties (including on buildings established on wharves and jetties).	DIS
12.	Off-Site Signs.	DIS
12.A	Hoardings.	NON
13.	Signs exceeding 150cd/m ² of illumination.	DIS
14.	Flashing, moving, animated signs and signs that create an optical illusion.	PRO
15.	Roof Signs.	PRO
16.	Signs displaying sexually explicit, lewd or otherwise offensive content.	PRO
17.	Any sign-written trailer, vehicle or permanently moored vessel or sign attached to any trailer, vehicle or permanently moored vessel which is parked or moored on or is visible from any road or public place for the sole purpose of advertising.	PRO
18.	Signs imitating any traffic direction and safety sign as required by New Zealand Transport Agency.	PRO
19	Signs required by acts of Parliament, legislation or statutory requirements.	PER
20	Electioneering Signs a) That have an area no greater than 3m ² ; and, b) That are displayed no more than 2 months prior to the election/referendum date; and, c) That are removed before the election/referendum day.	PER
21.	Signs on any Category 1, 2 or 3 item in the Inventory of Protected Features	DIS

NOTE – For assistance refer to Interpretative Diagrams at the end of the Chapter

18.3 Signs - Assessment Matters

18.3.1 Assessment Matters

In considering whether or not to grant consent or impose conditions on a resource consent, the Council shall have regard to, but not be limited by, the following assessment matters.

(i) Controlled Activity – Signs in All Zones

Whether the proposed sign or signage platform:

Colour and materials

- (a) Incorporates colours and materials that complement the external appearance of the building and/or surrounding buildings.
- (b) Incorporates colours and materials that are sympathetic to the surrounding landscape.

Design and content

- (c) Design, including lighting, is consistent with and sympathetic to the surrounding environment.
- (d) Whether there are any effects on heritage buildings, or on buildings and structures in heritage precincts, and whether any conservation advice has been obtained.
- (e) When considering signage platforms, the extent that the signage platforms have been considered within the overall design of the building and specifically the architectural features of the building.

Location

- (f) Has been located to integrate with the design of the building and does not obscure the architectural features of the building.

- (g) The requirements of multiple tenants within a building have been provided for.

Access and safety

- (h) Adversely affects public pedestrian access through inappropriate location, design or type of sign.

Compliance with the design guidelines

- (i) The level of compliance with any relevant specific zone design guidelines

Arrows Town Centre Zone

In addition to (a) – (i) above for any sign or signage platform in the Arrows Town Centre Zone:

- (j) Whether sign design and placement respects historic buildings and the character of the Arrows Town Centre Zone having regard to the following guidelines:
 - (i) Signs must not obscure historic building details or important vistas.
 - (ii) Reduce the number of signs used in a single location by the use of directory or finger signs.
 - (iii) Signs hand written on the building in the traditional way are best, provided they do not alter or obscure part of the building.
 - (iv) Small scale signs, either mounted on to buildings or free standing, are appropriate.
 - (v) Sign materials shall be similar to those used traditionally. Painted wood and metal are appropriate. Plastic and highly reflective materials are inappropriate.

(vi) Illuminated, neon or flashing signs are not appropriate and must not be used if heritage character is to be protected.

(k) Whether the application is accompanied by a report from the Arrowtown Planning Advisory Group; and whether that report approves the nature of, the form of, the size of, the content of and the positioning of, the sign or signage platform.

(ii) Discretionary Activity – Signs within Commercial Areas (Activity Table 1)

(a) The extent to which:

(i) The size of the signage is visually compatible with the scale and character of the building to which it relates and the surrounding environment.

(ii) The design, location and size of the proposed signage complements the surrounding built environment and does not dominate built form;

(iii) The design is consistent with other signs in the vicinity;

(iv) The size, colour and location do not adversely affect traffic and/or pedestrian safety;

(v) The placement, size and choice of materials has considered the architectural features of the building on which the sign is to be erected; and

(vi) Any signage on windows will retain the function of the window to provide interest, activity and passive surveillance on the street.

(b) Whether the cumulative effects of the proposed signage (and all that which can be anticipated to be established on the same building) will adversely affect the streetscape and visual amenity of the surrounding environment.

In addition to (a) & (b) above for any sign or signage platform in the Arrowtown Town Centre Zone:

(c) Whether sign design and placement respects historic buildings and the character of the Arrowtown Town Centre Zone having regard to the following guidelines:

(i) Signs must not obscure historic building details or important vistas.

(ii) Reduce the number of signs used in a single location by the use of directory or finger signs.

(iii) Signs hand written on the building in the traditional way are best, provided they do not alter or obscure part of the building.

(iv) Small scale signs, either mounted on to buildings or free standing, are appropriate.

(v) Sign materials shall be similar to those used traditionally. Painted wood and metal are appropriate. Plastic and highly reflective materials are inappropriate.

(vi) Illuminated, neon or flashing signs are not appropriate and must not be used if heritage character is to be protected.

(d) Whether the application is accompanied by a report from the Arrowtown Planning Advisory Group; and whether that report approves the nature of, the form of, the size of, the content of and the positioning of, the sign or signage platform.

(iii) Discretionary Activity – Signs within Residential Areas (Activity Table 2)

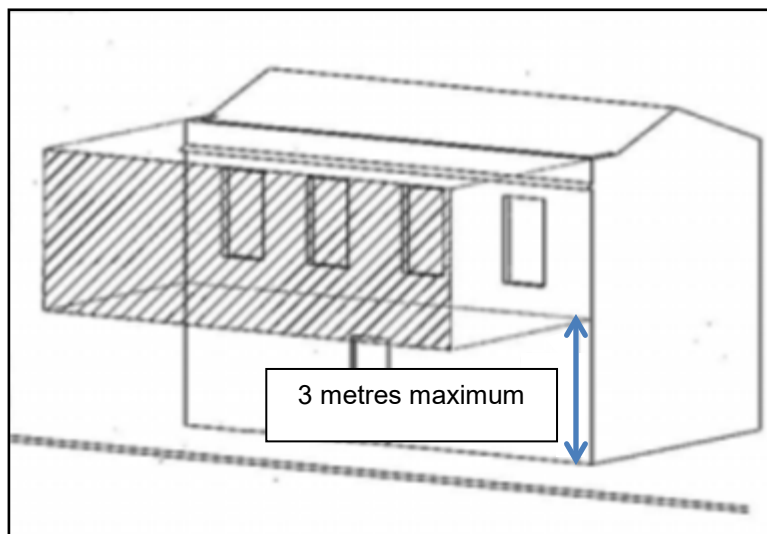
(a) Compatibility with amenity values of the surrounding environment considering the visual amenity of the street and neighbouring properties and:

- (i) Whether the design, location and size of the proposed signage will detract from the residential character of the site and/or building on which it is situated.
 - (ii) Whether the proposed signage dominates the streetscape and wider residential character of the area in which it is located.
 - (iii) The size, colour and location of the signage do not adversely affect traffic and/or pedestrian safety.
- (iv) Discretionary Activity – Signs within Other Areas (Activity Table 3)**
- (a) The extent to which:
 - (i) The design, colours and materials of the proposed signage are appropriate within the rural context.
 - (ii) The extent to which the proposed signage is compatible with the character of the surrounding environment.
 - (b) Any adverse effects of the proposed signage in terms of:
 - (i) Lighting;
 - (ii) The extent to which the proposed signage may cause a visual distraction to drivers;
 - (iii) Location with special regard to skylines, ridges, hills and prominent slopes.
- (v) Discretionary Activity – District Wide Signs (Activity Table 4)**
- (a) Whether the period the signage is to be erected is necessary for the event being advertised.
 - (b) Whether the size of the sign and/or number of signs are compatible with the size of the site on which they are located.
 - (c) The extent to which the proposed signage is compatible with the character of the surrounding environment.
 - (d) Whether signs located on wharves and jetties (including buildings on wharves and jetties):
 - (i) are directly related to commercial activities and services that operate from, adjacent to or on the wharf, jetty or water front on which the sign is located;
 - (ii) detract from the views and amenity of the surrounding environment through inappropriate placement, size and colour of signage
 - (iii) are of a design, colour and material base appropriate to the specific location of the wharf or jetty to which it is attached.
 - (iv) Whether the design, colours and materials of the proposed signage, including any lighting, are consistent with and sympathetic to the surrounding environment.
 - (v) Whether the size, colour and location adversely affect traffic and/or pedestrian safety.
 - (e) Whether the design, location and size of the proposed signage will detract from the heritage values of any item in the Inventory of Protected Features.
 - (f) Whether the method of attachment of the proposed sign or sign platform will damage heritage fabric of any item in the Inventory of Protected Features.
- In addition to (a) – (f) above for any sign in the Arrowtown Town Centre Zone:
- (g) Whether sign design and placement respects historic buildings and the character of the Arrowtown Town Centre Zone having regard to the following guidelines:

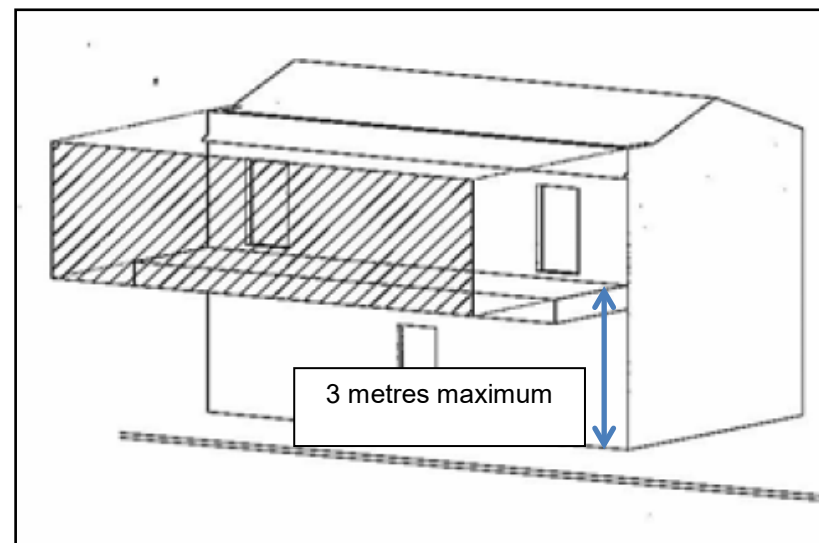
- (i) Signs must not obscure historic building details or important vistas.
 - (ii) Reduce the number of signs used in a single location by the use of directory or finger signs.
 - (iii) Signs hand written on the building in the traditional way are best, provided they do not alter or obscure part of the building.
 - (iv) Small scale signs, either mounted on to buildings or free standing, are appropriate.
 - (v) Sign materials shall be similar to those used traditionally. Painted wood and metal are appropriate. Plastic and highly reflective materials are inappropriate.
 - (vi) Illuminated, neon or flashing signs are not appropriate and must not be used if heritage character is to be protected.
- (h) Whether the application is accompanied by a report from the Arrowtown Planning Advisory Group; and whether that report approves the nature of, the form of, the size of, the content of and the positioning of, the sign or signage platform.

Interpretative Diagrams

a) Above Ground Floor Signs

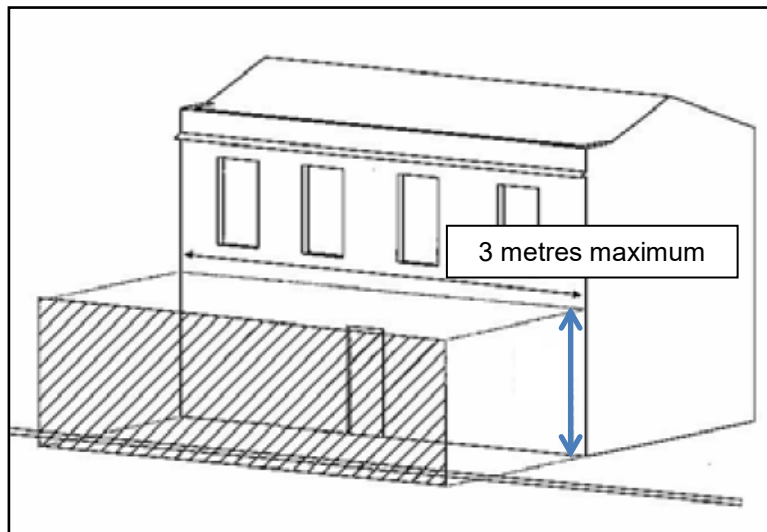


For buildings without a verandah

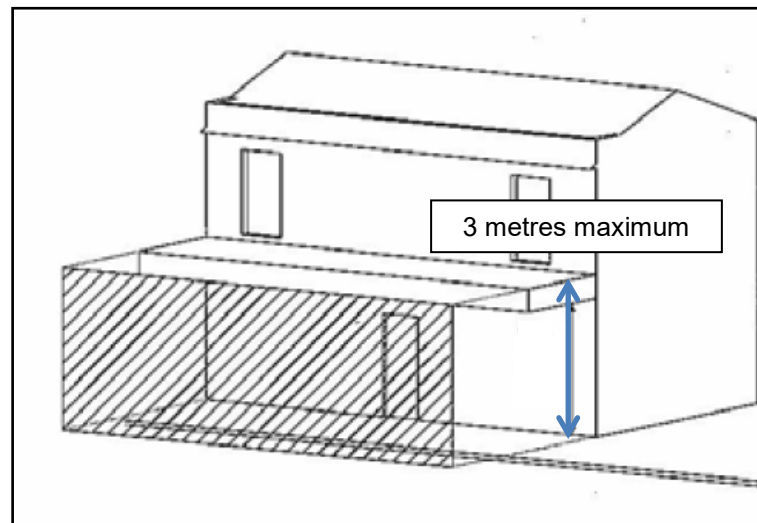


For buildings with a verandah

b) Ground Floor Area (For Signs)

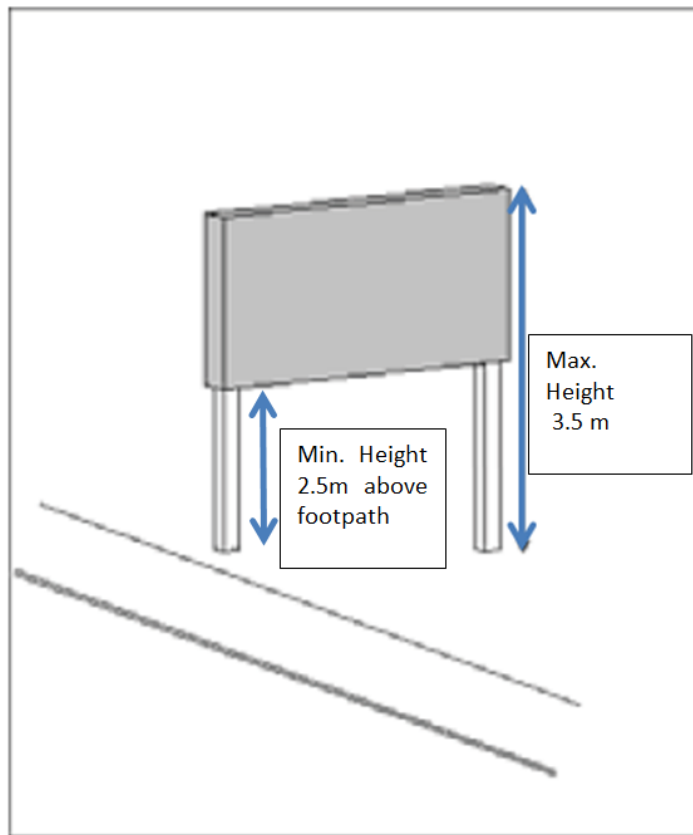


For buildings without a verandah



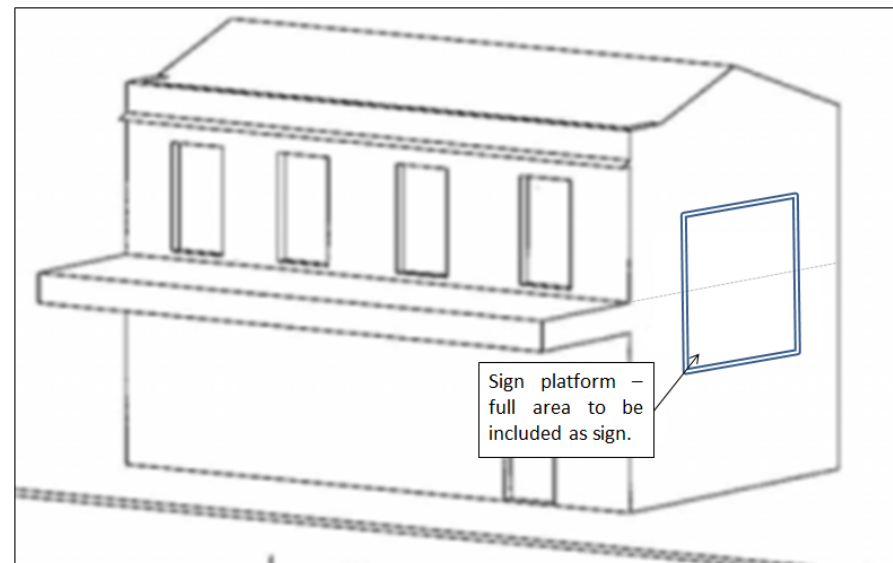
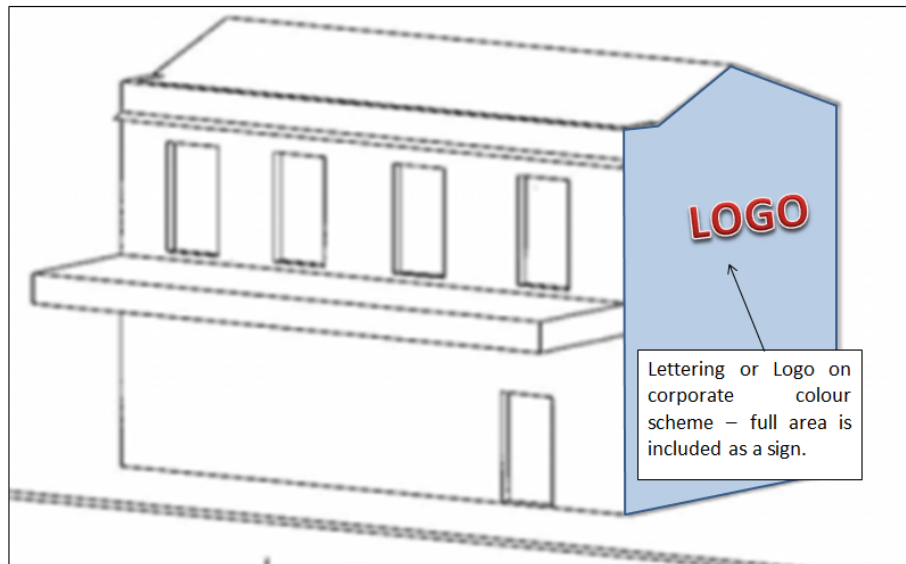
For buildings with a verandah

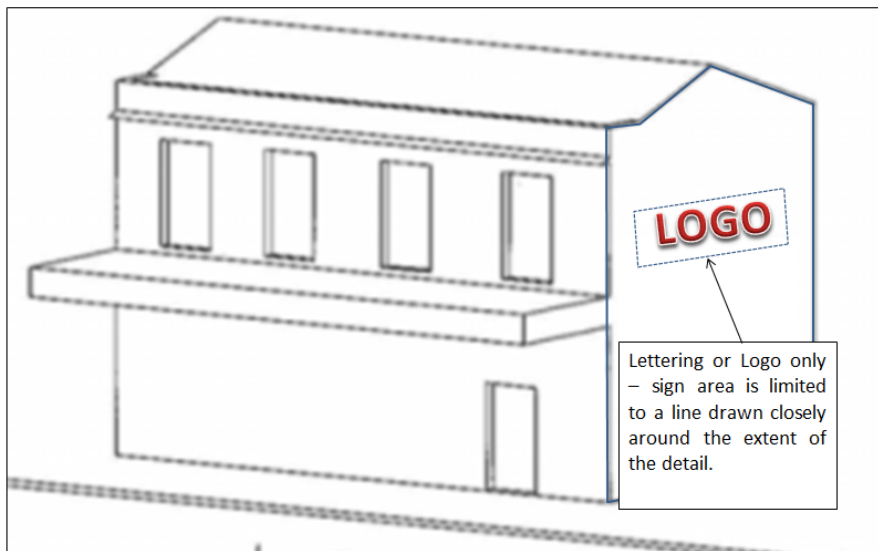
c) Freestanding Signs



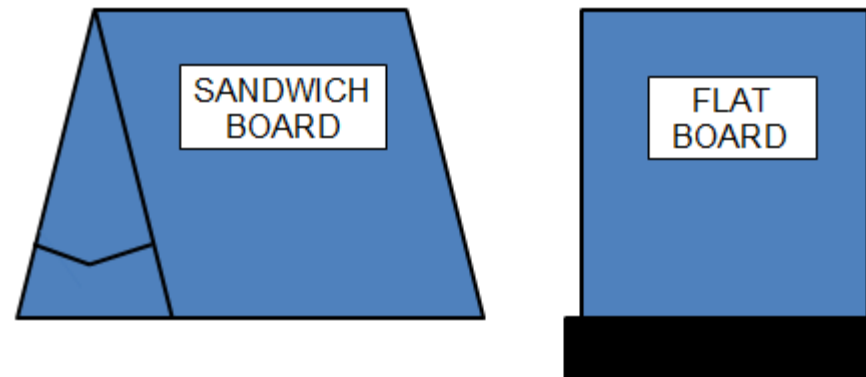
Maximum of 2m² in area and minimum 2.5m in height above any footpath

d) Sign Area





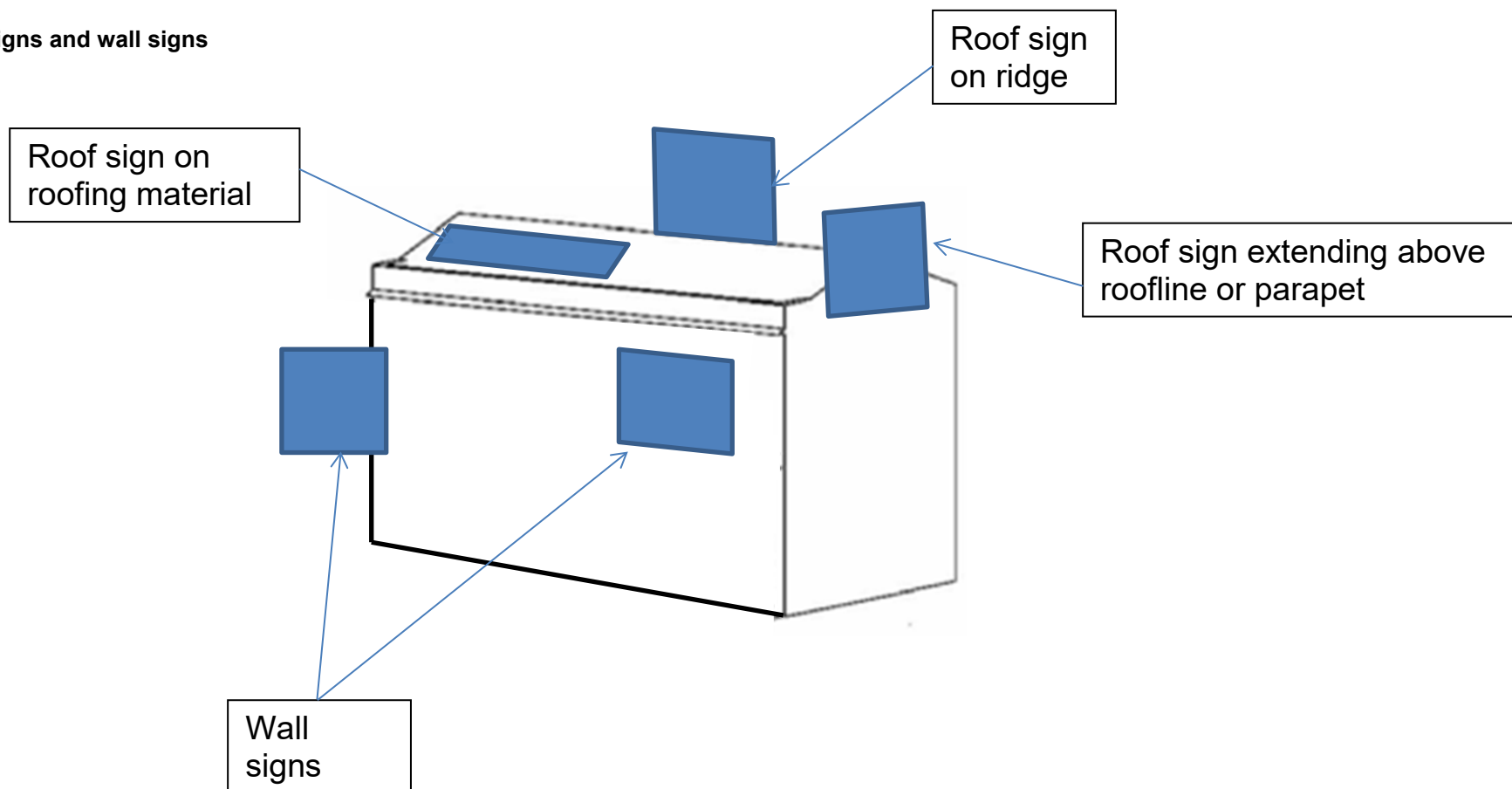
e) Flat Boards and Sandwich Boards



Maximum of 1m² in area; and

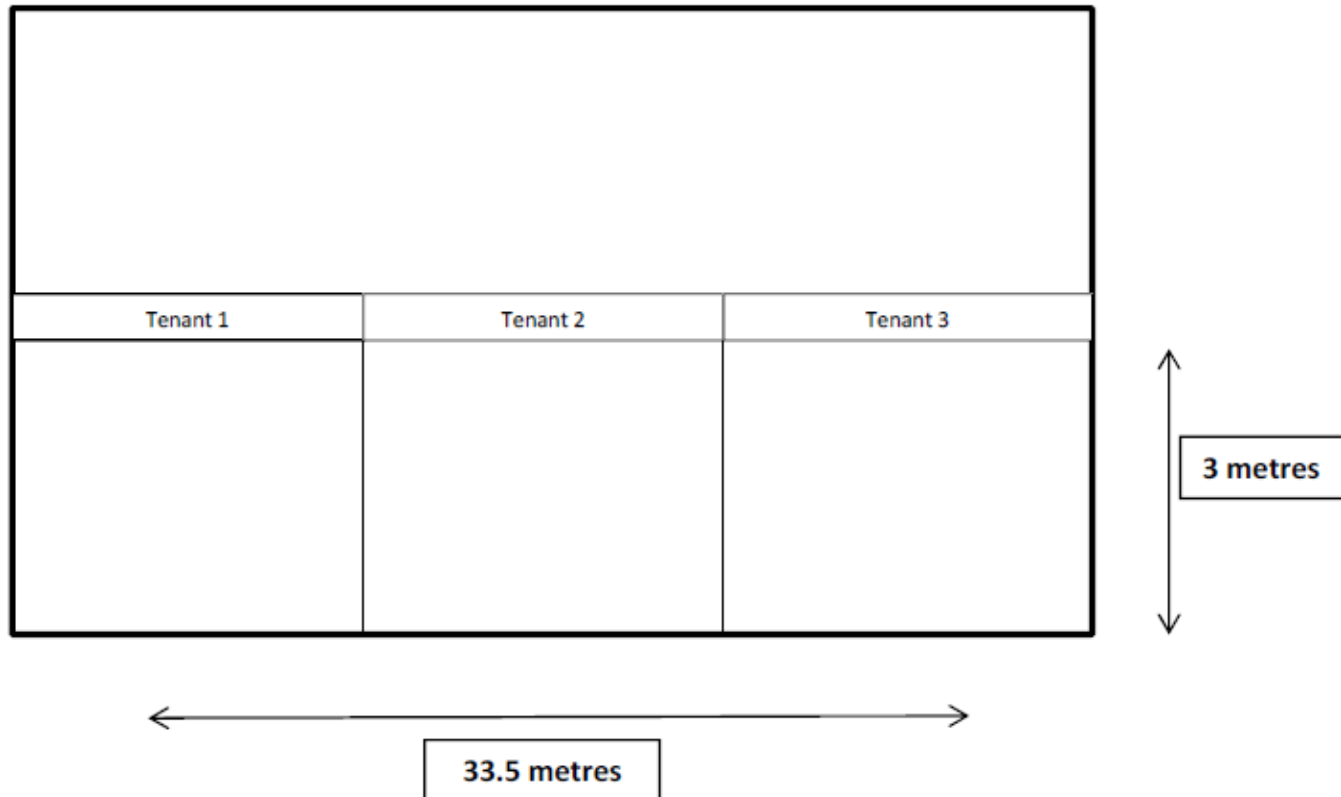
Maximum of 2 flat boards or 1 sandwich board per site

f) Roof signs and wall signs



Example 1.

Total Ground Floor Area = 100.5m²
Maximum 15% Sign Area = 15m²
Divided by number of
Tenancies = 5m² / tenant



Example 2.

Total Ground Floor Area	= 90m ²
Maximum Building Signage Area	= 13.5m ²
Tenancy 1	= 2.25m ²
Tenancy 2	= 11.25m ²

