

# 19 Signs

## *Introduction*

Signs are a physical resource and can contribute to the efficient functioning of many activities in the City. Signs are used:

- to advertise goods and services
- to identify individual premises so that they are easily located
- to provide direction and information
- to advertise events.

Because signs have different purposes they also create different effects on the environment. These effects are both positive and adverse. There are situations when the effects of some signs are such that they are inappropriate.

Some advertising signs (for example hoarding signs and buildings painted as a sign) are not an accepted component of the City and can create adverse effects on amenity values and on the safe and efficient functioning of the road network, and add to visual clutter. Such signs, particularly hoardings, are not considered necessary for the efficient functioning of activities in the City.

This section of the District Plan seeks to ensure the effectiveness of signs and to manage the adverse effects resulting from signs so that the adverse effects of signs do not compromise the amenity values identified for a site or the area in which they are located.

## 19.1 Significant Resource Management Issues

### Issue 19.1.1

**Signs can have adverse effects which compromise amenity values.**

*Objective:* 19.2.1

*Policies:* 19.3.1, 19.3.2, 19.3.5

### Explanation

Signs perform many necessary and appropriate roles which contribute to the efficient functioning of many activities in the City. However signs which adversely affect amenity values can reduce people's appreciation of an area's pleasantness and the aesthetic coherence. Adverse effects are caused not only by the proliferation of signs, but also by poor design, colour, location, size and placement.

### Issue 19.1.2

**The erection of roadside signs that are not for the purpose of traffic safety can adversely affect the safe and efficient functioning of the road network.**

*Objective:* 19.2.2

*Policies:* 19.3.2, 19.3.4, 19.3.5

### Explanation

Adverse effects on the safe and efficient functioning of the road network arise from signs:

- (i) Causing driver distraction, confusion and discomfort (eg glare).
- (ii) Obstructing visibility for motorists and other road users.
- (iii) Being located in a position which creates an obstacle for traffic.
- (iv) Being difficult to read and assimilate rapidly from a moving vehicle.

### Issue 19.1.3

**Signs can have adverse effects on the heritage values of buildings.**

*Objective:* 19.2.3

*Policy:* 19.3.3

### Explanation

Adverse effects on the heritage and townscape values of buildings are identified as being distinct from effects on amenity values because they are very site specific. Heritage and townscape values associated with buildings are individually and collectively recognised in the District Plan, and signs, through unsympathetic design, colour, size, placement and location, can adversely affect those values.

**Issues 19.1.4**

**A proliferation of signs may result in visual clutter and this compromises their effectiveness.**

*Objective:* 19.2.4

*Policies:* 19.3.2, 19.3.4

**Explanation**

Visual clutter is caused by too many signs being erected at locations which are not suited to their presence, where too many messages occur on signs, and/or where signs are too large and compete for visual predominance. Visual clutter is also contributed to by the presence of hoarding signs, which by definition are not located on the site to which they relate. A significant adverse effect of this clutter is loss of amenity values and resulting confusion for people trying to interpret the messages that the signs are trying to convey. This acts to reduce the effectiveness of signs.

**Issues 19.1.5**

**Signs on or above footpaths can create a safety hazard for pedestrians.**

*Objective:* 19.2.5

*Policy:* 19.3.2

**Explanation**

Footpaths and other pedestrian spaces in urban areas are often in demand for the erection of signage, for example sandwich board sign, or signs erected above the footpath. These signs can create an obstacle, impede access to public transport and increase the risk of injury for pedestrians. The greater the number of these signs, the greater the hazard.

## 19.2 Objectives

### Objective 19.2.1

**Avoid, remedy or mitigate the adverse effects of signs on amenity values.**

*Issue:* 19.1.1

*Policies:* 19.3.1, 19.3.2, 19.3.5

### Explanation

The Council recognises the need to provide for a variety and range of signs throughout the City. In doing so, the Council seeks to avoid, remedy or mitigate the adverse effects of signs not only on the amenity values of the area in which they are located and from which they are visible, but also on the amenity values of buildings and sites on which they are located.

### Objective 19.2.2

**Ensure that signs do not adversely affect the safe and efficient functioning of the road network.**

*Issue:* 19.1.2

*Policies:* 19.3.2, 19.3.4, 19.3.5

### Explanation

Signs are to be designed and located in a manner that ensures they do not distract the driver from the task of driving.

### Objective 19.2.3

**Ensure that signs do not adversely affect the heritage and townscape values of buildings.**

*Issue:* 19.1.3

*Policies:* 13.3.7, 19.3.2, 19.3.3

### Explanation

Signs are to be designed and located in a manner that avoids, remedies or mitigates any adverse effects on the heritage and townscape values of the buildings on which they are located.

### Objective 19.2.4

**Promote the efficient use of signs by managing the adverse effects of visual clutter.**

*Issue:* 19.1.4

*Policies:* 19.3.2, 19.3.4, 19.3.5

### Explanation

If signs are to function efficiently, the Council seeks to minimise confusion in the interpretation of information contained in signs. Council seeks to limit the extent of visual clutter which can result from too many signs on one site, particularly where they are not related to activities taking place on the site.

**Objective 19.2.5**

**Ensure that signs do not create a safety hazard for pedestrians.**

*Issue:* 19.1.5

*Policy:* 19.3.2

**Explanation**

The Council recognises that the number and placement of signs on or above footpaths, and in other pedestrian areas, can create an obstacle for pedestrians using these areas. Management of the effects of signs will avoid, remedy or mitigate the potential adverse effects associated with safety hazards.

***Principal Reasons for Adopting Objectives***

Signs have an important contribution to make to the continued functioning of the City. Provision is made for the efficient use and development of signs. The Council also has a responsibility to have particular regard to the maintenance and enhancement of amenity values, and to recognise and protect the heritage and townscape values of sites, buildings, places or areas. Objectives are therefore identified which seek to avoid, remedy or mitigate any adverse effects which signs may have on these values.

Roads are also a physical resource and the Council, whilst promoting the sustainable management of roads, has regard to their efficient use and development. It is necessary to manage the effects of signs on the functioning of roads within the City.

## 19.3 Policies

### Policy 19.3.1

**Ensure that signs do not detract from the amenity values of the area in which they are located and the amenity values of areas from where they are visible.**

*Objective: 19.2.1*

*Methods: 19.4.1 - 19.4.4*

### Explanation

This policy seeks to provide for a range of signs while avoiding, remedying or mitigating any adverse effects on amenity values. Signs are to be designed and located in a manner that does not detract from the amenity values not only of the area in which they are located but also of the area(s) from where they are visible.

### Policy 19.3.2

**Control the design, location, size and number of signs erected at any given location to avoid, remedy or mitigate any adverse effects.**

*Objectives: 19.2.1 - 19.2.5*

*Methods: 19.4.1 - 19.4.4*

### Explanation

The Council seeks to manage the effects of signs in an area so that they do not give rise to adverse effects on amenity values, on the safe and efficient functioning of the road network, on heritage and townscape values, and on pedestrian safety. In managing the effects of a sign the Council will also consider whether the sign is located on the site to which it relates. It is also important that the effectiveness of signs is not diminished if it can be shown that the adverse effects of the sign are avoided, remedied or mitigated.

### Policy 19.3.3

**Require consideration on a case by case basis for the erection of signs on heritage or townscape buildings.**

*Objective: 19.2.3*

*Methods: 19.4.1, 19.4.3*

### Explanation

This policy recognises the adverse effects that signs of poor design and inappropriate location can have on the heritage and townscape values of buildings in the City. The Council seeks to ensure that signs are designed and located in a manner that is sympathetic to the unique character of heritage buildings and does not compromise the amenity values of the area.

### Policy 19.3.4

**Promote simplicity and clarity in the form of the sign and the message the sign conveys.**

*Objectives: 19.2.2, 19.2.4*

*Methods: 19.4.1 - 19.4.4*

### Explanation

The Council seeks to minimise confusion caused by visual clutter and to encourage signs which are effective in achieving their function. The function of a sign is to convey its message(s) while not adversely affecting the site, building or area in which it is located.

### Policy 19.3.5

**Prevent the erection of permanent hoarding signs, permanent structures to display hoarding signs, and the painting of buildings as signs.**

*Objectives: 19.2.1, 19.2.2, 19.2.4*

*Methods: 19.4.1 - 19.4.4*

*[Amended by Plan Change 3, 1/9/2008]*

### Explanation

The Council recognises that permanent hoarding signs and buildings painted as signs can adversely affect the amenity values of Dunedin. They may also adversely affect the safe and efficient functioning of the road network, heritage, townscape and landscape values, and the amenity values of the area in which they are located. The Council also recognises that hoarding signs and buildings painted as signs contribute to visual clutter. The Council notes that an exception to this is provision for advertising signs at sports grounds, provided that they face into the sports ground, and hoardings within the terminal carpark at Dunedin International Airport. The exception of hoardings at Dunedin International Airport recognises that the visual impact of signage is internalised within the Zone.

### *Principal Reasons for Adopting Policies*

The design, location, size, colour, positioning and number of signs erected in the City is driven by the demand for prominence and for competitive advantage by businesses. The most effective way of avoiding, remedying or mitigating the adverse effects of signs on the function and the environmental outcomes identified for an area is by requiring criteria for the design, location, size and number of signs to be erected.

An effective sign is simple and clear and is promoted in the policies.

The function of some signs is important. The safe and efficient functioning of the road network is also important. Signs which are erected adjacent to roads cannot be permitted to conflict with the safe and efficient functioning of the road network.

Heritage and townscape values are identified in the District Plan and contribute significantly to the character and identity of the City. To retain and enhance these values, any sign proposed to be erected on a heritage building or in its immediate area needs to be managed in terms of the adverse effects it may have on any of the values of that particular building or area. As many heritage and townscape buildings are provided for in this District Plan, so too must the design and location of signs in association with those buildings and areas be provided for.

In achieving the purpose of the Act, the Council is required under section 7 (c) to have particular regard to the maintenance and enhancement of amenity values. Signs cannot be permitted to adversely affect amenity values of the areas in which they are located and also of the areas from where they are viewed. Signs affecting the latter areas are more difficult to manage given that their impact is indirect. The amenity values of the area from which signs are viewed may be different to those of the area within which signs are actually located. This distinction is recognised in the policies to ensure that design and location controls are appropriate in both locations.

## **19.4 Methods of Implementation**

In addition to the rules, the methods to be used to achieve the objectives and policies identified in this section include the following:

### **Method 19.4.1 Guidelines**

- (i) The 'Dunedin Sign Guidelines' will be used to encourage the design, location, size, colour, placement and number of signs to be consistent with the desired environmental outcomes identified for a particular area. These guidelines will be used both outside of, and as part of, the resource consent process.
- (ii) The 'Advertising Signs and Road Safety: Design and Location Guidelines' (Land Transport Safety Authority and Transit NZ, November 1993) and 'Section 20 - Recommended Provisions for Controlling Advertising Signs and Devices' (an Addendum to Part III Planning for a Safe and Efficient State Highway under the Resource Management Act 1991, Transit New Zealand, October 1996) will be used to encourage good design and location of signs.

*Policies:* 13.3.7, 19.3.1 - 19.3.5

### **Method 19.4.2 Information, Education and Public Awareness**

The provision of good design and location information to the public (especially signwriters) will advocate the importance of achieving a balance between effectiveness in conveying a sign's message and ensuring that signs do not adversely affect the environmental outcomes identified for the area in which they are located.

*Policies:* 19.3.1, 19.3.2, 19.3.4, 19.3.5

### **Method 19.4.3 Consultation and Liaison**

- (i) The Council will undertake ongoing consultation and liaison with Transit New Zealand in relation to signs on or adjacent to State Highways, within the Council in relation to traffic signs on road reserves, and with sign writers in relation to the design, location, size, colour and number of signs.
- (ii) Consultation and liaison will be carried out as part of the resource consent process to ensure that the desired environmental outcomes identified for a particular area are not being compromised.

*Policies:* 19.3.1 - 19.3.5

### **Method 19.4.4 Bylaws**

The adoption, implementation and policing of bylaws to manage commercial activities undertaken on public open space and legal roads. This includes the Transit New Zealand 'Signs on State Highway Bylaw 1987/3' (refer to Attachment 1).

*Policies:* 19.3.1, 19.3.2, 19.3.4, 19.3.5



### ***Principal Reasons for Adopting Methods***

The methods set out in this section recognise that signs have different purposes and different effects on the environment. The combination of regulatory and non-regulatory mechanisms enables the Council to:

- (i) Encourage or facilitate through guidelines, education, consultation and liaison the design, location, size, colour, placement and number of signs so that they do not detract from the environmental outcomes identified for a particular area.
- (ii) Avoid, remedy or mitigate any actual or potential adverse effects resulting from signs through rules which identify signs as permitted, controlled, discretionary or non complying.

The non-regulatory mechanisms will aid in the continued awareness and appreciation of the values which the Council is trying to protect by controlling the design, location, size, colour, placement and number of signs.

The rules establish a baseline for the erection of signs in the City, which not only ensures that a desired environmental outcome will be achieved, but also achieves a reasonable degree of certainty for people wanting to erect signs.

## 19.5 Rules

The signs in Rule 19.5.1 are permitted throughout the City.

The signs in Rules 19.5.2 to 19.5.8 are permitted only in the zone specified.

All signs are subject to the conditions in Rule 19.5.9, as well as the conditions in Rules 19.5.1 to 19.5.8, as applicable.

For rules relating to signs in Heritage or Townscape Precincts or on buildings and structures listed in Schedule 25.1, refer to the Townscape Section.

### Rule 19.5.1 Signs Permitted throughout the City

The following types of signs are permitted in all zones provided that they comply with the conditions in this rule and Rule 19.5.9.

- (i) Signs on vehicles and trailers provided that at all times they are secondary to the primary use of the vehicle or trailer.
- (ii) Directional or instructional signs provided that they do not exceed 0.25 m<sup>2</sup>, except for road signs which are permitted without size restriction.
- (iii) Commercial sponsorship signs located within sports grounds provided that they are directed into the sports ground.

*Note that many sports grounds are the responsibility of the Parks and Recreation Department of the Dunedin City Council. The Parks and Recreation Department must be contacted regarding any proposed signs as they have specific controls outside of this District Plan.*

*[Amended by C74/2001]*

- (iv) Temporary public notices.
- (v) Temporary construction signs provided that they are located on the site to which the sign relates and:
  - (a) Any temporary construction sign shall include only the details of the project and the names of the parties connected with it.
  - (b) No temporary construction sign shall exceed 3 m<sup>2</sup> in area; and the total area of all temporary construction signs on a site shall not exceed 4 m<sup>2</sup> in area.
  - (c) No temporary construction sign shall be displayed for more than 30 days before the commencement of construction or demolition; and all signs shall be removed from the site within 3 days of termination of construction or demolition.
- (vi) Temporary signs advertising the disposal of land or buildings provided that they are located on the site to which the sign relates and:
  - (a) There shall be no more than one temporary sign advertising the disposal of land or buildings per street frontage.
  - (b) No temporary sign advertising the disposal of land or buildings shall exceed 1 m<sup>2</sup> in area.
  - (c) All temporary signs advertising the disposal of land or buildings shall be removed within 3 days of the disposal of the land or buildings.

- (vii) Temporary auction signs provided that they are located on the site to which the sign relates and:
  - (a) There shall be no more than one temporary auction sign per site.
  - (b) No temporary auction sign shall exceed 2 m<sup>2</sup> in area.
  - (c) Any temporary auction sign shall be displayed for no more than 14 days before and 3 days after the auction.
- (viii) Temporary signs advertising cultural, religious or recreational events provided that they are located on the site to which the sign relates and:
  - (a) No temporary sign advertising cultural, religious or recreational events shall exceed 2 m<sup>2</sup> in area; and the total area of all temporary signs advertising community events shall not exceed 3 m<sup>2</sup> in area.
  - (b) Any temporary sign advertising cultural, religious or recreational events shall be displayed for no more than 21 days before and 3 days after the event.
- (ix) Temporary cross street banners provided that at any one time they are limited to the following:
  - (a) One double-sided banner across Lower Stuart Street at the intersection with the lower Octagon.
  - (b) One double-sided banner across either King Edward Street or Hillside Road, at the intersection of these two streets.
  - (c) Two single-sided banners, one on each side of the Burnside stock overpass bridge across Kaikorai Valley Road.
  - (d) Two single-sided banners, one on each side of the Speights Brewery overpass bridge across Rattray Street.and provided that on all these locations:
  - (a) No temporary cross street banner shall be displayed for more than 14 days.
  - (b) Any temporary cross street banner shall include the details of the event or activity.
  - (c) Any names of sponsoring businesses, products or services on temporary cross street banners shall be subordinate messages to those in (b) above.
- (x) Temporary Election Signs on sites listed in Appendix 19A:
  - (a) Parliamentary Elections: Any registered political party, independent or non-party affiliated candidate contesting a General Election, By-Election or Referendum may erect one sign per site.
  - (b) Local Authority Elections: Any candidate or group of candidates brought together for the purpose of contesting a local authority election or by-election may erect one sign per site.
  - (c) Temporary election signs may be single or double sided provided that each side does not exceed 3m<sup>2</sup>.
  - (d) No temporary election sign shall be displayed for more than 6 weeks prior to election day.
  - (e) All signs shall be removed by the midnight prior to election day.
  - (f) Signs at the Chadwick Street site shall be erected no closer than 3m to the kerb.

*[Inserted by Variation 7: 18/7/01]*

(xi) Temporary Election Signs on other sites:

- (a) There shall be no more than one temporary election sign per site.
- (b) No temporary election sign shall exceed 3m<sup>2</sup> in area.
- (c) No temporary election sign shall be displayed within any road reserve.
- (d) No temporary election sign may be erected adjacent to any State Highway where the speed limit exceeds 70 km/h, or on State Highway One between the intersection of Cumberland Street North/ Great King Street North and the 100 km/h sign at the top of Pine Hill Road.
- (e) All signs shall be removed by the midnight prior to election day.
- (f) No temporary election sign shall be erected in any reserve, unless permitted in the relevant Management Plan.

*[Inserted by Variation 7: 18/7/01]*

### **Rule 19.5.2 Signs Permitted in the Rural Zone**

Signs associated with a permitted activity in the Rural Zone, provided that the signs:

- (i) Are located on the same site as the activity to which the sign relates.
- (ii) Do not exceed a total area of 1 m<sup>2</sup>.
- (iii) Are not illuminated by any flashing lights, or neon or fluorescent lights.

### **Rule 19.5.3 Signs Permitted in the Rural Residential Zone**

Signs associated with a permitted activity in the Rural Residential Zone, provided that the signs:

- (i) Are located on the same site as the activity to which the sign relates.
- (ii) Do not exceed a total area of 1 m<sup>2</sup>.
- (iii) Are not illuminated by any flashing lights, or neon or fluorescent lights.

### **Rule 19.5.4 Signs Permitted in the Residential 1, 2, 5, and 6 Zones**

Signs associated with a permitted activity provided that there shall be one sign per site and:

- (i) The sign shall not exceed 0.5 m<sup>2</sup> in area.
- (ii) Signs may denote only the name, character or purpose of the permitted activity. Logos on the signs shall be limited to those of the occupant of the site.
- (iii) Signs shall not be illuminated.

### **Rule 19.5.5 Signs Permitted in the Residential 3 and 4 Zones**

- (i) Signs associated with permitted residential housing, recreational activities and home occupations, provided that there shall be one sign per site and:
  - (a) The sign shall not exceed 0.5 m<sup>2</sup> in area.

- (b) Signs may denote only the name, character or purpose of the permitted activity. Logos on the signs shall be limited to those of the occupant of the site.
- (c) Signs shall not be illuminated.
- (ii) Signs associated with permitted commercial residential activities provided that:
  - (a) One sign may be erected on the site provided that where a site has two or more road frontages there may be one sign for each frontage.
  - (b) One frontage only may have a sign not exceeding 2 m<sup>2</sup> in area; for any other frontages no sign shall exceed 0.5 m<sup>2</sup> in area.
  - (c) Signs may denote only the name, character or purpose of the permitted commercial residential activity.
  - (d) Signs may be illuminated.

**Rule 19.5.6 Signs Permitted in the Central Activity, Large Scale Retail, and Local Activity 1 Zones** *[Amended by Plan Change 1: 18/07/05]*

The following types of signs are permitted in these zones provided that they comply with the conditions in this rule:

- (i) Signs located above a verandah, provided that:
  - (a) On each street frontage or building facade, there may be no more than one sign mounted flat against the facade of the building and no more than one sign mounted at right angles to the facade of the building.
  - (b) Signs flat against buildings shall have a maximum sign area of 2.16 m<sup>2</sup>.
  - (c) Signs at right angles to a building facade shall have:
    - (i) A maximum of two display faces per sign.
    - (ii) A maximum total area of 4.32 m<sup>2</sup>, with no one display face exceeding 2.16 m<sup>2</sup> in area.
    - (iii) No sign shall project out from the facade to which it is attached by more than 1350 mm.
  - (d) No sign may project above the height of the parapet or eaveline of the facade on which it is mounted.
- (ii) Signs located on the fascia of a verandah, provided that:
  - (a) No sign shall exceed the vertical depth of the verandah on which it is to be placed and in no case shall the vertical depth of the sign exceed 500 mm.
  - (b) No sign shall be closer to the kerb line than 500 mm.
  - (c) All signs must display the street number of the premises to which the sign relates.
- (iii) Signs on the underside of a verandah, provided that:
  - (a) All signs shall be no closer than 500 mm to the kerb.
  - (b) The maximum vertical depth of any sign shall not exceed 500 mm.
  - (c) There shall be a maximum of two display faces per sign.
  - (d) There shall be a maximum of one sign per 5 m of frontage.

- (iv) Signs on building facades that do not have verandahs:
  - (a) The rules for signs above verandahs (Rule 19.5.6(i)) shall apply to the portion of the facade which is higher than 3 m above ground level.
- (v) Shop front signs:
  - (a) Signs located on building facades below the verandah, or for buildings without verandahs between ground level and 3 m above ground level, are permitted in the Central Activity and Local Activity 1 Zones.
- (vi) Sandwich board signs in the Central Activity and Local Activity 1 Zones, provided that:
  - (a) There is only one sandwich board sign outside each site.
  - (b) The maximum height is 800 mm and the maximum width is 600 mm.
- (vii) Signs to identify ingress and egress points for permitted activities in the Large Scale Retail Zones provided that:
  - (a) In addition to the above signs, one additional sign for the sole purpose of identifying vehicle access points at each vehicle entrance to or exit from a site.
  - (b) The maximum area of each sign shall be 1 m<sup>2</sup> and the maximum height 1.8 m.

**Rule 19.5.6a Signs Permitted in the Local Activity 2 Zone** *[Inserted by Plan Change 1: 18/7/05]*

- (i) Signs located on buildings, provided that:
  - (a) On each street frontage or building façade there shall be no more than one sign mounted flat against the façade of the building.
  - (b) The maximum area of each sign shall be 2m<sup>2</sup>.
  - (c) No sign shall be located higher than 4m above ground level on the building façade.
  - (d) Signs may be illuminated.

**Rule 19.5.6b Signs Permitted in the Harbourside Zone** *[Inserted by Plan Change 7, 29/05/2012]*

- (i) **General Standards**

The following general standards apply to signs within the Harbourside Zone:

  - a) Signs are to be located on the site where the activity occurs.
  - b) The sign rules are associated with permitted and controlled activities.
  - c) Signs are not required to comply with Zone performance standards.
  - d) Signs are not to be illuminated by flashing or pulsating lights.
  - e) Signs are not to contain rolling or travelling messages.
- (ii) **Steamer Basin –South and South East Character Area**

The following types of signs are permitted in the Steamer Basin South and South East Character Areas:

  - (a) Signs located above a verandah/first floor level, provided that:

- (i) On each street frontage or building facade, there may be no more than one sign depicting the name of the building or commercial residential activity mounted flat against the facade of the building or one sign mounted at right angles to the facade of the building.
- (ii) Signs flat against buildings shall have a maximum sign area of 2.16 m<sup>2</sup> and shall be either:
  - (a) Embossed or otherwise incorporated into the building fabric, or
  - (b) Cut out lettering mounted in relief on the building surface, or
  - (c) Painted directly onto the building surface.
 Signs shall not be sign boards on the building surface.
- (iii) Signs at right angles to a building facade shall have:
  - (a) A maximum of two display faces per sign.
  - (b) A maximum total area of 4.32 m<sup>2</sup>, with no one display face exceeding 2.16m<sup>2</sup> in area.
  - (c) No sign shall project out from the facade to which it is attached by more than 1350mm.
- (iv) No sign may project above the height of the parapet or eave line of the facade on which it is mounted.
- (b) Signs located on the fascia of a verandah, provided that:
  - (i) No sign shall exceed the vertical depth of the verandah on which it is to be placed up to 500 mm.
  - (ii) No sign shall be closer to the kerb line than 500 mm.
- (c) Signs on the underside of a verandah, provided that:
  - (i) All signs shall be no closer than 500mm to the kerb.
  - (ii) The maximum vertical depth of any sign shall not exceed 500mm.
  - (iii) There shall be a maximum of two display faces per sign.
  - (iv) There shall be a maximum of one sign per 5m of frontage.
- (d) Signs on building facades that do not have verandahs:
  - (i) The rules for signs above verandahs (Rule 19.5.6 b (ii)(a)) shall apply to the portion of the facade which is higher than 3m above ground level.
- (e) Signs located on building facades below the verandah, or for buildings without verandahs between ground level and 3m above ground level, are permitted in the Steamer Basin South and South East Character Areas.
- (f) Sandwich board signs, provided that:
  - (i) There is only one sandwich board sign outside each site.
  - (ii) The maximum height is 800mm and the maximum width is 600mm.
- (iii) **Mixed Use Character Area**  
 The following types of signs are permitted in the Mixed Use Character Area in the Harbourside Zone provided that:

- (a) On each street frontage or building façade there shall be no more than one sign mounted flat against the face of the buildings, provided that the total area of such signs shall not exceed 5% of the area of the building façade on to which they are painted or attached, or 4m<sup>2</sup>, whichever is the lesser.

**Rule 19.5.7 Signs Permitted in the Airport, Industrial 1, Port 1 and Port 2 Zones** [Amended by Plan Change 3, 1/9/2008]

- (i) Free standing signs, provided that:
  - (a) One free-standing sign is permitted per street frontage.
  - (b) Free-standing signs shall not be erected on the road reserve.
  - (c) Free-standing signs may be double-sided with the maximum area of each side being 4 m<sup>2</sup>.
  - (d) Maximum height of the sign is 6 m above the ground.
  - (e) No sign shall project further than 1.5 m over the road reserve, or to within 500 mm of the kerb line.
- (ii) Signs located on buildings, provided that:
  - (a) On each street frontage or building facade there may be:
    - (i) No more than one sign mounted flat against the face of the building.
    - (ii) No more than one sign mounted at right angles to the face of the building.
    - (iii) Signage on a verandah fascia complying with the requirements of verandah fascia signs.

The total area of these signs on street frontage or building facade shall not exceed 5% of the area of the building facade onto which they are painted or attached, or 8 m<sup>2</sup>, which ever is the lesser.
  - (b) A sign at right angles to the building not exceeding 6 m<sup>2</sup> in total area, with no one display face exceeding 3 m<sup>2</sup> in area.
  - (c) No sign shall project above the height of the parapet or eaveline of the facade on which it is mounted.
- (iii) Signs located on the fascia of a verandah, provided that:
  - (a) No sign shall exceed the vertical depth of the verandah on which it is to be placed and in no case shall the vertical depth of the sign exceed 500 mm.
  - (b) No sign may be closer to the kerb than 500 mm.
  - (c) All signs must display the street number of the premises to which the sign relates.
- (iv) Signs on the underside of a verandah provided that:
  - (a) No sign shall project closer than 500 mm to the kerb.
  - (b) Maximum vertical depth of any sign shall not exceed 500 mm.
  - (c) Maximum of two display faces per sign.
  - (d) Maximum of one sign per 5 m of frontage.
- (v) Signs to identify ingress and egress points for permitted activities provided that:
  - (a) In addition to the above signs, one additional sign for the sole purpose of identifying vehicle access points is permitted at each vehicle entrance to or exit from a site.
  - (b) The maximum area of each sign shall be 1 m<sup>2</sup> and the maximum height 1.8 m.



- (vi) In addition, signs attached to or forming part of a building in the Port 1 Zone:
  - (a) Shall not exceed the height of the building or 10 m above the ground, whichever is the lesser.
  - (b) The maximum size of any sign is 4 m<sup>2</sup> and shall not be obtrusively visible beyond the Port 1 Zone.
  - (d) Shall not be of a flashing or pulsating type.
- (vii) In addition, permanent hoarding signs are permitted within the Airport Zone provided that:
  - (a) No permanent hoarding sign shall be located beyond the perimeter of the Dunedin International Airport terminal carpark.
  - (b) There shall be a maximum area of 200m<sup>2</sup> of total advertising signage.
  - (c) Permanent hoarding signs shall have a maximum height of 8m.
  - (d) Permanent hoarding signs may be illuminated but shall not be of a flashing or pulsating type.

*[Inserted by Plan Change 3, 1/9/2008]*

#### **Rule 19.5.7a Signs Permitted for Industrial Activities in the Industrial 2 Zone**

- (i) On each street frontage or building façade there shall be no more than one sign mounted flat against the face of the buildings, provided that the total area of such signs shall not exceed 5% of the area of the building façade on to which they are painted or attached, or 4 m<sup>2</sup>, whichever is the lesser.

*[Inserted by Variation 8: 15/12/01]*

#### **Rule 19.5.7b Signs Permitted for Industrial and Farming Activities in the Special Development zone**

- (i) For Farming activities - Rule 19.5.2 applies.
- (ii) For Industrial activities - On each street frontage or building façade there shall be no more than one sign mounted flat against the face of the buildings, provided that the total area of such signs shall not exceed 5% of the area of the building façade onto which they are painted or attached, or 4m<sup>2</sup>, which ever is the lesser.

*[Inserted by Consent Order 23/07/03]*

#### **Rule 19.5.8 Signs permitted in the Stadium Zone** *[Inserted by Plan Change 8, 30/3/09]*

- (i) On each street frontage or zone boundary there shall be no more than one sign mounted flat against the face of any building used for stadium activities, provided that
  - (a) The total area of such signs shall not exceed 160m<sup>2</sup> for each façade; and
  - (b) The design of such signage will be integrated into the design of the building.

- (ii) In addition to Rule 19.5.8(i), up to 25 additional directional signs may be erected, provided that:
  - (a) No greater than 10 signs may be established along any zone boundary; and
  - (b) The maximum size of any such sign is 4m<sup>2</sup>; and
  - (c) The maximum height of any such signage is 6 metres.
- (iii) Free standing signs, provided that:
  - (a) No greater than one free standing sign is permitted within the zone, on Ravensbourne Road road frontage; and
  - (b) No free standing sign shall be permitted on road reserve; and
  - (c) Free standing signs may be double sided with the maximum size of each side being 18m<sup>2</sup>; and
  - (d) Maximum height of the sign is 9 metres above the ground.

### **Rule 19.5.9 Signs permitted in the Major Facilities (Mercy Hospital) Zone**

*[Inserted by Plan Change 17, 2 September 2013]*

- (i) The following signs associated with a Private Hospital Activity in the Major Facilities (Mercy Hospital) Zone are permitted:
  - (a) Signs located on buildings provided that the maximum area of a sign shall be 2m<sup>2</sup>;
  - (b) One free-standing sign at the public entrance to the site to identify the property as Mercy Hospital and Marinoto Clinic, provided that:
    - (i) The sign shall have a maximum area of 4m<sup>2</sup> per face; and
    - (ii) Shall stand no higher than 3m above natural ground level; and
    - (iii) Shall not be located on road reserve.
  - (c) Signs for the sole purpose of identified vehicle or pedestrian access points at each entrance to, or exit from, the site provided that:
    - (i) The maximum area of each sign shall be 1m<sup>2</sup> per face.
  - (d) Free-standing signage to be viewed by persons within the site provided that the signs shall have a maximum area of 4m<sup>2</sup> per face.
  - (e) Signs can be illuminated.

### **Rule 19.5.10 Conditions on all Permitted Signs** *[Amended by Plan Change 8, 30/3/09, and Plan Change 17, 2 September 2013]*

In addition to the conditions contained in Rules 19.5.1 to 19.5.8, the following conditions apply to all permitted signs:

- (i) Any sign overhanging the footpath shall, at its lowest point, be no less than 2.6 m above the footpath directly beneath the sign.
- (ii) For the purpose of ensuring traffic safety, all signs shall comply with the following rules:
  - (a) No sign shall be located in a manner that restricts visibility to or from any property access or road intersection.
  - (b) No sign shall be of a design or form such that it resembles or conflicts with traffic signs.

**Rule 19.5.11 Discretionary Activities (Restricted)** *[Amended by Plan Change 17, 2 September 2013]*

The following signs are discretionary activities (restricted):

- (i) Any permitted activity which does not comply with the conditions of Rules 19.5.1 to 19.5.9. The Council's discretion is limited to the condition or conditions with which the activity fails to comply.

**Rule 19.5.12 Discretionary Activities (Unrestricted)** *[Amended by Plan Change 17, 2 September 2013]*

The following signs are discretionary activities (unrestricted):

- (i) *[Deleted by Variation 7: 18/7/01]*
- (ii) Murals.
- (iii) Sandwich board signs except those in the Central Activity, Local Activity 1 and Harbourside Zones. *[Amended by Plan Change 1: 18/7/05], [Amended by Plan Change 7, 29/5/12]*

**Rule 19.5.13 Non-Complying Activities** *[Amended by Plan Change 17, 2 September 2013]*

The following signs are non-complying activities:

- (i) Permanent hoarding signs, except those provided within the Airport Zone in accordance with Rule 19.5.7 (vii). *[Amended by Plan Change 3, 1/9/2008]*
- (ii) Buildings painted as signs.



## ***19.6 Assessment of Resource Consent Applications***

In assessing any applications, in addition to the matters contained in the Fourth Schedule of the Act, the Council will have regard to, but not be restricted by the following matters:

### **19.6.1 Amenity**

- (i) The Council may not grant resource consent to any sign that detracts from the amenity values of the zone in which it is located or is visible from.
- (ii) When assessing the design of a sign to be erected on a building, the Council will take into account not only the character of the building onto which the sign is to be placed, but also the character of neighbouring buildings.
- (iii) Signs other than those on buildings should be designed to be in keeping with the character of the building to which it relates, or the local area in which it is placed. The sign should not be the dominant element of the immediate area in which it is placed.
- (iv) The 'Dunedin Sign Guidelines' shall be taken into account when assessing the suitability of any sign or signs requiring resource consent.

### **19.6.2 Traffic Safety**

The Council shall not grant resource consent to any sign that adversely affects traffic safety, or the safe and efficient functioning of the City's road network. The Land Transport Safety Authority and Transit New Zealand guidelines in Method 19.4.1 will be used to assess the potential adverse effect of a sign on traffic safety. When considering an application for a resource consent for a sign or signs on a State Highway, the requirements of the Transit New Zealand Bylaw 1987/3 (refer to Attachment 1) shall be taken into account.

### **19.6.3 Pedestrian Access and Safety**

No sign may be erected in a position whereby that sign limits pedestrian access to a public space, impedes access to buses at bus stops or creates a hazard for pedestrian traffic.

### **19.6.4 Cumulative Effects**

When considering a resource consent for a sign, the Council shall take into account the cumulative effect that one or more such signs would have on amenity and traffic safety in the district.

### **19.6.5 Signage in the Airport Zone** *[Inserted by Plan Change 3, 1/9/2008]*

The effects of the signage upon efficient operations of the Dunedin International Airport, the effects of the signage upon amenity of the airport as a gateway to Dunedin and the visibility of the signage from outside the Airport Zone.

### **19.6.6 Harbourside Zone** *[Inserted by Plan Change 7, 29/5/2012]*

- (i) Whether the location, size, colour, lettering or content of the sign will have an adverse effect on the traffic safety on the adjacent road and the navigational safety of vessels in the Steamer Basin area.
- (ii) The extent to which the proposed signage is consistent with the Harbourside Design Code in Appendix 26.2.

## ***19.7 Anticipated Environmental Results***

The anticipated environmental results are:

### **19.7.1**

Signs which are compatible with the environment in which they are located.

## Appendix 19A: Sites for Temporary Election Signs

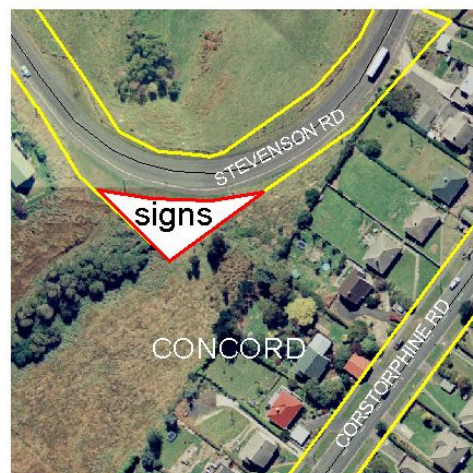
(See Rule 19.5.1(x))



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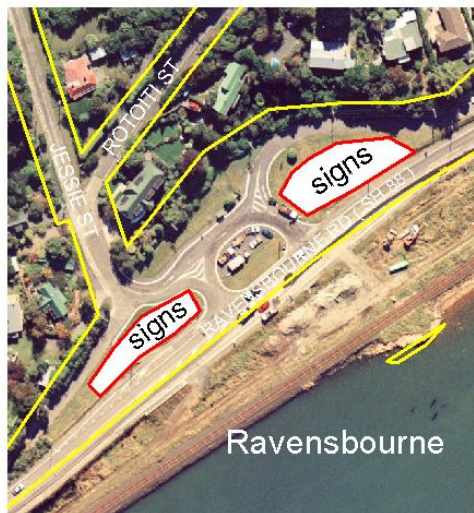




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