
PREFERRED OPTION REPORT TO DISTRICT PLAN COMMITTEE

DATE: 16 May DPC Meeting

TOPIC NAME: Signage

SCOPE DESCRIPTION: Preferred Option Report for Signage

TOPIC LEAD: Vicki Barker

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EXECUTIVE SUMMARY

<i>Issue(s)</i>	<ol style="list-style-type: none"><i>1. Need to consolidate and focus signage provisions into a single chapter and to provide a single coherent policy and rule framework for signage;</i><i>2. Need to review the rule package so that it is appropriately enabling of the multiple functions of signage (not just advertising) and provides for signage as an integral element in commercial and industrial contexts and conversely controls signage in more sensitive rural and residential locations;</i><i>3. Need to provide better direction and control regarding non-site related signage (including the management of billboards and temporary signage advertising upcoming events), particularly in sensitive environments where there is a high amenity expectation.</i>
<i>Preferred Option</i>	<i>That signage be managed by amended policies and rules within the Proposed District Plan to address current inconsistencies and gaps and to provide a clearer framework.</i>
<i>Recommendation</i>	<i>That the Preferred Option for Signage is endorsed for further development (Section 32 and Drafting phase).</i>
<i>DPC Decision.</i>	<i>That the Committee endorses the Preferred Option for signage for further development and engagement.</i>

1.0 Introduction

The Signage Baseline Report sought to identify the various types and functions of signage, emerging signage trends, and the effectiveness of the operative Selwyn District Plan ('Operative Plan') provisions in managing such signage. A review of signage provisions in the Plans of other Canterbury Districts was also undertaken, along with a review of the New Zealand Transport Agency's (NZTA) guidance on signage within and adjacent to the State Highway network. The Baseline Report and associated recommendations laid the foundation for providing a potential policy framework and associated rule options for managing signage.

The purpose of this Preferred Options Report is to provide a summary of the Baseline Report and to identify issues and options for addressing the management of signage within Selwyn District.

A preferred option has been identified and outlined. If endorsed by Council, this preferred option will form the basis of public engagement as part of the District Plan Review project.

2.0 Statement of Operative District Plan approach

Unlike most District Plans, the Operative Plan does not have a single, dedicated chapter or section addressing signage on a district-wide basis. The Operative Plan instead has three different sections relating to signage, with these sections incorporated into the provisions for the Rural, Living, and Business zones, split across the Township and Rural Volumes.

As the structure of the Plan is fragmented, the signage policy framework is also fragmented. The policy guidance is also relatively brief and has a focus primarily on controlling signage to achieve positive amenity outcomes, with little consideration given to enabling the benefits of signage, the various necessary and functional roles of signage, and the need for specific direction on certain types of signage, such as non-site related signage.

The Operative Plan signage-related definitions are also unclear and have caused challenges for the Council's enforcement team regarding controlling non-site related signage in particular.

Within the three zones, the signage rules are broken down into different categories comprised of general signage, directional signs, health and safety, property sales, noticeboards, and signage adjacent to strategic roads. The Business Zones do not however have separate categories for directional signs, health and safety, or property sales.

The Operative Plan rules (but not the policies) recognise and provide for greater levels of permitted signage in Business zones. Conversely the rules also recognise that Rural and Residential zones and associated levels of amenity are vulnerable to the visual effects of signage, and therefore the Plan applies more restrictive controls on signage in these locations. However the provisions do not provide adequate guidance on non-site related signage, traffic safety or temporary signage, and conversely do not provide appropriate support for necessary signage.

Overall, the current dispersed structure leads to inconsistency in approach, considerable duplication in signage provisions and some gaps.

3.0 Summary of Issues

3.1 Fragmented structure and the need for more directive policy guidance

The Operative Plan has the signage provisions scattered through different volumes and zones/sections and therefore does not provide a coherent structure or policy direction for signage. The policies in particular have a limited focus on managing the potential adverse effects of signage and provide little recognition that signage is an anticipated and necessary element in many contexts, particularly commercial and industrial environments. Feedback from Council consenting and enforcement officers is that the current policy framework does not provide an appropriate level of guidance or direction, which is then compounded by signage definitions that are ambiguous.

Policies (and associated signage rules) would benefit from being consolidated into a single signage chapter. The policy framework itself needs to recognise the need for, and benefits of signage, as well as the need to manage the extent and effects of signage in more sensitive environments. Specific policy guidance on non-site related signage, traffic safety, and temporary/event-related signage which is a current gap in the Operative Plan would also provide greater clarity and direction.

3.2 More certain and effective rule framework

The adverse effects (and benefits) of signage need to be appropriately managed through rules regarding the size, number, and location of signs. These provisions need to be appropriately enabling in commercial and industrial environments where signage is a normal (and necessary) part of business, and conversely more restrictive in more sensitive environments (i.e. residential and rural areas) where amenity expectations are higher. These amendments are identified in the recommendation summary attached as Appendix 2. In summary the key changes are as follows:

- Provide explicit exemptions for signage that is required for functional reasons such as providing directions, or that is required by other legislation regarding workplace safety and hazardous substances;
- Provide for an increase in the permitted area of signage in commercial and industrial environments to avoid unnecessary consenting;
- Improve the clarity and enforceability of controls on non-site related signage and otherwise generally retain the existing signage rule approach in rural and residential environments to better protect the higher levels of amenity anticipated in these zones;
- Revise the signage controls adjacent to arterial roads and State Highways to better reflect current NZTA guidance regarding traffic safety;
- Provide for more specific control of LED signage which is a new and rapidly emerging technology that was not available when the Operative Plan was prepared.

The rule package for signs in Council parks associated with recreation and community facilities should also be improved to better recognise the signage requirements for larger Council-owned

facilities. Whilst some of these parks are designated (and therefore signage can be implemented via the separate Outline Plan process), this is not always the case.

Signage in Council parks and road reserves can also include real estate signage, sandwich boards, temporary event signs, and signage advertising adjacent businesses. Feedback from Council's enforcement team is that the rules around such signage need to be succinct, clear, unambiguous, and enforceable. The preferred option is for such controls to be in the District Plan rather than via by-laws, however there may be discrete circumstances where a by-law is the more effective and flexible tool. Further assessment and justification for the most efficient mix of regulatory tools will be set out in detail in the next phase of work, along with the proposed District Plan provisions, which will be presented to Council for consideration.

3.3 Better management of non-site related signage

All of the District Plans reviewed for nearby districts contain strong controls and direction regarding signage that is not related to the site where the sign is placed. Typical examples of these types of signage include:

- Small signs on farms or residential properties advertising businesses or upcoming events that are not located on the site in question;
- Trailer-mounted signs that are temporarily parked on the road or adjacent to roads for advertising purposes;
- Large billboards.

Non-site related signage can result in a proliferation of signage across the District, especially in highly visible locations such as adjacent to arterial road corridors. This is particularly an issue in the more environmentally sensitive rural and residential parts of the District where there is a general amenity expectation that signage will be a subordinate visual element in the environment. The management of billboards is a subset of the wider non-site related signage issue. Reviewed District Plans again generally provide specific direction as to the management and suitability (or not) of large non-site related signs. It is recommended that the Proposed Plan contain clear direction as to where such signage might be appropriate. For example, within industrial areas that are not opposite rural or residential zones, and likewise areas where such signage is not anticipated or provided for.

Temporary signage is another aspect of this issue, where signs are erected on a temporary basis to advertise an upcoming event. Such signage can again result in a proliferation of ad-hoc advertising, especially around busy rural intersections, that can be unsightly and in contrast to the level of amenity and character anticipated in a rural environment. The Proposed Plan needs to strike an appropriate balance between enabling such signage in appropriate locations for appropriate time periods and maintaining an acceptable level of amenity and avoiding a proliferation of such signage.

3.4 Other matters

The Signage Baseline Report included detailed analysis of the Operative Plan signage provisions, their effectiveness, and the issues that have arisen through their implementation over the last decade or so. The Baseline Report resulted in some 30 recommendations that explore the above three issues and their resolution in more detail, along with addressing a number of more minor matters. A summary of the full set of Baseline Report recommendations is included in Appendix 2.

4.0 Summary of relevant statutory and/or policy context and other background information

There are a number of Acts and statutory provisions that relate to the management of signage. It is important that the development of the Proposed Plan signage provisions is cognisant of the requirements of other legislation and does not prevent the provision of signage that is required under other legislation or duplicate these requirements. These Acts and provisions are summarised as follows:

- **National Policy Statements:** None are directly relevant to this topic.
- **National Environmental Standards (NES):** The only NES that includes explicit reference to signage is the National Environmental Standard for Electricity Transmission Activities (NESETA) which relates to the management of existing electricity transmission lines. Clauses 23 and 24 set out permitted and restricted discretionary standards for signs affixed or adjacent to support structures.
- **Canterbury Regional Policy Statement:** Does not include any directive guidance on signage.
- **Mahaanui Iwi Management Plan 2013:** Does not include any directive guidance on signage. The District Plan signage provisions should nonetheless be designed to facilitate the use of Te Reo in place names and directions.
- **Hazardous Substances and New Organisms Act 1996 (HSNO):** Controls the storage and use of hazardous substances. In particular, HSNO requires signage to be erected at site and building entrances and on fixed bulk storage tanks.
- **Health and Safety at Work Act 2015 (HSWA):** Requires persons conducting a business to ensure, so far as is reasonably practicable, that the workplace is without risks to the health and safety of any person. In many work places or site entrances, the need to clearly display signage will be a necessary component of identifying and managing workplace safety risks.

- **Electoral Act 1993 and associated 2005 regulations:** Places restrictions on the design and duration of signage used for electoral purposes.
- **Land Transport Management Act 2003:** Sets out the responsibilities of the New Zealand Transport Agency (NZTA) and has a focus on the safe and efficient functioning of New Zealand's land transport system. NZTA set the requirements for the consistent use and design of road signs (street naming, regulatory, and for tourist information purposes) and also control (as landowner) the placement of third party signs within the State Highway road reserve.
- **Advertising Standards Authority:** Is a voluntary membership organisation that has a Code of Practice that includes a code of ethics which specifies criteria for offensiveness and decency of advertising content.

5.0 Summary of alternative management responses - Other Districts

The District Plans of Ashburton, Waimakariri, Hurunui, and Christchurch have been reviewed. All of these Plans address signage for all zones in a single chapter or sub-chapter that forms part of a District-wide set of provisions alongside topics such as noise and glare.

The Plans generally differentiate their signage provisions by topic depending on signage function and/or zone. Typical signage rules address the number and size of signs in Living, Rural, and Business zones, signs adjacent to arterial roads, real estate signage, temporary signage, non-site related signage, and signage required by other legislation.

All Plans have strong controls on avoiding non-site related signage, with Christchurch being the only Plan that makes limited provision for such signage where it is located in Industrial and Commercial zones. All Plans include controls on trailer or vehicle-based signage where its primary purpose is as a medium for advertising rather than being incidental to the every-day use of that vehicle. The Christchurch Plan is the only one that includes explicit provision/restrictions on billboards, with the other Plans instead relying on general controls managing non-site related signage.

All Plans adopt a restrictive approach to signage in living and rural zones, reflecting the more sensitive nature of these environments.

All Plans include provision for temporary signage associated with one-off events. The nature of these controls however vary considerably between Plans in terms of the limits on number, size, and duration.

The policy approaches set out in the reviewed District Plans generally focus on the need to control signage in sensitive locations/ achieve certain amenity outcomes, and to maintain traffic safety. The Christchurch District Plan provides a useful policy framework that recognises the beneficial functions of signage, the need to balance these against amenity outcomes especially in

sensitive environments, and provides specific guidance on transport safety and non-site related signage.

Three of the four other Councils reviewed also manage signage on Council-held land (parks and road reserves) through the use of by-laws prepared under the Local Government Act, i.e. for Council-held land the by-law controls signage through Council's function as landowner and the District Plan manages signage located on private property.

6.0 Summary of Options to address Issues

6.1 OPTION 1 – MAINTAIN STATUS QUO

Under this option the existing provisions and management approach for signage would be maintained.

Effectiveness in Addressing Issue:

While the signage provisions in the Operative Plan are largely effective, a rollover of the current provisions would not solve the structure, clarity and consistency issues outlined in Section 3.0 above and is therefore considered to be ineffective.

Risks:

There would be a lost opportunity to improve the efficiency and effectiveness of the management of the effects of signage in the District if the existing provisions were rolled over. In particular, the opportunity to proactively provide for necessary signage and to conversely manage signage in locations that are sensitive to the amenity effects of excessive signage would also be lost.

Budget or Time Implications:

This would be the most cost and time efficient option in the short-term for the Council, however rolling over the existing provisions could result in some costs for signage users due to uncertainty and/or unnecessary resource consenting requirements in commercial and industrial zones in the current provisions.

Stakeholder and Community Interests:

All District residents, commercial and industrial site owners and operators, NZTA, Mahaanui Kurataio.

Recommendation:

Do not maintain the status quo.

6.2 OPTION 2 – UPDATE SIGNAGE PROVISIONS TO IMPROVE CLARITY AND EFFECTIVENESS

Under this option the general approach to the management of signage in the Operative Plan would be maintained, but the provisions would be consolidated in a single chapter and updated to ensure they are consistent and clear and effectively address amenity concerns that have arisen where the Operative Plan approach is ambiguous or ineffective.

In general the Operative Plan does appropriately manage signage and therefore this option constitutes amendments rather than a wholesale change in approach. The key changes in approach are set out in the recommendations of the Baseline Report, a copy of which is attached in Appendix 2 and summarised as follows:

- Provide explicit exemptions for signage that is required for functional reasons such as providing directions, or that is required by other legislation regarding workplace safety and hazardous substances;
- Provide for an increase in the permitted area of signage in commercial and industrial environments and for Council parks and associated recreation and community facilities to avoid unnecessary consenting;
- Retain the general approach of the existing signage rules in rural and residential environments, and improve the clarity and enforceability of non-site related signage controls to better protect the higher levels of amenity anticipated in these zones;
- Revise the signage controls adjacent to arterial roads and State Highways to better reflect current NZTA guidance regarding traffic safety;
- Develop clear, concise, and unambiguous controls on non-Council signage that is located within road and recreation reserves, e.g. sandwich boards, real estate signs, temporary event signs etc. The preferred option is for such controls to be in the District Plan although there may be discrete circumstances where a by-law is more efficient and effective;
- Develop more specific controls on LED signage which is a new and rapidly emerging technology that was not available when the Operative Plan was prepared;
- Develop more specific controls on temporary signage;
- Develop more specific controls on non-site related signage such as billboards and trailer mounted signs.

Effectiveness in Addressing Issue:

Consolidating the signage provisions into a single chapter, having clearer policy direction and revising the rules would address the issues identified in section 3.0 of this report, while maintaining the relatively effective approach in the Operative Plan provisions.

Risks:

The principle risk with this option is that the required consistency and clarity cannot be obtained and the appropriate balance between enabling signage and maintaining amenity and safety are not achieved. The recommended approaches also increase regulation for some types of signage which may be of concern to interested parties. These risks can be managed through both careful plan drafting and the robustness and opportunity for community feedback provided through public consultation and/or the statutory plan submission and hearings process.

Budget or Time Implications:

This option will incur some time and cost to Council in preparation of an updated set of provisions, but will reduce the cost of any confusion to plan users caused by the current provisions and will provide greater certainty to the enforcement team and the ability to meet community expectations regarding amenity outcomes.

Stakeholder and Community Interests:

The public, commercial owners and operators, NZTA, Mahaanui Kurataio.

Recommendation:

Proceed with the option of updating the signage provisions to improve clarity, consistency, and effectiveness.

7.0 Summary of stakeholder engagement

Stakeholder engagement was undertaken with Mahaanui Kurataio Ltd (MKT) and NZTA during the drafting of the Baseline Report. Feedback was received from NZTA who provided direction on the content and wording of proposed signage controls adjacent to the State Highway network. MKT feedback was that it is important that District Plan rules do not prevent the inclusion of Te Reo. It is likely that ngā rūnanga would support policies that encourage the use of Te Reo Māori and design in signage.

The Draft Preferred Options Report was not sent to Environment Canterbury for comment as it is expected to be of no direct interest. The Preferred Options Report was not circulated to MKT or NZTA for comment as it reflects the Baseline Report with which both MKT and NZTA were involved.

Wider stakeholder engagement was not undertaken as part of the Baseline Report as it was difficult to identify a manageable number of particular stakeholders and not exclude others who may have an interest, and therefore it was considered more efficient and effective to proceed with public consultation as part of the next phase.

8.0 Preferred Option for further engagement

The Project Team recommends that Option 2 as outlined in section 6.2 above is endorsed by Council for further development.

Appendix 1. Baseline Report

[Link to baseline report will be inserted here]

Appendix 2. Summary of Background Report Signage Recommendations

RECOMMENDATIONS	
Structure	
1	Signage provisions for the District are to be consolidated into a single chapter. Such a structuring approach is common in other District Plans where 'District wide' matters such as glare, noise, and signage are grouped into a single chapter. This proposed structuring approach is supported and will assist in usability and will reduce duplication in Plan provisions.
2	Develop a single set of objectives and policies to provide guidance for the management of signage across the district. Whilst it is not suggested that the Christchurch Plan's policy approach be adopted verbatim for the Selwyn context, it is considered to provide a useful template in terms of length, complexity, topics covered, and the extent of direction provided to Plan users.
Functional Signage	
3	Explicitly permit signs that have a direction, safety, warning, or property address/numbering function. This could either be done by an explicit statement that such signage is not subject to control through the District Plan, an explicit exclusion from the definition of 'signage', or through a rule that explicitly provides for such signage as a permitted activity. The preferred approach will depend on wider decisions as to Plan structure and approach to rule formatting and definitions.
Visible Signage	
4	That the Operative Selwyn District Plan definition exempting signage that is not visible from a public space be retained and made explicit in order to avoid unnecessary costs of regulation in situations where there are few benefits of such regulation.
Non-site related signage	
5	Off-site signage can be differentiated from site-related signage and therefore a different management approach is appropriate.
6	The majority of commercial and industrial business zones in Selwyn have an immediate interface with rural or residential neighbours. As such off-site signage is not appropriate due to the sensitivity of these adjacent zones.
7	Off-site signage should be controlled at a non-complying level in all zones except the Rolleston Business 2/2A zone where restricted discretionary status would be appropriate, noting that the Rolleston industrial zones are the only zones of scale in Selwyn District where there is extensive frontage with other industrial activities.
8	In rural and living zones, limit site-related signage to sites where that is the primary location business activity is undertaken.
Signs in road reserves and parks	
9	Investigate further whether signage located on Council-held road and recreation reserves could be more efficiently and effectively controlled through Council's functions as land owner via by-laws established under the LGA than through rules in the District Plan. An alternative to a by-law is simply for Council to

RECOMMENDATIONS	
	<p>adopt a policy on how it will treat signage on land under its own control, with the rule package being explicit that it does not apply to signs on Council-controlled land.</p> <p><i>Note: Since making this recommendation in the Baseline Report, further advice has been received from Council staff. This feedback has identified that managing signage in road and recreation reserves through the District Plan is the preferred option in the first instance, noting that further assessment of this issue as part of the RMA section 32 process may identify discrete circumstances where a by-law may be more efficient and effective.</i></p>
10	<p>In the event that Open Space zone(s) are proposed, then adopt an enabling approach to signage in such zones where used for naming and information purposes given the public good of such signage and the generally large size of these parks and facilities which means that recreation-related signage can be readily absorbed from an amenity perspective. Depending on the number of Open Space zones, differentiate between local parks and conservation areas (with a lower quantum of signage) and major sports facilities (with a larger quantum).</p>
11	<p>In the event that the current approach to parks and facilities having the underlying rural or living zoning is retained, investigate first the option of by-laws set out under (a). If the use of by-laws is not found to be acceptable, then develop a specific set of exceptions to better enable recreation related signage in the Living and Rural zones where located on Council-held land.</p> <p><i>Note: Since making this recommendation in the Baseline Report, further advice has been received from Council staff. This feedback has identified that managing signage in road and recreation reserves through the District Plan is the preferred option in the first instance, noting that further assessment of this issue as part of the RMA section 32 process may identify discrete circumstances where a by-law may be more efficient and effective.</i></p>
Real Estate Signage	
12	<p>Retain the Operative Selwyn District Plan approach to real estate signage, including time limits; and subject to the following three recommendations:</p>
a.	<p>Controlling temporary 'open home' signs and 'for sale' signs through by-laws or rules where such signage is located within the road reserve;</p>
b.	<p>Limiting the size of 'for sale' signs to no more than 2m² in area and one per site in Living Zones; 3m² and one sign per road frontage in Rural and Commercial (Business 1) Zones; No limit on size and number in Industrial zones.</p>
c.	<p>Provide for one 18m² sign at each road entrance to new Greenfield subdivisions for marketing the subdivision during development and sales phases.</p> <p><i>Note: Since making this recommendation in the Baseline Report, further advice from the Council's enforcement team is that there are a large number of smaller subdivisions where such signage would be excessive and therefore the rule would need to include a minimum subdivision size threshold i.e. apply only to the large greenfield areas and not smaller in-fill blocks.</i></p>
Temporary Signage	
13	<p>Temporary signage should be provided for where it is advertising a community, educational, or recreational event, or during construction. Such signage should be limited to one per site to prevent the proliferation of 'clusters' of such signage on prominent intersections. The size of such signage should also be consistent with that permitted in the underlying zone. Finally the Plan should specify the maximum time prior to the event that the signage can be erected for.</p>
LED/ Digital signs, illumination, flashing and moving parts	
14	<p>As a general approach, the light spill effects from illuminated signage are no different from light spill from any other source and therefore are considered best addressed via the standard District-wide provisions on glare and light spill. The inclusion of cross-reference to these provisions included in the</p>

RECOMMENDATIONS	
	signage rules would help to alert Plan users to the need to also refer to the District wide light spill rules when lit signage is contemplated.
15	Separate from light spill effects, illuminated signage can also have an effect on amenity and character. It is therefore recommended that signage in Living and Rural zones should not include LED displays. Where the site is either within a Rural or Living zone, or is directly opposite these zones, signage illumination should be turned off when the premises is closed for business.
16	Retain the Operative Selwyn District Plan controls on flashing and moving signage.
17	LED signs should be limited to commercial and industrial zones due to their greater visibility. As with illuminated signage, LED signs should be turned off when the premises is not open for business, where the site is directly opposite a Rural or Living zone. The Plan should also be explicit that changing images on a LED sign does not constitute a 'moving part', however displaying TV style footage would.
18	Specific activity standards should be developed for site-related LED signs in Commercial and Industrial zones. Examples of matters to be considered include the proximity to the roading and the speed environment, image dwell time (e.g. minimum 8 seconds), the transition time from one image to the next (e.g. 0.5 second dissolve between images), and luminance controls.
19	The drafting of any provisions regarding LED signage will need to be carefully considered and should be informed by discussions with Christchurch City and NZTA to ensure the provisions are both efficient and effective.
Transport Safety	
20	<p>The recent Christchurch District Plan review considered the management of signage adjacent to arterial roads, with NZTA a participant at mediation which arrived at an acceptable provision as set out below. Given that the below rule has been the subject of recent mediation and was subsequently confirmed by the Independent Hearings Panel it is recommended that the below provision be considered as being appropriate for managing the traffic safety-related aspects of signage. In essence the provision does two things. First it controls signage in all areas where it will obscure or hinder interpretation of traffic signs. The second part of the rule relates to signage adjacent to higher speed arterial roads. The rule is only triggered where all three criteria set out in (i-iii) are met. The rule is again aimed at managing signage to ensure that it does not obscure or detract from seeing traffic controls signs. The rule is focussed on traffic safety and does not seek to control the visual effects of signage, with the underlying zone provisions managing character and amenity outcomes.</p> <p><i>Traffic Safety – applies to all signs</i></p> <p><i>a. Any sign shall be located so as not to obscure or to detract from the interpretation of any traffic sign or controls.</i></p> <p><i>b. No sign shall be located adjacent to a state highway or arterial road where all of the following criteria are met:</i></p> <p><i>i. The road has a speed limit of 70km per hour or greater; and</i></p> <p><i>ii. The sign is located within a road boundary building setback required by a built form standard for the relevant zone; and</i></p> <p><i>iii. The sign is located within 100 metres (in urban zones) or 200 metres (in rural or open space zones) in front of any official regulatory or warning sign or traffic signal.</i></p> <p><i>Note: Official regulatory signs exclude street naming signs and brown information signs.</i></p>
21	That this approach be discussed with NZTA as part of the rule development process to ensure that it is appropriate to the Selwyn context.
Living Zones	

RECOMMENDATIONS	
22	Signage be limited to no more than one per site, with a maximum size of 0.5m ² where there is a residential activity occurring on the site, and increasing to 1m ² where there is no residential activity.
Rural Zones	
23	Retain the Operative Selwyn District Plan approach for general site-related signage in the Rural Zones.
Business Zones – signage on buildings	
24	Retain the Operative Selwyn District Plan provisions for site-related signage on buildings in commercial and industrial zones.
25	Limit signage on buildings to being no higher than the façade that it is displayed on. The rule should be crafted so that it relates to façade height rather than roof height, as the key design outcome is to not have signage projecting above facades/ walls, rather than the top of the roof;
26	<p>Investigate the use of by-laws to control signage attached to verandas and sandwich boards displayed within or over the road reserve. If by-laws are not accepted then include rules controlling heights and dimensions to ensure veranda signs do not create an obstruction hazard. It is noted that in some cases veranda and projecting signs will be over private land e.g. laneways or between buildings and customer carparks, and therefore a complementary set of rules is likely to remain necessary in the District Plan for controlling such signage where it is located over private land.</p> <p><i>Note: Since making this recommendation in the Baseline Report, further advice has been received from Council staff. This feedback has identified that managing signage in road and recreation reserves through the District Plan is the preferred option in the first instance, noting that further assessment of this issue as part of the RMA section 32 process may identify discrete circumstances where a by-law may be more efficient and effective.</i></p>
27	Include the integration of signage within the overall design as an assessment matter for developments that trigger an urban design assessment (all development with Lincoln and Rolleston and large developments in the other townships).
Business zones - free standing signs	
28	Free-standing signs be limited to one per site, with an additional sign permitted where a site has more than one road frontage, or where the frontage is more than 50m in length in which case an additional sign is appropriate. Feedback from NZTA is that more discretion should be considered in relation to the effects of more than one sign along a site with road frontage where it faces the State Highway.
29	As recommended above, restrictions on free-standing signs would not apply to signage that is necessary for compliance with HSNO legislation (which requires warnings signs at all site entrances) or for property numbering.