
POST ENGAGEMENT PREFERRED OPTION UPDATE REPORT TO DISTRICT PLAN COMMITTEE

DATE: 16 October 2018

TOPIC NAME: Signage

SCOPE DESCRIPTION: Post Engagement Update on Preferred Options for Signage (DW008)

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EXECUTIVE SUMMARY

<i>Summary of Preferred Option Endorsed by DPC for Further Engagement:</i>	That the signage provisions are updated to improve clarity and effectiveness and are contained in a single consolidated chapter.
<i>Summary of Feedback Received</i>	The feedback is consistent with the approach proposed with respect to: ensuring signage is appropriate to the location; functional/legislative signage is enabled; and there be better control of non-council signage within road reserves, signage not related to a site, and temporary signage. One respondent sought signage rules in each chapter rather than a single chapter.
<i>Recommended Option Post Engagement:</i>	That the Preferred Option previously endorsed by DPC progresses to the 'Drafting and Section 32 Evaluation Phase'.
<i>DPC Decision:</i>	<i>That the Preferred Option previously endorsed by DPC progresses to the 'Drafting and Section 32 Evaluation Phase.'</i>



1.0 Introduction

1.1 Overview of Preferred Option Endorsed by DPC

Option 2 (Update Signage provisions to improve clarity and effectiveness) has been endorsed as the preferred option. This option maintains the existing general approach to the management of signage, but the provisions would be contained in a single consolidated Signs Chapter and updated to ensure they are clearer, and more consistent and effective.

Key proposed changes include:

- Explicit exemptions for signage required for functional reasons such as directional and signs required by legislation;
- An increase in the permitted area of signs in commercial and industrial environments and associated with Council parks and facilities;
- Retention of the general approach of the existing rules in Residential and Rural environments, but clearer and more enforceable rules relating to non-site related signage;
- Revision of the signage rules adjacent to arterial roads and State Highways to better reflect current NZTA guidance;
- Development of clearer rules or a bylaw to manage non-Council signage located within road and recreation reserves, e.g. sandwich boards;
- Development of more specific rules to manage LED signage;
- Development of more specific rules to manage temporary signage;
- Development of more specific rules relating to non-site related signage, e.g. billboards and trailer mounted signs.

2.0 Summary of Feedback Received

2.1 Partner/Stakeholder Feedback

Stakeholder feedback was received from the following parties and is summarised by theme below:

- IPort/Rolleston Industrial Holdings Ltd (RIH)/Rolleston Industrial Development Ltd (RID);
- Horticulture NZ (Hort NZ);
- Z Energy Limited, BP Oil New Zealand Limited and Mobil Oil New Zealand Limited (Oil Companies).

Signs chapter or provisions in zone chapters

Hort NZ considers that as the signage provisions will vary across the District due to the different nature of the zones, it is more appropriate for the signage provisions to be included within each zone chapter rather than a single Signs Chapter. Conversely the Oil Companies support a single Signs chapter.

Signage appropriate to the location and legislative signage

IPort/RIH/RID consider the key issue is ensuring signage is appropriate for the location and consider that billboards can be accommodated in Business zones and should be provided for, as well as digital signage. Such signage presents advantages to landowners and businesses, but it is acknowledged that effects also need to be managed, preferably as a permitted activity with management through performance standards and controls.

The Oil Companies are seeking provision for a range of signs that support business identification and advertising while maintaining the character and amenity values of these zones (i.e. managing the number, size and design of signs in zones sensitive to amenity effects (such as residential and rural zones), as well as the safe and efficient functioning of the transport network. They also support the intention to revise the signage controls adjacent to arterials and state highways in accordance with NZTA guidelines.

The Oil Companies are also seeking continued exemption of service stations from complying with the total number of signs on any site¹ as such signage is generally expected, and are seeking a permitted maximum area for signage (i.e. 16-18m² in a business or industrial zone).

Hort NZ seeks to ensure that signage required by legislation such as Health and Safety at Work and HSNO are provided for as a permitted activity. Likewise, the Oil Companies support retention of a permitted activity rule for health and safety related signage without any performance standards.

Non-council signage within road reserves

IPort consider non-council signage on Council road reserve should preferably be managed through a Bylaw rather than District Plan rules.

2.2 Public Feedback

There was relatively limited public feedback (six responses from individuals within the Selwyn community), which has been summarised into key themes below.

Signage appropriate to the location

There was specific feedback received regarding existing signage at Lincoln Wetlands. The respondent considers that the natural beauty of the area has been compromised by established signage, which they consider is inappropriate in terms of content and design and creates visual pollution in this natural area (photos provided). The feedback states that the location/setting should influence the size, colour, height, and placement of signage.

Non-council signage within road reserves

The responses varied between not allowing non-council signage, to allowing it subject to obtaining Council approval regarding the content and placement (ensuring pedestrians are not impeded) and regular monitoring to ensure compliance.

¹ In the Rural Zone, Rule 6.1.1.9 (Table C6.1 No 6. - Maximum Number of Signs) permits no maximum number of signs per property in relation to products and services sold on-site at a shop or a service station. This rule currently applies only in the Rural Zone, and not the Business or Living Zones.

Limiting signage not related to a site

The majority of the public responses agreed with the need to limit signage not related to a site, and one was indifferent.

Temporary signs

Temporary signage is considered appropriate in association with temporary activities such as events, but not permanent activities such as restaurants for example. The feedback also considered such signage should be limited to a clear time period, design and placement restrictions. The feedback regarding an appropriate time period varied between requiring such signage to be removed each day, to allowing temporary signage for a few months and for it to be removed within a week after the event. One individual considered temporary signage should be located completely clear of road intersections.

3.0 Analysis of Feedback Received

All of the feedback is considered consistent with the endorsed preferred option, which will be considered in drafting, with the exception of how the Signs provisions should be structured in the Plan. Therefore this is the only issue discussed below.

3.1 How the Signs provisions should be structured in the Plan

Hort NZ does not support the Signs provisions being contained in a single chapter as recommended by the Preferred Options Report (and as supported by the Oil Companies). It is noted that a single Signage Chapter is a requirement of the Draft National Planning Standards and separate chapters are also required with respect to other district-wide matters (e.g. Noise and Lighting). To ensure the zone rules integrate with the district-wide rules, there will be links between the chapters and the eplan format will readily enable plan users to locate the district-wide rules relevant to a zone. Separate Signs Chapters have also been incorporated in other newly operative and notified district plans. Therefore, no change is recommended to the proposed approach that the Signs provisions continue to be contained within a single consolidated chapter.

4.0 Recommended Option

The Project Team recommends that:

- The Preferred Option previously endorsed by DPC progresses to the 'Drafting and Section 32 Evaluation Phase'.