



**WHANGANUI  
DISTRICT COUNCIL**  
Te Kaunihera a Rohe o Whanganui

## **Signage Policy 2018**



## Table of Contents

<b>EXECUTIVE SUMMARY</b> .....	<b>3</b>
<b>INTRODUCTION</b> .....	<b>3</b>
<i>Why we need a policy</i> .....	3
<i>Background</i> .....	3
<i>Scope of policy</i> .....	3
<b>POLICY CONTEXT</b> .....	<b>3</b>
<b>OBJECTIVES</b> .....	<b>4</b>
<b>POLICIES</b> .....	<b>4</b>
1. ACTIVITIES .....	4
1.1. PERMITS AND APPROVALS.....	4
2. GENERAL CONDITIONS FOR SIGNS .....	5
2.1. CONSTRUCTION AND MAINTENANCE OF SIGNS .....	5
2.2. TRAFFIC SAFETY .....	5
3. SPECIFIC CONDITIONS FOR SIGNS .....	6
3.1. ELECTION HOARDINGS.....	6
3.2. TEMPORARY EVENT SIGNS.....	6
3.3. COMMUNITY MESSAGE SIGNS.....	7
3.4. MOBILE SIGNS.....	7
3.5. REAL ESTATE SIGNS .....	7
3.6. SIGNS ON FOOTPATHS.....	8
3.7. DIRECTIONAL SIGNS.....	8
4. APPROVALS .....	8
4.1. APPLICATION FOR APPROVAL.....	8
4.2. DECIDING AN APPLICATION .....	9
4.3. REVIEW OF AN APPROVAL .....	9
4.4. REMOVAL OR ALTERATION OF SIGNS.....	10
5. SAVINGS AND TRANSITIONAL PROVISIONS.....	10
5.1. SAVINGS AND TRANSITIONAL PROVISIONS.....	10
5.2. SIGNS OVERHANGING FOOTPATHS.....	10
<b>DEFINITIONS</b> .....	<b>11</b>
<b>SCHEDULES</b> .....	<b>13</b>
SCHEDULE 1 – MAPS .....	13



## Executive summary

Signs are important for imparting information and promoting business, events, community groups and the district. However, if not managed effectively, signs can have negative impacts on public safety, amenity and the character of an area.

Council has a number of different tools available for managing signs. These include its regulatory powers under the Whanganui District Plan and bylaws as well as its land owner powers.

This policy reflects a shift in the way that Council manages signs within public places towards greater use of its landowner powers. In addition, this policy seeks to provide greater public certainty about how Council will exercise its landowner powers and the expectations of Council on those erecting signs within public places. This will help to mitigate the potential adverse effects of those signs.

## Introduction

### *Why we need a policy*

Signs are important for imparting information, promoting businesses, events, community groups and the district. However, if signs are not properly managed they can have negative impacts. These impacts include: adverse visual amenity and changes to the character of a location, traffic safety and visual confusion and a general hazard to the public. In addition to managing potential adverse effects of signs, this policy seeks to provide certainty to businesses, organisation and members of the public by setting down the expected standards for signs within public places.

### *Background*

Signs within public places have previously been managed through a combination of the Signage Bylaw 2015 and the Whanganui District Plan. While the final outcome of the signage rules was considered to be generally appropriate, the overlapping signage rules made the rules unnecessarily complicated to comply with and enforce.

In addition, given the cost of enforcing the signage rules through the bylaw, Council has typically used its landowner powers to resolve signage issues on Council controlled public places. This policy, along with amendments to the District Plan, simplifies the signage rules and reflects how signs within public places are managed in practice.


### *Scope of policy*

This policy applies to public places under the control of Council.

## Policy context

Council has a number of different tools available for managing signs within the Whanganui District. These include its regulatory powers to make rules through the Whanganui District Plan under the Resource Management Act 1991 (RMA) and bylaws under the Local Government Act (LGA) 2002.

In addition to regulatory powers, within public places Council has the ability to: erect, modify, remove structures, or provide land owner's approval to undertake works (including the erection of signs). This policy aims to provide greater public certainty about how Council will exercise its powers within public places and the expectations of Council on those erecting signs within a public place to avoid, remedy or mitigate the potential adverse effects of those signs.



While this policy manages the approvals of sign within Council controlled public places on a business as usual basis, Council has retained the ability to recover costs for unauthorised works and (in extreme cases) undertake enforcement through an amendment to the Public Places, Parks and Reserves Bylaw 2016.

Signs on state highways are required to comply with the [New Zealand Transport Agency \(Signs on State Highways\) Bylaw 2010](#), while signs on private land are required to comply with the signage provisions of the Whanganui District Plan.

## Objectives

1. To ensure that advertising signs within any public place are displayed, erected, fixed, placed, located and maintained in a way that does not present a hazard or danger to public safety.
2. To maintain aesthetic standards and preserve visual amenity values in the district.
3. To recognise the need for information signage and the need to advertise businesses, promote commerce, activities and events in the district.
4. To provide greater certainty to businesses, organisations, members of the public and for the consistent administration of the standards for signs within public places.

## Policies

### 1. Activities


#### 1.1. Permits and Approvals

1.1.1. The following signs may be erected or displayed within a public place in such a position as to be on, or projected over any public place:

- (a) Signs required by national legislation or regulation relating to hazards or hazardous substances;
- (b) An Official Sign;
- (c) Signs erected by Council;
- (d) Sponsored art installations where the sponsors take up 1m<sup>2</sup> or 25% or less of the total area of the installation, whichever is lesser;
- (e) Memorials and plaques approved by the Public Arts Steering Group; and
- (f) Signs located within the Reserves and Open Spaces zone of the District Plan and lawfully established under the District Plan signage rules.

1.1.2. The following signs may be erected or displayed in such a position as to be on, or projected over any public place subject to complying with the general condition (clause 2) and the specific conditions relating to each activity:

- (a) Mobile signs (clause 3.4)
- (b) Real estate signs (clause 3.5)
- (c) Signs on footpaths (clause 3.6)



1.1.3. The following signs may be erected or displayed in such a position as to be on, or projected over any public place provided a permit has first been obtained from the Council and subject to complying with the general condition (clause 2) and the specific conditions relating to each activity:

- (a) Election hoardings (clause 3.1);
- (b) Temporary event signs (clause 3.2);
- (c) Community message signs (clause 3.3);
- (d) Directional signs (clause 3.7);
- (e) A sign listed under clause 1.1.2 not complying with general or specific conditions;
- (f) Any sign within a public place not otherwise listed in clause 1.1.

## **2. General Conditions for Signs**

### **2.1. Construction and Maintenance of Signs**

2.1.1. A sign must be maintained at all times in 'good condition'.

2.1.2. All signs and their supporting structures must, in the opinion of Council, comply with the requirements of the Building Act 2004 (or any subsequent corresponding enactment), and the Building Code (or any subsequent corresponding Code).

### **2.2. Traffic Safety**

2.2.1. No sign shall be displayed, or permitted to remain where, in the opinion of Council, that sign would:

- (a) Distract unduly or be likely to distract unduly the attention of a road user;
- (b) Obstruct or be likely to obstruct the view of any corner, bend, safety zone, driveway, Official Sign, traffic signal, or intersection;
- (c) Resemble or be likely to be confused with any Official Sign;
- (d) Invite road users to turn so close to a turning point that there is no time to signal or turn safely; or
- (e) Otherwise constitute or be likely to constitute a danger to road users.

2.2.2. No sign shall be displayed, or permitted to remain where, in the opinion of Council, that sign contains reflective materials, internal or external illumination, or moving animation that may interfere with a road users' vision.



### 3. Specific Conditions for Signs

#### 3.1. Election Hoardings

##### 3.1.1. Election signs must:

- (a) clearly display the name and contact details of the person responsible for displaying the sign;
- (b) not exceed 2.4 metres in height;
- (c) not exceed a display area of 3 metres squared;
- (d) comply with the minimum size of lettering and line spacing on local roads as if they were located on a road controlled by the New Zealand Transport Agency under the Electoral (Advertising of a Special Kind) Regulations 2005 or subsequent regulations; and
- (e) if displayed in such a position as to be on, or projected over any public place must be located either:
  - i On a site listed in Schedule 1 of this Policy; or
  - ii A trailer which complies with clause 3.4 below

##### 3.1.2. Local election signs shall comply with any regulations promulgated under s267A of the Electoral Act 1993, or replacement thereof, as if that sign was authorised under that Act.

*Note: The current Electoral (Advertising of a Special Kind) Regulations are available online at <http://www.legislation.govt.nz/regulation/public/2005/0147/13.0/DLM332261.html>*

*Note: Electoral signs located on private land are required to comply with District Plan provisions.*

#### 3.2. Temporary Event Signs

##### 3.2.1. A temporary sign advertising a Community Activity must:

- (a) relate to a community, cultural, sporting or other public event;
- (b) not exceed of 2.4 metres in height;
- (c) not exceed a display area 2.88 metres squared;
- (d) not be displayed for more than 2 months in advance of the event to which the sign relates;
- (e) not be displayed for more than 2 working days following the completion of the event to which it relates; and
- (f) if displayed in such a position as to be on, or projected over any public place must be located either:
  - i On a site listed in Schedule 1 of this Policy; or
  - ii A trailer which complies with clause 3.4 below

##### 3.2.2. With the approval of Council, a Temporary Event Sign under clause 3.2.1 may be located on one of Council's designated permanent base structures within an area identified in Schedule 1 of this Policy.



### **3.3. Community message signs**

- 3.3.1. A temporary promotional Sign must, in the opinion of Council, promote either:
- (a) The district;
  - (b) The district boundaries;
  - (c) Attractions within the district;
  - (d) A public health or safety message; or
  - (e) A government message.
- 3.3.2. With the approval of Council, a temporary sign under clause 3.3.1 may be located on one of Council's designated permanent base structures within an area identified in Schedule 1 of this Policy.
- 3.3.3. A temporary sign under clause 3.3.1 must:
- (a) not exceed of 2.4 metres in height;
  - (b) not exceed a display area of 2.88 metres squared;
  - (c) not be displayed for more than 2 months;
  - (d) must be located on a site listed in Schedule 1 of this Policy.

### **3.4. Mobile signs**

- 3.4.1. A Mobile Sign may be displayed on a road or roadway provided such a mobile Sign:
- (a) does not overhang the base of the trailer or vehicle;
  - (b) is lawfully parked in accordance with the Parking Bylaw 2017 or successor bylaw; and
  - (c) is located at least 40 metres from any road intersection.
- 3.4.2. For the avoidance of doubt clause 3.4.1 does apply to:
- (a) a vehicle underway; or
  - (b) a vehicle advertising a business or person by way of professional permanent signwriting on the exterior of a vehicle that is lawfully parked and is being used in the normal course of day to day business.

### **3.5. Real estate signs**

- 3.5.1. Real Estate Signs are only permitted within the road to advertise an open home or auction for a period commencing no earlier than one (1) hour before and ending one (1) hour after an open home or auction takes place.



### **3.6. Signs on footpaths**

- 3.6.1. Businesses are permitted a maximum of two signs on the footpath.
- 3.6.2. Any sign displayed on the footpath must:
- (a) Be located along the frontage of the business, except that one may be displayed at an intersection;
  - (b) Advertise only the services and products of the business;
  - (c) Be displayed so as to retain a clear 1.8 metre pedestrian, mobility scooter, wheelchair or pram access way along the footpath;
  - (d) Be set back no more than 1 metre from the road kerb;
  - (e) Not interfere with street furniture or fittings, or with the opening of car doors; and
  - (f) Not exceed 2.2 metres in height and 0.7 metres in width for flag signs.
- 3.6.3. A sandwich board displayed on the footpath shall not exceed 0.8 meters in width or a maximum height of:
- (a) 1 metre - if located within 6 metres of an intersection or pedestrian crossing; or
  - (b) 1.2 meters - if located in any other location.
- 3.6.4. Any sign displayed by any business on a footpath at the start of any trading day must be removed from that Footpath by that business at the close of that trading day.

### **3.7. Directional signs**

- 3.7.1. Directional signs may be displayed to direct the general public to significant community activities or tourist facilities within the District.
- 3.7.2. Directional signs must:
- (a) Be specific to the type of community activity or tourist facility and must not include the individual name of a particular operator of the community activity or tourist facility;
  - (b) Not exceed 1.2 metres in length and 0.225 metres in height per activity; and
  - (c) Relate to a currently operational, or not more than 12 months since the cease of a seasonal activity, community facility or tourist attraction.
- 3.7.3. The cost of displaying and maintaining the sign will be borne by the person requesting the sign or signs.

## **4. Approvals**

### **4.1. Application for approval**

- 4.1.1. Applications for written approval must be made in the prescribed form, describe the activities in respect of which the approval is sought and be accompanied by supporting information as the Council may require to enable processing of the application.
- 4.1.2. The holder of an existing approval may apply to the Council for a renewal of that approval.





## 4.2. Deciding an application

4.2.1. The Council may grant, (with or without conditions) or refuse any application for approval of a sign, at its discretion.

4.2.2. In deciding to grant or decline an application for approval the Council will consider the following matters:

- (a) compliance with the Policy standards;
- (b) size of the sign;
- (c) duration the sign will remain displayed.
- (d) reasonableness or practicality of compliance with the general and specific conditions for the sign
- (e) the location of the activity and whether it is likely to cause a nuisance, obstruction or a hazard to pedestrians or vehicular traffic;
- (f) the impacts on the surrounding environment and users as a result of glare, light spill, appearance or any other effects and; whether these impacts have been appropriately mitigated;
- (g) the suitability of a person to hold an approval taking into account any known past operational issues and the applicant's experience and track record;
- (h) where applicable, whether an applicant is a registered charity or a member of a registered organisation;
- (i) whether the activity is consistent with Council policies and plans.

4.2.3. Any person who has an application declined or revoked by the Council may apply in writing for a review of the decision and the Council may review it accordingly.


## 4.3. Review of an approval

4.3.1. The Council may cancel, amend or initiate a review of an approval issued under this Policy if:

- (a) the activity is likely to interfere with works by Council or a network utility operator; or
- (b) if urgent action is required to protect the public from unsafe or hazardous conditions; or
- (c) the activity authorised in the approval is likely to impact on public health and safety or cause a nuisance or unreasonable obstruction; or
- (d) a person has failed to meet the conditions of their approval or any other requirements of any relevant criteria, policy or guidelines approved by the Council; or
- (e) a person that holds an approval fails to meet any written instructions within the specified timeframes.

4.3.2. A review of an approval, may result in:

- (a) amendment of the approval; or
- (b) suspension of the approval; or
- (c) withdrawal of the approval; or
- (d) no further action.



#### **4.4. Removal or Alteration of Signs**

- 4.4.1. Council may remove or alter any sign or other work or thing that is in breach of this Policy.

### **5. Savings and Transitional Provisions**

#### **5.1. Savings and transitional provisions**

- 5.1.1. Any written approval relating to a sign in a public place in force at the time this policy commences continues in force but:
  - (a) expires on the date specified in that approval; or
  - (b) if no expiry date is specified, expires 12 months from the date that this policy becomes effective; and
  - (c) can be renewed only by an application made and determined under this policy.
- 5.1.2. A footpath sign of up to 1.2 metres may exceed the maximum height under clause 3.6.2(e) until 1 July 2020 provided the following is met:
  - (a) the sign was lawfully established at the time of commencement of this policy; and
  - (b) the sign complies with all other provisions of this policy.

#### **5.2. Signs overhanging footpaths**

- 5.2.1. Clause 5.2.2 shall remain in force until rules expressly managing 'Signs Overhanging Footpaths' are incorporated into the Whanganui District Plan and are deemed to have legal effect under s86B of the RMA.
- 5.2.2. All signs displayed under verandas overhanging road (including footpaths) within the Commercial Environment Chapter of the District Plan must:
  - (a) Advertise only businesses, services and products located on the site of the sign;
  - (b) Be no closer than 2.5 metres to the footpath above the sign; and
  - (c) Be set back at least 0.5 metres from the Road kerb.



## Definitions

**Approval** means a licence, permit or other form of written approval granted under this policy, and includes all conditions to which the approval is subject.

**Authorised Officer** means any person appointed by Council to act on its' behalf and with its' authority, and may include a police officer.

**Community Activity** means any land and/or building used, or intended to be used, as a recreational facility, place of assembly, healthcare facility, day-care facility, community policing centre, educational facility or marae.

**Council** means the Whanganui District Council or any authorised officer.

**District** means the area within the territorial boundary of the Whanganui District Council.

**District Plan** means the operative Whanganui District Plan.

**Election Hoarding** means a sign not more than three metres squared in size that promotes the election of a candidate or party for local or central government.

**Footpath** has the meaning given by s 315 of the Local Government Act 1974.

*"means so much of any road as is laid out or constructed by authority of the council primarily for pedestrians; and includes the edging, kerbing, and channelling thereof."*

**Good Condition** means a sign that is structurally stable and does not pose a danger to the public or to property.

**Height** means the vertical distance between the existing ground level at any point and the highest part of the sign immediately above that point.

**Mobile Sign** means a sign visible from a public place and displayed on, affixed to, resting on, or in any way attached to or incorporated with a vehicle, and includes (but is not limited to) any frame, supporting device or ancillary equipment.

**Official Sign** means a traffic control device as detailed in Land Transport Rule: Traffic Control Devices 2004 (or any subsequent corresponding enactment) that is authorised by the road controlling authority.

**Portable Signage** means a sign that can be readily moved and includes a sandwich board, flag, banner pole and any similar device.

**Public Place** means an outdoor place or part of an outdoor place that is under the control of the Council, and that at any time, is open to or is being used by the public, whether free or on payment of a charge, and whether any owner or occupier of the place is lawfully entitled to exclude or eject any person from that place.

**Road** has the meaning given by s2 of Land Transport Act 1998

*“includes—*

- (a) a street; and*
- (b) a motorway; and*
- (c) a beach; and*
- (d) a place to which the public have access, whether as of right or not; and*
- (e) all bridges, culverts, ferries, and fords forming part of a road or street or*
- (f) motorway, or a place referred to in paragraph (d); and*
- (g) all sites at which vehicles may be weighed for the purposes of this Act or any other enactment”*

**Roadway** means that portion of any Road which is constructed so as to be available for the passage or parking of vehicles, whether or not that portion is sealed.

**Sign** has the meaning given by Public Places, Parks and Reserves Bylaw 2016 or successor bylaw.

*“Sign means boards, flag signs, placards, hoardings, banners or other similar devices or advertising matter, whether consisting of a specially constructed free standing device, structure, erection or apparatus, or painted, printed, written, carved, inscribed, endorsed, projected on to, placed or otherwise fixed to or displayed upon any land, building, wall, fence, rock, tree or other structure or object (including parked vehicles or trailers where such a vehicle or trailer is parked specifically for the purpose of attracting attention), with or without illumination.”*

**State Highway Road Reserve** means any part of the Road held within the State Highway designations of the District Plan.

**Temporary Sign** means any sign temporarily displayed for the purpose of:

- (a) Advertising any forthcoming Community Activity; or
- (b) Promoting the district, district boundaries and attractions within the district, a public health or safety message or government message.

**Tourist Facility** means any land, building or other structure which attracts and provides for transient domestic or international visitors and includes camping grounds, games venues, viewpoints, information kiosks, parking and rest areas, vehicle parking, toilets, and visitor accommodation and places of interest.

**Vehicle** has the meaning given by s 2(1) of the Land Transport Act 1998

*“vehicle—*

- (a) means a contrivance equipped with wheels, tracks, or revolving runners on which it moves or is moved; and*
- (b) includes a hovercraft, a skateboard, in-line skates, and roller skates; but*
- (c) does not include—*
  - (i) a perambulator or pushchair:*
  - (ii) a shopping or sporting trundler not propelled by mechanical power:*
  - (iii) a wheelbarrow or hand-trolley:*
  - (iv) [Repealed]*
  - (v) a pedestrian-controlled lawnmower:*
  - (vi) a pedestrian-controlled agricultural machine not propelled by mechanical power:*
  - (vii) an article of furniture:*
  - (viii) a wheelchair not propelled by mechanical power:*
  - (ix) any other contrivance specified by the rules not to be a vehicle for the purposes of this definition.”*



## Schedules

### Schedule 1 – Maps

**Map 1 - Cornmarket Reserve.**

**Map 2 - London Street roundabout.**

**Map 3 - Anzac Parade - opposite Hakeke Street.**

**Map 4 - Anzac Parade - opposite Georgetti Road.**

**Map 5 - Corner of Liffiton Street and Carlton Avenue.**

**Map 6 - Corner of Bamber Street and Cornfoot Street.**

### Map 1 - Cornmarket Reserve

Sign to be at least 10m from the kerb and channel and located along the lines indicated in red



Original Sheet Size:  
Scale: 1:1000

Projection: NZGD49 / New Zealand Map Grid  
Bounds: 2685177.30996182,6140486.82219987

2685377.76828338,6140718.82897593

Digital map data sourced from Land Information New Zealand CROWN COPYRIGHT RESERVED.  
The information displayed in the GIS has been taken from Wanganui District Council's databases and maps.  
It is made available in good faith but its accuracy or completeness is not guaranteed.  
If the information is relied on in support of a resource consent it should be verified independently.

## Map 2 - London Street roundabout

Sign to be at least 10m from the kerb and channel and located along the line indicated in red



Original Sheet Size:  
Scale: 1:500

Projection: NZGD49 / New Zealand Map Grid  
Bounds: 2683305.6481362,6139336.70070109

2683523.4019142,6139455.53264731

Digital map data sourced from Land Information New Zealand CROWN COPYRIGHT RESERVED.  
The information displayed in the GIS has been taken from Wanganui District Council's databases and maps.  
It is made available in good faith but its accuracy or completeness is not guaranteed.  
If the information is relied on in support of a resource consent it should be verified independently.

**Map 3 - Anzac Parade - opposite Hakeke Street**

Sign to be at least 10m from the kerb and channel  
Available area for signs in red



Original Sheet Size:  
Scale: 1:500

Projection: NZGD49 / New Zealand Map Grid  
Bounds: 2685793.71092242,6141864.87785495

2685905.19924978,6141925.71893445

Digital map data sourced from Land Information New Zealand CROWN COPYRIGHT RESERVED.  
The information displayed in the GIS has been taken from Wanganui District Council's databases and maps.  
It is made available in good faith but its accuracy or completeness is not guaranteed.  
If the information is relied on in support of a resource consent it should be verified independently.



**Map 4 - Anzac Parade - opposite Georgetti Road**

Sign to be at least 10m from the kerb and channel  
Available area for signs in red



Original Sheet Size:  
Scale: 1:500

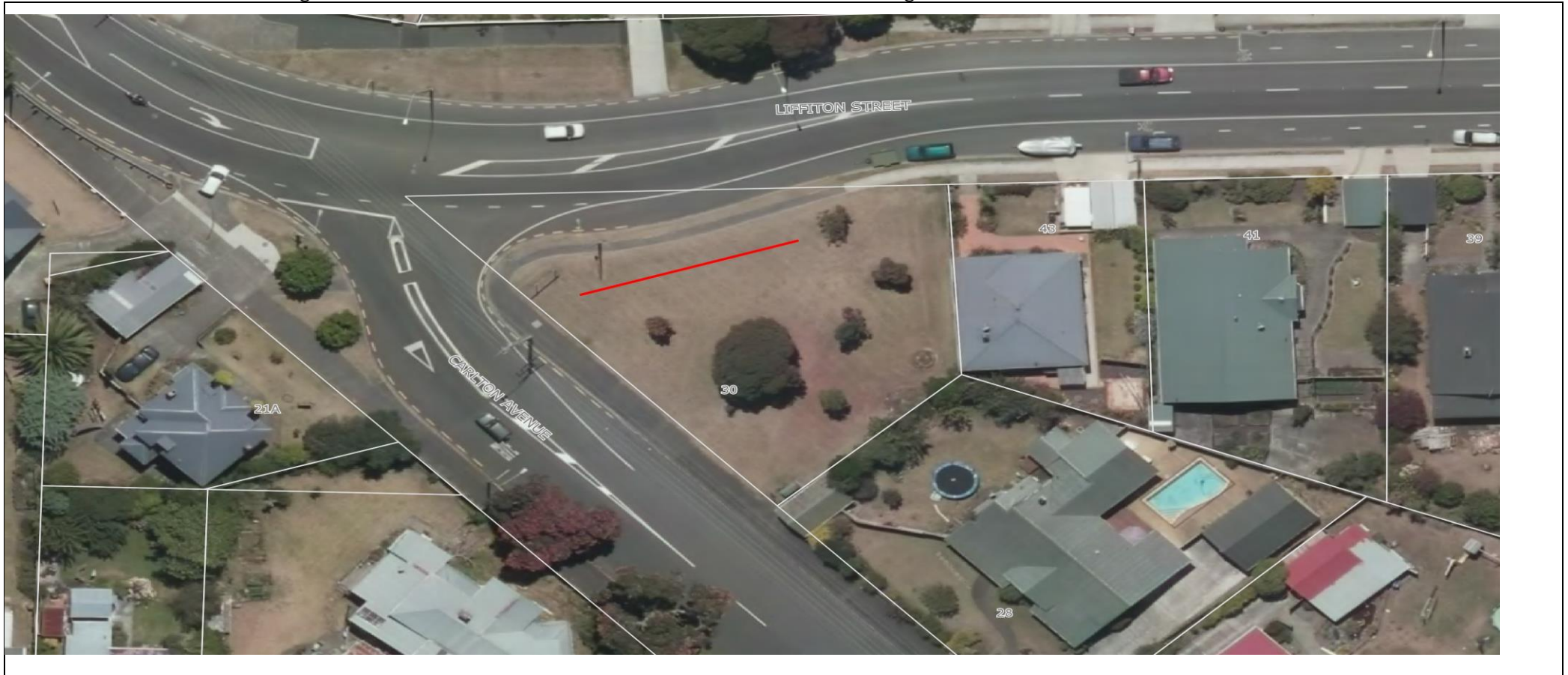
Projection: NZGD49 / New Zealand Map Grid  
Bounds: 2686008.63210652,6139575.46270936

2686200.04921588,6139679.92228684

Digital map data sourced from Land Information New Zealand CROWN COPYRIGHT RESERVED.  
The information displayed in the GIS has been taken from Wanganui District Council's databases and maps.  
It is made available in good faith but its accuracy or completeness is not guaranteed.  
If the information is relied on in support of a resource consent it should be verified independently.

**Map 5 - Corner of Liffiton Street and Carlton Avenue**

Sign to be at least 10m from the kerb and channel and located along the line indicated in red



Original Sheet Size:  
Scale: 1:500

Projection: NZGD49 / New Zealand Map Grid  
Bounds: 2684199.22791468,6138456.79993317

2684310.43501012,6138517.48753963

Digital map data sourced from Land Information New Zealand CROWN COPYRIGHT RESERVED.  
The information displayed in the GIS has been taken from Wanganui District Council's databases and maps.  
It is made available in good faith but its accuracy or completeness is not guaranteed.  
If the information is relied on in support of a resource consent it should be verified independently.

**Map 6 - Corner of Bamber Street and Cornfoot Street**

Sign to be at least 10m from the kerb and channel and located along the line indicated in red



Original Sheet Size:  
Scale: 1:500

Projection: NZGD49 / New Zealand Map Grid  
Bounds: 2679572.8295964,6138663.7405383

2679752.5206568,6138761.8010111

Digital map data sourced from Land Information New Zealand CROWN COPYRIGHT RESERVED.  
The information displayed in the GIS has been taken from Wanganui District Council's databases and maps.  
It is made available in good faith but its accuracy or completeness is not guaranteed.  
If the information is relied on in support of a resource consent it should be verified independently.