

Provision for Outdoor Signs and Advertising

Tasman Resource Management Plan Summary Guide No. 10

Current: June 2020

Introduction

Outdoor signs and advertising range from road safety signs to house sale signs, to flags at car sales yards. The Plan seeks to permit those signs necessary for advertising, information and road safety purposes, while maintaining a reasonable level of visual amenity and having regard to road safety.

The Plan includes a definition of a sign, being a device erected or displayed to attract the attention of passers-by, but does not include signs on shop windows or motor vehicles.

A summary of Plan provisions is set out below based on the zone of the property where the sign is to be located. Note that sandwich boards are controlled under the Traffic Control bylaw. Other conditions may also apply (please see the Plan for full details).

Signs located adjacent to the State Highway network will require NZ Transport Agency's approval. Signs located on properties other than where the activity takes place are unlikely to be approved by Council unless, for example, they enhance traffic safety and/or are temporary. A proposed sign may also be subject to additional standards and rules for other aspects of the activity.

In addition to standards and consents required under the Resource Management Act, the proposed activity may also need building consent, licences and permits under other legislation such as the Building Act.

Residential Zone

In the Residential Zone, one sign per site is a **permitted activity** if it complies with Figure 16.1A (see over), and

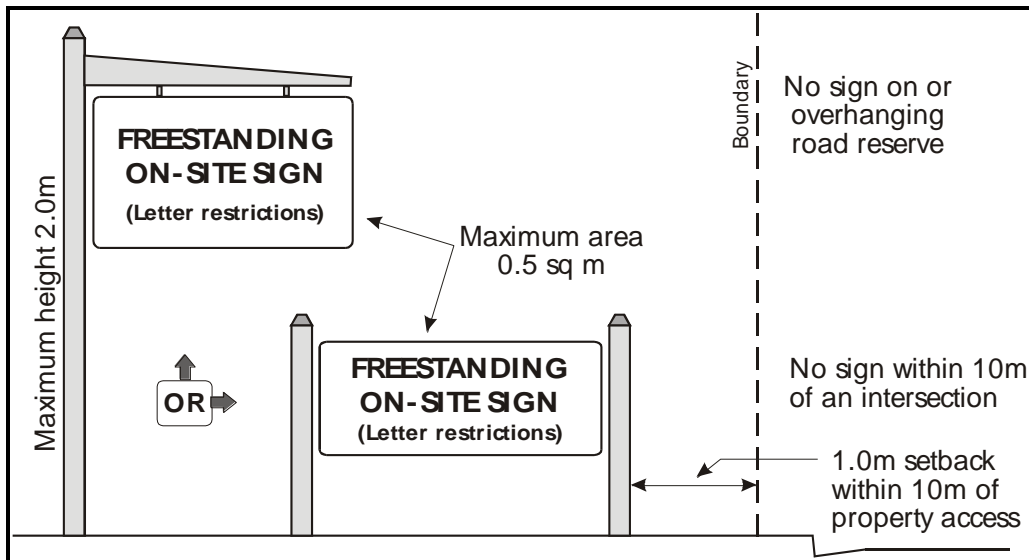


conditions relating to:

- location and size;
- appearance:
 - the sign does not mimic traffic signs
 - the sign is maintained in a tidy, legible state;
- letter size (minimum vertical height of 150mm and minimum line spacing of 100mm); and
- illumination (does not incorporate retro-reflective materials, flashing illumination or a display that is aerial, animated or moving); and
- lighting is directed solely at the sign.

A sign requires a resource consent as a **discretionary activity** if standards listed above cannot be met, provided the sign does not incorporate retro-reflective materials, flashing illumination, or a display that is aerial, animated or moving.

Figure 16.1A: Residential Zone - Permanent On-site Sign Dimensions



Note: This diagram is not to scale and does not illustrate all requirements in the rules.

Business and Industrial Zones

In the Central Business, Commercial, Mixed Business, Tourist Services and all Industrial zones, a sign is a **permitted activity** if it complies with Figure 16.1B and conditions relating to:

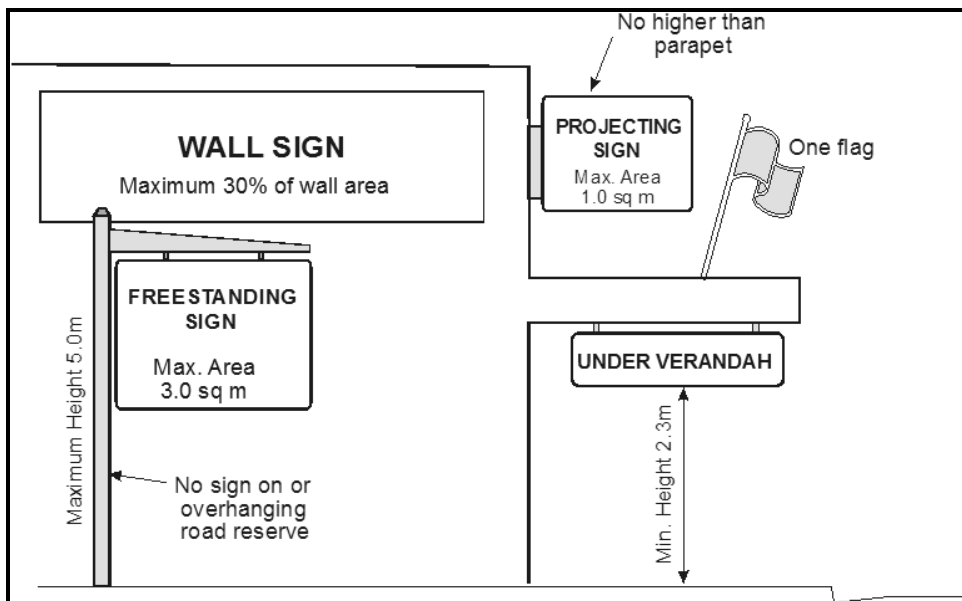
- location and size;
- appearance:
 - the sign does not mimic traffic signs
 - the sign is maintained in a tidy, legible state;
- letter size (minimum vertical height of 150mm and minimum line spacing of 100mm);

- illumination (only illuminated when the business is open if the property is adjoining a Residential Zone), and it does not incorporate retro-reflective materials, flashing illumination, or a display that is aerial, animated or moving);
- specific conditions if the sign is painted on or attached to a building; and specific conditions if the sign is freestanding.

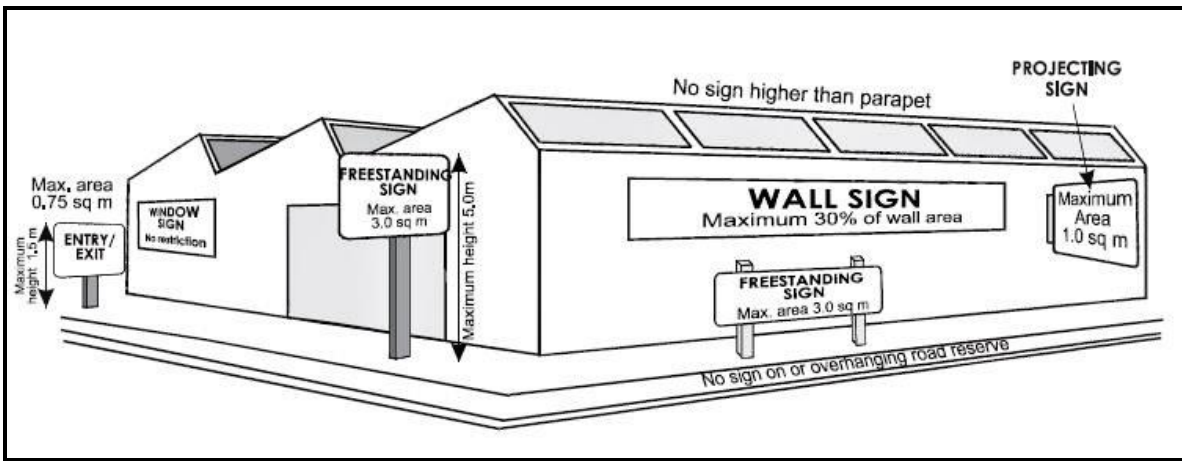
A sign requires a resource consent as a **restricted discretionary activity** if the above standards cannot be met.

Figure 16.1B: Central Business, Commercial, Mixed Business, Tourist Services and Industrial Zone Signs

All Business Zones



All Industrial Zones



Note: These diagrams are not to scale and do not illustrate all requirements in the rules.

Rural, Rural-Residential, Conservation, Recreation, Open Space or Papakainga Zones

In the Rural (1, 2, and 3), Rural-Residential, Conservation, Recreation, Open Space and Papakainga zones, one sign per site is a **permitted activity** if it complies with Figure 16.1C and conditions relating to:

- property identification;
- size and height;
- location (does not restrict visibility of motorists at any intersection or access);
- illumination (only when the business is open and does not incorporate retro-reflective materials, flashing illumination, or a display that is aerial, animated or moving);

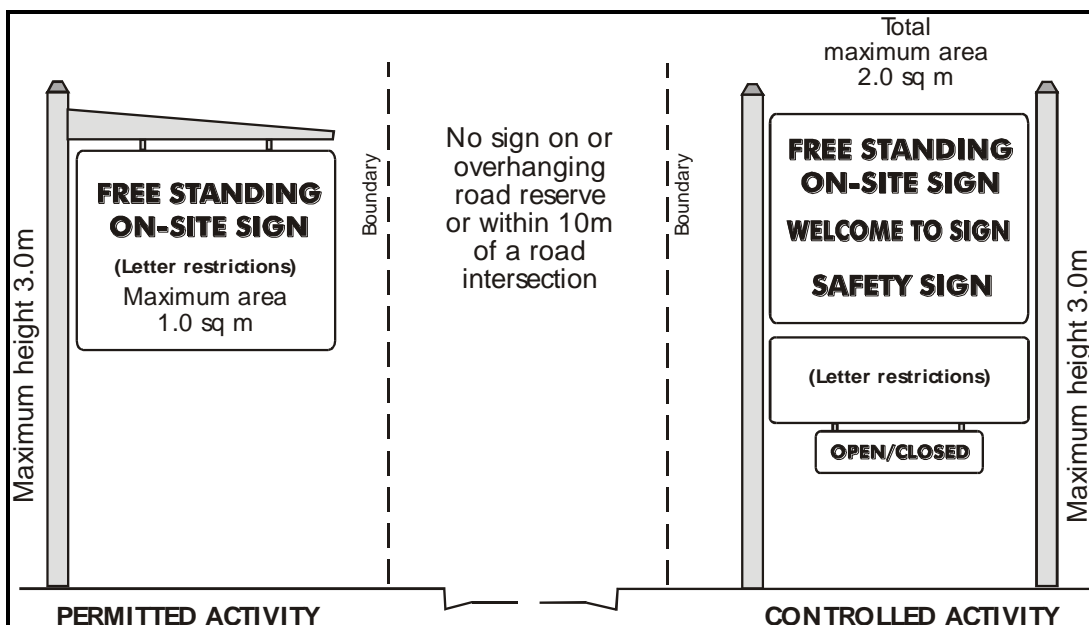
- letter size (minimum vertical height of 150mm if in an area where the speed limit does not exceed 70 km/h and 200mm where the speed limit exceeds 70 km/h);
- appearance (lighting is directed solely at the sign; the sign does not mimic traffic signs; and the sign is maintained in a tidy, legible state).

A sign requires a resource consent as a **controlled activity** if it does not comply with conditions for a permitted activity and meets requirements relating to:

- size (maximum area of 2m²); or
- it being a “welcome to” sign or it bearing a road safety message and the location, size, height, lettering, visibility and appearance restrictions apply.

A sign is a **restricted discretionary activity** if it does not comply with the standards listed above.

Figure 16.1C: Rural and Other Zone Signs



Note: This diagram is not to scale and does not illustrate all requirements in the rules.

Temporary Signs in All Zones

A temporary sign is a **permitted activity** if the sign advertises the land or building is for sale or lease and complies with conditions relating to:

- size (maximum area 1.5m²) and height (maximum of 3 metres);
- number (no more than two per site);
- location (does not restrict visibility of motorists at any intersection or access); and
- duration of display (signs are removed as soon as the sale is complete).

OR

A sign is permitted if the sign is for a temporary community event (including local government elections) or fundraising event and complies with conditions relating to:

- size (maximum area of 1.44m² in the urban area and 2.88m² in rural areas); height (maximum of 2 metres in the Residential Zone and 3 metres for other zones);

- the sign is erected no more than two months before the event, or 9 weeks prior to polling day for election signs, and removed within 48 hours of the event finishing, or by midnight on the day before an election for election signs;
- location (does not restrict visibility of motorists at any intersection or access); and
- lettering (is legible at the speed limit and there is no reflective material on the sign).

A sign is a **restricted discretionary activity** if it does not comply with the standards listed above.

Note: The Electoral Act 1993 and the Electoral (Advertisements of a Specified Kind) Regulations 2005 contain requirements in relation to election signage.

This guide is a summary of Plan provisions only. Other conditions may apply. Do not rely on this guide to make decisions about your proposed sign. Please see the Plan for full details or seek advice from Council staff at one of the Tasman District Council offices below before erecting any signs.

Tasman District Council Email info@tasman.govt.nz Website www.tasman.govt.nz 24 hour assistance

Richmond	189 Queen Street, Private Bag 4, Richmond, Nelson 7050, New Zealand	Phone 03 543 8400	Fax 03 543 9524
Murchison	92 Fairfax Street, Murchison 7007, New Zealand	Phone 03 523 1013	Fax 03 523 1012
Motueka	7 Hickmott Place, PO Box 123, Motueka 7143, New Zealand	Phone 03 528 2022	Fax 03 528 9751
Golden Bay	78 Commercial Street, PO Box 74, Takaka 7142, New Zealand	Phone 03 525 0020	Fax 03 525 9972