

7.7. Signage

7.7.1. Permitted Activities - All zones

- 7.7.1.1. All “official signs”, including Regulatory signs which are required to be erected by the Council, and signs stating the location of, timetable or other details of any public utility or facility.
- 7.7.1.2. Signs denoting the names of the street, or the name and number of the premises.
- 7.7.1.3. All signs which comply with the following standards:
- (a) Signs which are not visible to motorists on legal roads; and
 - (b) Have a maximum area of less than 0.5m²; and
 - (c) Are used exclusively for giving directions to on-site facilities or services, such as parking, toilets or the location of items for sale.
- 7.7.1.4. Signs on land adjacent to any public road, including State Highways, and adjacent to any railway, providing that the following criteria are met (These are additional requirements for permitted activities in each zone where the land is adjacent to a road, State Highway or railway. This rule does not allow additional signage above that permitted for each zone):
- (a) Any signs also comply with the permitted rules for the applicable zone; and
 - (b) Any sign does not conflict with the conspicuity of, and can not be confused with, official signs or traffic signals; and
 - (c) Any sign is necessary and effective by having messages that are clear, concise and easily read; and
 - (d) Any sign must be located so that it does not obstruct:
 - (i) a road user’s visibility along the road, or view of any road sign, intersection, corner, private entrance, road marking, pedestrian crossing or traffic signal; and
 - (ii) a road user’s or a train driver’s visibility along the railway at a level crossing, or view of railway signals, or a train driver’s visibility around a curve in the railway; and
 - (e) Any sign is at right angles:
 - (i) to the road and is located to avoid vehicle headlight reflection onto road users; and
 - (ii) to the railway and is located to avoid vehicle headlight reflection onto the railway; and
 - (f) Any sign shall present an unrestricted view to the motorists for a minimum distance of 180 metres where the posted speed limit is 70km/h or greater; and

- (g) Unless provided for by 7.7.1.7.(f) or the Commercial Zone Rules, there are no elements of any sign which are reflective, illuminated, intermittent, flashing, animated, trivision, inflatable or aerial; and
- (h) Any signs on land adjacent to any public road where the posted speed limit is 70km/h or greater, or a State Highway, shall:
 - (i) Have a minimum lettering height of 120mm where the posted speed limit is less than 70km/h and 160mm where the posted speed limit is 70km/h or greater; and
 - (ii) For a freestanding sign, have a maximum of six words and/or symbols with a maximum of 40 characters.

7.7.1.5. Temporary signs advertising the sale of land or premises, and construction or works of a similar nature, provided that:

- (a) The sign relates directly to the activity at the site on which it is located; and
- (b) For the sale of land or premises, one sign per real estate agency involved in the sale, and/or one sign placed by the land owner, which must be removed no later than one week after settlement of the sale; and
- (c) For construction or similar works, one sign for each company involved, which must be attached to a building, structure, or fence and removed no later than one week after the completion of works; and
- (d) The sign has a maximum area of 1m² per sign; and
- (e) The sign must also comply with Rule 7.7.1.4.(a)–(g).

7.7.1.6. Temporary signs for the purpose of advertising events, including but not limited to, sporting and cultural events, galas and activities of a similar character, providing that:

- (a) There are no more than 5 signs in total per event; and
- (b) Each sign is a maximum size of 3m²; and
- (c) If freestanding, each sign is a maximum height of up to 2m (including any support structure). Sign supports must be made of frangible material; and
- (d) The landowners written approval has been obtained for the signs to be erected on their property; and
- (e) The signs shall not be erected more than 1 month prior to the event; and
- (f) The signs shall be dismantled and removed no more than five days after the completion of the event; and
- (g) Where signs are located on land adjacent to any public road, State Highway or railway they must also comply with Rule 7.7.1.4.

7.7.1.7. Temporary signs for any other purpose provided they comply with all the following standards:

- (a) The period of display must not exceed 1 month in any 12 month period; and
- (b) The sign does not exceed 1.5m² in area; and
- (c) If freestanding, the sign is a maximum height of up to 2m (including any structure). Sign supports must be made of frangible material; and
- (d) No more than one temporary sign per site; and
- (e) Where on land adjacent to any public road, State Highway or railway the sign must also comply with the Rule 7.7.1.4.; and
- (f) Where the temporary sign is aerial or inflatable the sign is permitted for a maximum of two weeks; the sign must comply with points 7c-7e; and the sign shall not be permitted on land adjacent to any roads with a speed limit of 70km/h or greater.

7.7.2. Permitted Activities - Residential Zone

7.7.2.1. The erection of one sign provided that:

- (a) The sign relates directly to the activity at the site on which it is located; and
- (b) The sign does not exceed 1.5m²; and
- (c) It has a minimum lettering height of 75mm, unless located on land adjacent to a State Highway or on a road where the posted speed limit is 70km/h or greater, in which case Rule 7.7.1.4.(h) applies; and
- (d) If freestanding, the sign must be setback 3m from any road boundary, and have a maximum height of 1.5m, (including any support structure). Sign supports must be made of frangible material; and
- (e) Where on land adjacent to any public road, State Highway or railway the sign must also comply with the Rule 7.7.1.4.

7.7.3. Permitted Activities - Commercial Zone

7.7.3.1. The erection of signs, provided that:

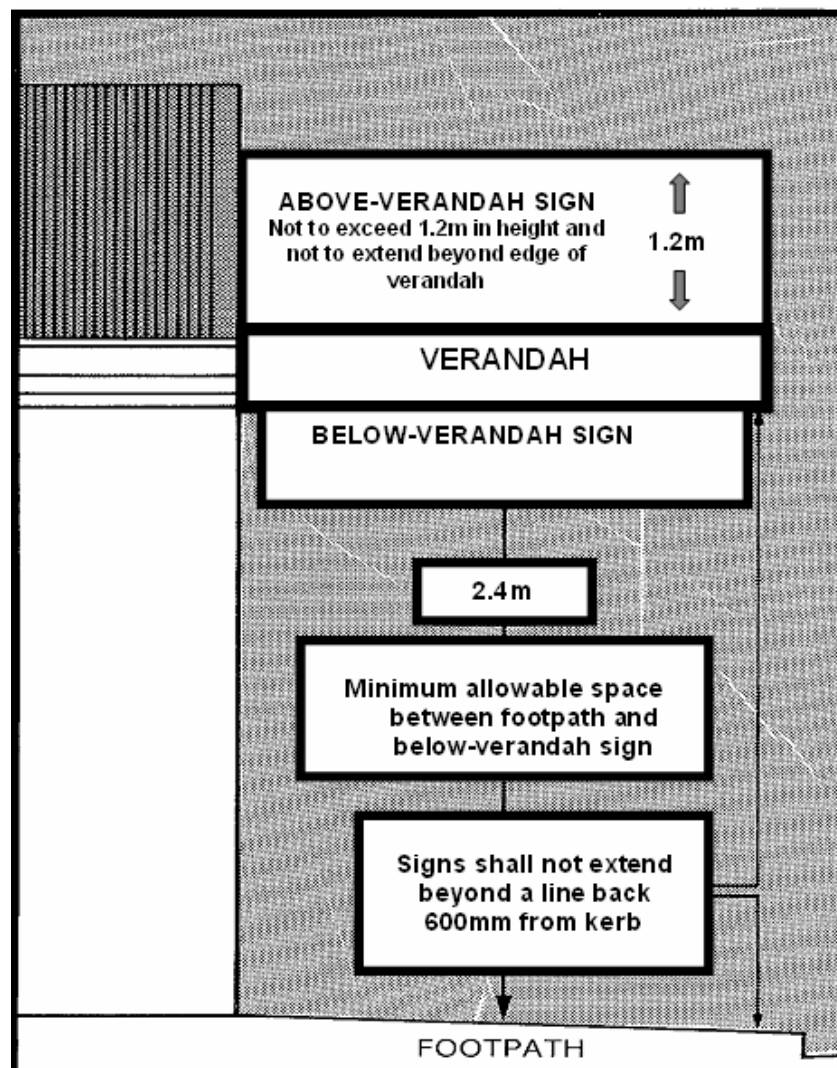
- (a) Signs relate directly to the activity at the site on which they are located; and
- (b) Signs are fixed or painted directly on existing walls of buildings or structures or fence; and
- (c) Signs cover no more than 30% of each road-facing fascia wall. (This percentage includes any Verandah Fascia Sign, but does not include above-verandah or below-verandah signs.); and
- (d) A maximum of 1m² of signage per site may be flashing, rotating, intermittent or animated.

7.7.3.2. The erection of one freestanding sign per site, provided that:

- (a) The sign is located within the property to which it relates; and
- (b) The sign is setback from the any site boundary by 2m; and
- (c) The sign is a maximum of 1m high, 1m wide and 0.5m deep; and
- (d) Any sign must be located so that it does not obstruct:
 - (i) a road user's visibility along the road, or view of any road sign, intersection, corner, private entrance, road marking, pedestrian crossing or traffic signal; and
 - (ii) a road user's or a train driver's visibility along the railway at a level crossing, or view of railway signals, or a train driver's visibility around a curve in the railway.

7.7.3.3. Verandah Signs - One of each type of verandah sign is permitted per site, provided they meet all criteria for each type below. Fig.7.7.1. shows these rules in diagram form.

Figure 7.7.1: Verandah Signs



- (a) Verandah Fascia Signs, provided the sign:
 - 1. Advertises only the business, services and products located at the site of the sign; and
 - 2. Is no more than 900mm in depth; and
 - 3. Does not protrude more than 200mm from the fascia.

- (b) Below-Verandah Sign, provided the sign:
 - 1. Advertises only the business, services and products located at the site of the sign; and
 - 2. Is positioned at right angles to the fascia line; and
 - 3. There is a minimum clearance of 2.4m between the footpath and the sign; and
 - 4. Is set back at least 600mm from the outside edge of the road kerb.

- (c) Above-Verandah Sign, provided the sign:
 - 1. Advertises only the business, services and products located at the site of the sign; and
 - 2. Is positioned at right angles to the fascia line; and
 - 3. Is no more than 1.2m high; and
 - 4. Is no more than 1.8m² in area; and
 - 5. Does not protrude beyond the edge of the verandah.

7.7.3.4. Portable Signs - The display of two portable signs per property is permitted on the edge of Council owned footpaths, or on private land, provided that:

- (a) Signs are placed adjacent to the commercial premises to which the sign relates (The placement of signs at a remote location is not a permitted activity.); and
- (b) Each sign is no larger than 1m in height and 1.2m in width; and
- (c) There are no elements of the sign which are reflective, illuminated, intermittent, flashing, animated, trivision, inflatable or aerial; and
- (d) Signs are displayed immediately adjacent to either the shop frontage or the kerb of the footpath only, (i.e. not in the middle of the footpath); and
- (e) The portion of the footpath occupied by signs allows a clear unobstructed 2.5m width of footpath to remain; and
- (f) Sign must not be placed in a way to cause any undue obstruction or danger to pedestrians, or adjoining land owners (collapse or blowover).

Note: The occupier shall be solely responsible for any harm caused by these activities to any member of the public.

7.7.4. Permitted Activities - Industrial Zone, Port Zone

7.7.4.1. The erection of signs, provided that the signs:

- (a) Do not total more than 3m² in area per site; and
- (b) Relate to the activity on the site on which the sign is located; and
- (c) Identify only the name and type of business, and
- (d) Are fixed to an existing building or structure, or freestanding within the boundary of the property; and
- (e) Where on land adjacent to any public road, State Highway or railway the sign must also comply with the Rule 7.7.1.4.

7.7.5. Controlled Activities - Scenically Sensitive Commercial Zone

7.7.5.1. One sign per site, provided that:

- (a) The sign advertises only business, services and products located at the site of the sign; and
- (b) It is painted or attached directly onto an existing wall or structure; and
- (c) There are no reflective, illuminated, flashing, intermittent, or animated features; and
- (d) Where on land adjacent to any public road, State Highway or railway the sign must also comply with the Rule 7.7.1.4.

Matters over which Council reserves Control:

- Design and Appearance, including colour; and
- Size of sign, including size of lettering and symbols; and
- Materials; and
- Location.

7.7.6. Discretionary Activities - All Zones

7.7.6.1. Any sign that does not comply with the standards for permitted or controlled signs, and is not specified as a Non-Complying or Prohibited activity.

7.7.7. Discretionary Activities - Rural Zone, Rural Airport Zone, Cement Production Zone

7.7.7.1. Up to a maximum of 3 signs per site, provided:

- (a) The combined total area of all signs does not exceed 3m²; and
- (b) Signs relate directly to the activity at the site on which they are located.

7.7.8. Discretionary Activities - Paparoa Character Area, Natural Environments Character Area, Scenically Sensitive Residential Zone

7.7.8.1. A maximum of one sign per site.

7.7.9. Non-Complying Activities - All Zones

7.7.9.1. Any permanent remote sign.

7.7.10. Non-Complying Activities - Rural Zone, Rural Airport Zone, Cement Production Zone, Paparoa Character Area, Natural Environments Character Area, Scenically Sensitive Residential Zone

7.7.10.1. All signs which do not meet the criteria for Permitted, Controlled or Discretionary Activities and are not specified as a Prohibited activity.

7.7.11. Prohibited Activities - All Zones

7.7.11.1. All signs located adjacent to any road or State Highway with a posted speed limit 80km/h or greater are prohibited where:

- (a) The sign is flashing or animated or including revolving lights or lasers; and/or
- (b) The sign is illuminated and produces glare which could dazzle road users.

7.7.11.2. Any sign or advertising material placed on a vehicle whether stationary or moving on a road, where that vehicle is being used primarily for the purpose of exhibiting advertising material.

7.7.11.3. All signs located adjacent to any railway are prohibited where:

- (a) The sign is flashing or animated or including revolving lights or lasers; and/or
- (b) The sign is illuminated and produces glare which could dazzle train drivers.