

# So You Want To Erect a Sign

PROPOSED

*Invercargill City* DISTRICT  
PLAN 2016

# So You Want To Erect a Sign

Signs generally have one or more of the following functions:

- Advertising goods and services.
- Identification of the location of an activity.
- Promotion of an activity or event.
- Direction of traffic or customers to an activity.

These are important functions. However, signs can have adverse effects on the environment. For example, the safety and efficiency of the roading network can be compromised if the signs are poorly located and distract driver attention or restrict visibility. Signs may also adversely impact on the amenity values of the District.

It is the duty of the Invercargill City Council to ensure that these adverse effects are avoided, remedied or mitigated. Consequently, if you are considering erecting advertising signage you will need to comply with certain environmental standards or you may need resource consent. The following is a general outline of some of the signage standards and requirements set out in the Proposed Invercargill City District Plan. If in doubt please contact the Invercargill City Council Duty Planner to discuss your proposal.

# What is a Sign?

The definition of signage set out in the Proposed Invercargill City District Plan is:

Means any name, figure, image, character, outline, spectacle, display, delineation, announcement, poster, handling, advertising device or appliance, or any other things of a similar advertising nature, visible from a public place, intended principally to attract attention, whether it is pasted on or fixed to any land or structure, attached to a stationary vehicle, or incorporated within the design of any structure, whether by painting or otherwise which is visible from a public space whether illuminated or not. This does not include any display within a shop window, or inside a moving vehicle.

# Permitted Signage

The following signs are permitted within any Zone:

- Signage erected for health and safety reasons under other legislation.
- Signage described in Part 2 of Land Transport Rule 54002: Traffic Control Devices 2004.

Temporary signage provided that:

- The signage is to be in place for no longer than eight months.
- The signage is limited to a maximum area of 1m<sup>2</sup> per sign.
- The signage is removed at the cessation of the activity or situation with which it is associated.
- The signage is not illuminated.
- The signage relates directly to the site itself or an activity taking place on the site.
- The signage is stationary with no mobile or rotating parts.

Signs on National Grid and electricity distribution support structures intended to:

- Identify the structure, its owner, or circuit details and covering an area of not more than 1m<sup>2</sup>.
- Assist with safety or navigation and covering an area of not more than 6m<sup>2</sup>.

## Basic Requirements

The following standards apply to all signs, apart from those listed above, regardless of where in the district it is to be located. If these standards are not met you will need resource consent.

- All signage must relate directly to the activity that is occurring on the site.
- All signage, other than that attached to verandahs or to a building façade, must be contained within the legal boundaries of the site.
- Any signage attached under a verandah shall not exceed the width of the verandah and must provide a minimum of 2.6m clearance to the footpath.
- Any signage attached to a building shall not exceed the height of that building.
- No signage is to be mobile or rotate.

## Permitted Size

The size of signs permitted on a site varies according to which Zone the site is located. For example, you are allowed more signage in the Business Zones compared to the Residential Zones.

Once you have established which Zone your property is in, refer to the table below to determine the amount of signage you are allowed to display.

Zone	Provisions
Airport Operations Zone	No limit to size of signage
Airport Protection Zone	(a) Signage painted on, or attached parallel to, buildings: Maximum area: 0.25m <sup>2</sup> ; OR (b) Freestanding signage and signage attached at an angle to buildings: (i) Maximum combined area: 0.25m <sup>2</sup> (ii) Maximum height: 2m
Business 1 Zone	(a) Signage painted on to, or attached parallel to, buildings: No limit to size of signage (b) Free standing signage: (i) Maximum area: 14m <sup>2</sup> ; (ii) Maximum height: 9m; OR (c) Signage attached at an angle to the building: 14m <sup>2</sup> ; OR (d) Any combination of (b) and (c) not exceeding a total of 14m <sup>2</sup>
Business 2 Zone	(a) Signage painted on to, or attached parallel to, buildings: Maximum area: 1m <sup>2</sup> per metre of street frontage (b) Free standing signage: (i) Maximum area: 8m <sup>2</sup> (ii) Maximum height: No higher than the building to which it relates; OR (c) Signage attached at an angle to the building: 8m <sup>2</sup> ; OR (d) Any combination of (b) and (c) not exceeding a total of 8m <sup>2</sup>
Business 3 Zone	(a) Signage painted on to, or attached parallel to, buildings: No limit to size of signage (b) Free standing signage: (i) Maximum area: 14m <sup>2</sup> (ii) Maximum height: 9m; OR (c) Signage attached at an angle to the building: 14m <sup>2</sup> ; OR (d) Any combination of (b) and (c) not exceeding a total of 14m <sup>2</sup>

Zone	Provisions
Business 4 Zone	<p>(a) Signage painted on to, or attached parallel to, buildings: Maximum area: 1m<sup>2</sup> per metre of street frontage</p> <p>(b) Free standing signage:            (i) Maximum area: 8m<sup>2</sup>            (ii) Maximum height: no higher than the building to which it relates; OR</p> <p>(c) Signage attached at an angle to the building: 8m<sup>2</sup>; OR</p> <p>(d) Any combination of (b) and (c) not exceeding a total of 8m<sup>2</sup></p>
Business 5 Zone	<p>(a) Signage attached on or attached parallel to building: 1m<sup>2</sup> per metre of street frontage</p> <p>(b) Free standing signage and signage attached at an angle to buildings:            (i) Maximum combined area: 14m<sup>2</sup> (calculated per tenancy).            (ii) Maximum height: 9m</p>
Business 6 Zone	<p>(a) Signage painted on to, or attached parallel to, buildings: Maximum area: No limit; OR</p> <p>(b) Free standing signage:            (i) Maximum area: 14m<sup>2</sup>            (ii) Maximum height: No higher than the building to which it relates; OR</p> <p>(c) Signage attached at an angle to the building: Maximum area: 14m<sup>2</sup>; OR</p> <p>(d) Any combination of (b) and (c) not exceeding a total of 14m<sup>2</sup></p>
Hospital Zone	No limit to size of signage
Industrial 1, 2, 3 and 4 Zones	<p>(a) Signage painted on, or attached parallel to, buildings:            Maximum area: 1m<sup>2</sup> per metre of street frontage</p> <p>(b) Freestanding signage and signage attached at an angle to buildings:            (i) Maximum combined area: 14m<sup>2</sup>            (ii) Maximum height: 12m</p>

Zone	Provisions
Industrial 2A Zone	(a) Signage painted on, or attached parallel to, buildings: Maximum area: 1m <sup>2</sup> per 10m of street frontage (Lake Street only)  (b) Freestanding signage and signage attached at an angle to buildings: (i) Maximum combined area: 5m <sup>2</sup> (ii) Maximum height: 8m
Otatara Zone  Residential 1, 1A, 2 and 3 Zones  Airport Protection Zone	(a) Signage painted on, or attached parallel to, buildings: Maximum area: 0.25m <sup>2</sup> ; OR  (b) Freestanding signage and signage attached at an angle to buildings: (i) Maximum combined area: 0.25m <sup>2</sup> (ii) Maximum height: 2m
Rural Zone	(a) Signage painted on to, or attached parallel to, buildings: Maximum area: 1.5m <sup>2</sup> ; OR  (b) Free standing signage: (i) Maximum area: 1.5m <sup>2</sup> (ii) Maximum height: No higher than 2m; OR  (c) Signage attached at an angle to the building: Maximum area: 1.5m <sup>2</sup>
Seaport 1 and 2 Zones	No limit to size of signage
Smelter Zone	No limit to size of signage

In measuring the area of any signage:

(a) The area of any double-sided signage with less than 200mm between each face is to be calculated on the basis of a single sided sign.

(b) The area of any three-dimensional signage is to be calculated as the sum of up to four visible perpendicular faces.

## Illuminated Signs

Signs must not be illuminated on sites within the Otatara Zone, Residential 1, 1A, 2 and 3 Zones, and the Rural Zone. Illuminated signage is permitted in all other zones.

Flashing signs are permitted along the pedestrian-friendly frontages identified in the Business 1 Zone only.

## Signs adjoining a State Highway

As well as meeting the Invercargill City Council standards, where your property adjoins a State Highway you will need to consult with the New Zealand Transport Agency (NZTA). The NZTA is primarily interested in the safety and efficiency of the State Highways and ensuring that any adverse effects on the environment are reduced. In general the NZTA will ask to see a detailed site diagram showing the proposed sign location in relation to the road and accessways. The NZTA will also ask to see a diagram showing the proposed sign showing colours, dimensions, and lettering height, as well as the height and width of your sign when mounted. For more information contact the New Zealand Transport Agency.

## Trailer Signs

Signage boards on stationary vehicles or trailers sited on parking areas on carriageways are exempt from the provisions when specific approval has been obtained from the Roding Manager as to the siting, size and hours of display.

## Sandwich boards

Sandwich boards are allowed but they must be registered with the Council. As part of the registration process certain conditions will be placed on the sandwich board, such as its size and location. The registration form can be found on our website.

For more information on sandwich boards contact the Compliance Division of the Council on 211 1777.







## **Invercargill City Council**

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