

25.10 Signs

25.10.1 Purpose

- a) Signs and other outdoor advertising displays are important for communicating information to the public. In particular they provide directions, identify premises, assist businesses in selling goods and services, and promote events and activities.
- b) The quality and location of signs have the potential to contribute positively to an area but also have the potential to create adverse visual effects, particularly in areas where high amenity levels are expected. The location of signs, particularly on or adjacent to transport corridors, also has the potential to adversely affect traffic safety. The District Plan controls signs to preserve accepted levels of amenity and safety. In particular, the District Plan controls high-intensity signs in all zones, signs on historic heritage buildings and sites, and provides more permissive standards in the Central City, Business, Industrial, Ruakura Logistics and Ruakura Industrial Park Zones such as enabling signs that do not relate to the on-site activity.

25.10.2 Objectives and Policies: Signs

Objective	Policies
<p>25.10.2.1 Provide for signs which contribute positively to an area and do not compromise visual amenity and transport safety.</p>	<p>25.10.2.1a The number, size, location and appearance of signs visible from public places shall maintain the character of the area.</p>
	<p>25.10.2.1b Signs shall not create adverse effects from illumination, light spill, flashing or reflection.</p>
	<p>25.10.2.1c Messages or images on signs visible from transport corridors shall not confuse or distract transport corridor users.</p>
	<p>25.10.2.1d Signs in the Central City Zone that contribute to an attractive and vibrant centre should be allowed.</p>
	<p>25.10.2.1e Signs on scheduled historic heritage buildings and sites and archaeological and cultural sites shall be compatible with the heritage values being protected.</p>
	<p>25.10.2.1f Signs shall be well maintained to minimise impacts on visual amenity values.</p>

Explanation

Signs have the potential to create adverse effects, particularly in areas where high visual amenity standards are expected. Inappropriate signs can detract from the character and values associated with an area, as well as impacting on traffic safety. The objective and policies address the potential adverse effects of signs on traffic safety, visual amenity, light spill, character and scheduled heritage buildings.

Signs can contribute positively to a sense of vibrancy and the policies recognise the need to enable signs, particularly in the Central City Zone, where this District Plan is encouraging a vibrant Centre.

The City has many events that require temporary signs and off-site advertising for promotional reasons. These requirements need to be managed so that the adverse visual effects created are minimised and experienced only for a short period. The policies also address impacts from a lack of maintenance when signs age, or are damaged or vandalised.

25.10.3 Rules – Activity Status Table

Activity	Class
a) Temporary signs	P
b) Low-intensity signs	P
c) Any low-intensity sign which is not visible from beyond the site on which it is located	P
d) Traffic control devices and signs erected by a public authority	P
e) Safety signs required to meet legislative requirements	P
f) Low-intensity signs on historic heritage buildings in Volume 2, Appendix 8, Schedule 8A and archaeological and cultural sites in Volume 2, Appendix 8, Schedule 8B (except within the Major Facilities Zone – Waikato Hospital Campus)	RD*
g) High-intensity signs other than those in Rule 25.10.3h)	D
h) Any electronic sign in the Central City, Business 1-7 Zones, Industrial Zone, Ruakura Logistics Zone and Ruakura Industrial Park Zone which complies with Rule 25.10.4 and Rule 25.10.5	RD

Note

1. The erection of signs on Hamilton City Council land and public places is controlled under a bylaw for public places. Information on the size and format of traffic signs is set out in the Hamilton City Infrastructure Technical Specifications. Signs on state highways are controlled under the New Zealand Transport Agency's 'Manual of Traffic Signs' and 'Markings and Traffic Control Devices Manual'.
2. Activities (a) to (e) and (g) only have immediate legal effect if they are located in the Special Heritage Zone or the Temple View Heritage Area, as shown on Planning Map 60B.
3. Refer to Chapter 1.1.9 for activities marked with an asterisk (*).
4. For any activity not identified above, see Section 1.1.8.1.

25.10.4 Rules – General Standards

- a) Signs that are not visible from outside the site on which they are located shall not be required to comply with any of the standards in Rule 25.10.5.

Note

1. Light spill shall be controlled under the relevant provisions of the District Plan, where it is from a sign not visible from any public place or nearby site.

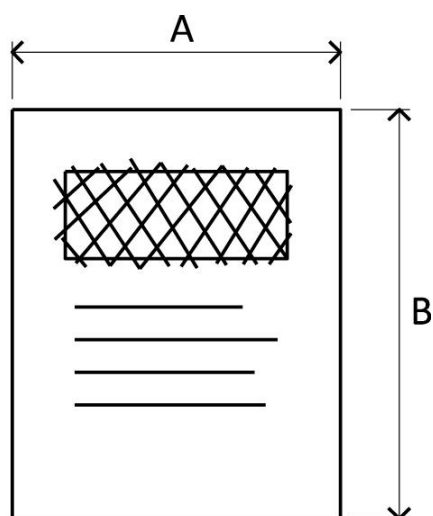
- b) Signs shall not project over a transport corridor or be located within a transport corridor (except as provided for in 25.10.5.10), other than a traffic sign or safety sign erected by, or at the direction of, a public authority or a sign controlled under a Council bylaw.
- c) Signs shall not be placed so they block sight distances at intersections or driveways.
- d) A sign must not display any image that:
- i. Resembles or is likely to be confused with any traffic sign or signal;
 - ii. Contains reflective, fluorescent or phosphorescent materials that will reflect headlights, or distract and interfere with a road user's vision;
 - iii. Uses flashing or revolving lights or lasers or any other method of illumination that will dazzle or distract drivers.

Note

1. Where the sign is adjacent to a state highway with a speed limit higher than 60 km/h, the NZTA comments shall be taken into account.

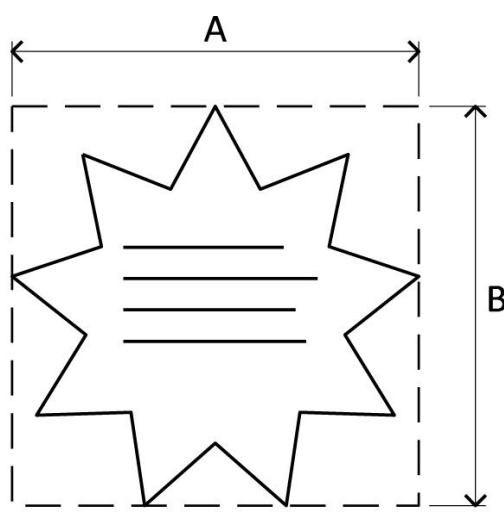
- e) Signs shall not be required to meet the setback requirements specified in the underlying zone rules.
- f) Where a maximum permitted area is specified for a sign in Rule 25.10.5:
- i. The area of the sign shall be calculated by measuring the rectangular area which encloses all symbols or letters which make up the sign surface (see Figure 25.10.4a).
 - ii. Where the sign is an uneven shape the area shall be calculated by measuring the rectangular area which encloses the uneven shape (see Figure 25.10.4b).
 - iii. The total area of a sign is taken to be the sum of the area of all faces of the sign.

Figure 25.10.4a: Calculating the area of a sign



$$\text{Area} = A \times B$$

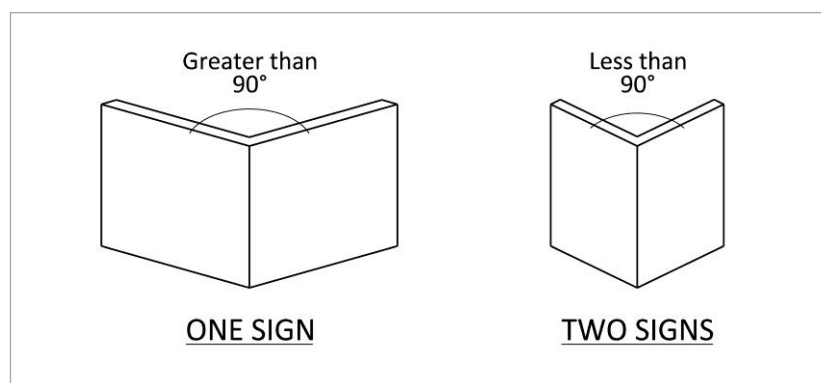
Figure 25.10.4b: Calculating the area of an uneven shaped sign



$$\text{Area} = A \times B$$

- g) Where a standard is specified for a sign in Rule 25.10.5:
- i. Any V-shaped sign containing an interior angle of 90 degrees or more is deemed to be one sign (see Figure 25.10.4c below).
 - ii. Any V-shaped sign containing an interior angle of less than 90 degrees is deemed to be two signs (see Figure 25.10.4c below).
- h) Advertising signs shall not be similar in appearance to any traffic control device.

Figure 25.10.4c: V-shaped signs



25.10.5 Rules – Specific Standards

25.10.5.1 Illuminated Signs

Illuminated signs shall meet the following intensity standards:

- a) Subject to Rules 25.10.5.1(b) and (c) below, no illuminated sign shall produce:
- i. More than 1000 candelas/m² for signs less than 10m² in area.
 - ii. More than 800 candelas/m² for signs equal to or greater than 10m² in area.

- b) No illuminated sign located in the Future Urban, Large Lot Residential, Residential, Special Character and Open Space zones, shall produce:
- i. 600 candelas/m² for signs less than 10m² in area.
 - ii. 400 candelas/m² for signs equal to or greater than 10m² in area.
- c) Any sign shall conform to the luminance levels in Rule 25.10.5.1(b) if the face of the sign is:
- i. At a 90-degree axis to any transport corridor or railway line, or
 - ii. Within 20m of a transport corridor and 20 degrees of either side of a motorist's or train driver's line of sight, or
 - iii. At a transport corridor intersection or railway level crossing.
- d) The lighting filament used to light any sign shall not be visible from any point measured within 2m of ground level.

Note

1. This rule does not apply to electronic signs which shall be subject to the luminance standards in Rule 25.10.5.7(b).

25.10.5.2 Future Urban Zone

- a) All signs shall be associated with the activity on the site, and shall be located on the site to which they relate.
- b) Signs may provide only the property name, or the name, logo and contact information for a home-based business or other activity carried out as a permitted activity on the site, or relate to site access or safety.
- c) Signs shall not advertise goods or services, other than as inherent in a business name.
- d) Signs in the Future Urban Zone shall comply with the following standards.

Maximum number of signs	Maximum sign area	Maximum dimension (height or width)	Maximum sign height (from ground level)
One	0.6m ²	1m	2m

25.10.5.3 Open Space Zones

- a) All signs shall be associated with the activity on the site, and shall be located on the site to which they relate.
- b) Signs in the Open Space Zones shall comply with the following standards.

Maximum number of signs	Maximum sign area	Maximum dimension (height or width)	Maximum sign height (from ground level)
i. One directional sign at each entrance to the site	0.6m ² per sign	-	1.5m
ii. One single-sided sign at each entrance to the site	3m ² per sign	2.5m	2m

iii. One park development sign for the purpose of providing proposed park development information	2m ²	2m	-
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25.10.5.4 Major Facilities Zone

a) Signs in the Major Facilities Zone shall comply with the following standards.

Maximum number of signs	Maximum sign area	Maximum dimension (height or width)	Maximum sign height (from ground level)
One double-sided sign at each entrance to the site	3m ²	3m	3m

b) Seddon Park – the rules in 25.10.5.4(b)i to vii below are in addition to Rule 25.10.5.4(a).

- i. Signs that are ‘inset’ or attached to the exterior of buildings providing sponsors names shall not exceed an area of 40m² per building.
- ii. Signs relating to activities within each building shall not exceed an area of 20m² per building.
- iii. Signs under Rule 25.10.5.4(b)i or ii shall not exceed an area of 10m² on any building with frontage to Seddon Road that is directly opposite dwellings in any Residential Zone.
- iv. Event advertising and City happenings signs on transport corridor frontages shall be limited to four signs, with no sign exceeding an area of 6m².
- v. Venue naming signs shall be limited to one per transport corridor frontage, with no sign exceeding an area of 12m².
- vi. No standards shall apply to signs located in the site that are directed primarily at patrons inside the venue, including signs on the perimeter of playing arenas (painted, illuminated, static, electronic scrolling).
- vii. The area and height of signs shall be calculated in accordance with Figures 25.10.4a and 25.10.4b.

c) Waikato Stadium – the rules in 25.10.5.4(c)i to vii below are in addition to Rule 25.10.5.4(a).

- i. Signs that are “inset” or attached to the exterior of buildings providing sponsors names shall not exceed an area of 40m² per building. These signs may be back lit or surface lit.
- ii. Signs relating to activities within each building shall not exceed an area of 20m² per building.
- iii. Signs under Rule 25.10.5.4(c)i or ii shall not exceed an area of 10m² on any building with frontage to Seddon Road that is directly opposite dwellings in the Residential Zone.
- iv. Event advertising and city happenings signs on transport corridor frontages shall be limited to four signs with no sign exceeding an area of 6m².
- v. Venue naming signs shall be limited to one per transport corridor frontage, with no sign exceeding an area of 12m².

- vi. No sign area standards shall apply to signs located in the site that are directed primarily at patrons inside the venue including signs on the perimeter of playing arenas (painted, illuminated, static, electronic scrolling).
- vii. The area and height of signs shall be calculated in accordance with Figure 25.10.4a and 25.10.4b.
- d) Te Rapa Racecourse Thoroughbred Business Park.
- i. For activities in the Thoroughbred Business Park the standards in Rule 25.10.5.7 Business and Industrial Zones shall apply.
- e) Waikato Hospital –rule 25.10.5.(e)i below is in addition to Rule 25.10.5.4(a).
- i. No sign area standards shall apply to signs located internally on the Waikato Hospital site that are directed at visitors inside the site, including naming and directional signs. For the purposes of this rule signs visible on Pembroke Street, between the intersection with Ohaupo Road/Selwyn Street and the second intersection with Ohaupo Road, are deemed to be internal to the Waikato Hospital site.
- f) Te Awa Lakes Adventure Park – Rule 25.10.5.4 f) i-iii below replaces Rule 25.10.5.4.a)
- i. Free standing entrance signs shall comply with the following standards

<u>Maximum Number of Signs per entrance</u>	<u>Maximum Sign Area</u>	<u>Maximum Width</u>	<u>Maximum Sign Height from Ground Level</u>
<u>One free standing double sided sign per road entrance</u>	<u>24m</u>	<u>6m</u>	<u>16.5m</u>

- ii. No sign standards shall apply to signs that are directed primarily at patrons inside the Adventure Park.
- iii. Signs shall not exceed 6m² on any building facing and visible from the Te Awa Lakes Medium Density Residential Zone.

25.10.5.5 Community Facilities Zone

- a) All signs shall be associated with the activity on the site, and located on the site to which they relate.
- b) Signs in the Community Facilities Zone shall comply with the following standards.

Maximum number of signs	Maximum sign area	Maximum dimension (height or width)	Maximum sign height (from ground level)
i. One access or safety sign at each entrance to the site	0.6m ² per sign	-	1.5m
ii. Either One other sign at each entrance to the site, or	0.6m ² per sign	1m	2m
One other sign per site	3m ² (single sided)	2.5m	2m

25.10.5.6 Residential and Special Character Zones

- a) All signs shall be associated with the activity on the site, and located on the site to which they relate.
- b) Signs may only provide the property name, or the name, logo and contact information for a home-based business or other activity carried out as a permitted activity on the site, or relate to site access or safety.
- c) Signs shall not advertise goods or services, other than as inherent in a business name.
- d) Signs shall comply with the following standards.

Maximum number of signs	Maximum sign area	Maximum dimension (height or width)	Maximum sign height (from ground level)
One	0.6m ²	1m	2m

Note

1. Standard 25.10.5.6 only has immediate legal effect for activities located in the Special Heritage Zone or the Temple View Zone Heritage Area, as shown on Planning Map 60B.