

APPENDIX 8

NGĀ TOHUTOHU - SIGNS

Appendix 8 is Operative.

A8.1 KEY ENVIRONMENTAL ISSUES

A8.1.1 Management of Signs to Maintain and/or Improve Amenity and Protect a Safe and Efficient Transport Network

The size, type, colour, illumination and location of signs, as well as the proliferation of signs can have an adverse effect on the safe and efficient operation of the transport network and the amenity and character of the zone and district. In order to promote Rotorua's image as a tourist destination, the cumulative effects and visual clutter of signs, especially along the entranceways, strategic and collector roads need to be managed.

The amenity and character can therefore be improved by avoiding signs which are not related to the site on which they are located (non-site related signs). Similarly, the adverse visual effects of a proliferation of signs across the district needs to be offset by maintaining a high amenity level in more sensitive zones such as the Residential and Rural environments.

The plan needs to enable the inclusion of te reo Māori on signs.

A8.2 PERFORMANCE STANDARDS FOR SIGNS

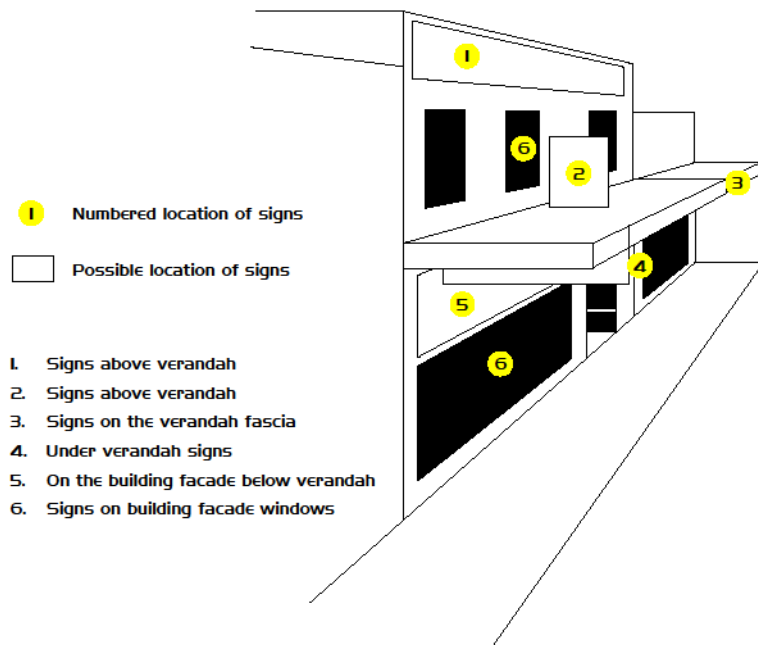
ADVICE NOTES:

1. Signs within the road reserve are controlled through the Rotorua District Council Signs on Roads Bylaw 2015.
2. Signs required by statute such as the Electoral Act 1993, or bylaw, are governed by the relevant statute or bylaw.
3. Signs that are not visible from beyond the boundary of a site are not included in the definition of a sign and are not subject to the provisions in this Plan.

A8.2.1 General Performance Standards for All Zones

1. All signs shall relate to the activity located on-site. A community information sign is site related when it relates to the primary activity of the site and does not include occasional use of the site for community-based or charitable organization purposes.
2. No sign shall mimic the design, wording, graphics, shape or colour of an official traffic sign.
3. All signs shall comply with the performance standards of the relevant zone.
4. Signs shall be maintained at all times in the same or similar standard as when the sign was erected.
5. A sponsor's name and logo may appear in relation to:

- a. Educational activities; or
 - b. Sports or Club Facilities; or
 - c. A temporary sign advertising a single forthcoming event; or
 - d. Community information signs;
- and shall occupy no more than 20% of the sign area.
6. No sign shall be visible from a road that:
 - a. Obscures or impairs the sight distance of any vehicle/pedestrian entry or exit; or
 - b. Is of a design or contains lettering that constitutes a hazard to traffic safety; or
 - c. Is constructed, placed and/or affixed in a manner that poses a danger to property, people or traffic.
 7. Sign area shall be calculated as follows:
 - a. The area of a single sided sign whether painted, attached to a structure or freestanding shall be its face area.
 - b. The area of a double sided sign shall only be calculated once.
 - c. Support structures including poles shall not be included in the area calculation.
 8. The diagram below illustrates the different types of signs referred to in the plan.



A8.2.2 Temporary Signs for all Zones

The following performance standards shall apply to temporary signs:

1. Construction Signs
 - a. Signs displayed on construction sites may denote the owner, professional and construction firms associated with an active building project on that site.
 - b. A maximum sign area of 10m² shall be attached to the site frontage for the duration of the construction phase.
 - c. The total sign area may be reached through a single sign or a combination of smaller signs.

- d. All signs shall relate to the activity located onsite.

2. Real Estate Signs

- a. The maximum area for each real estate sign shall not exceed 1.5m² in area.
- b. A maximum of three real estate signs shall be permitted per site at any one time, with these located within the boundary of the site a maximum of 150mm from the relevant site boundary and, where practicable, parallel to the boundary of the site being advertised.
- c. Real estate signs may be displayed for the duration that the property or building is for sale or lease but must be removed within 10 days of the property being sold (going unconditional), leased or withdrawn from the market.
- d. All signs shall relate to the activity located on site.

3. All other Temporary Signs (including Community Information Signs)

- a. Any sign for temporary activities, events or information shall relate to the activity located on site.
- b. It shall be displayed for not more than six weeks before an event begins and removed within two days after the event finishes.
- c. Temporary signs that are displayed for more than 18 weeks (such as, at three separate times each for a six week period) in any calendar year, will be considered to be a permanent sign.
- d. The sign shall not exceed an area of 3m² or a height of 2 metres.
- e. The number of the organisation or individual responsible for the sign shall be provided on the sign (front or back).
- f. No sign that uses reflective material or is illuminated shall be visible from a road.

A8.3 PERMANENT SIGNS FOR ALL ZONES

The performance standards listed below shall apply in addition to the general performance standards listed in A8.2.1

A8.3.1 Residential

All signs for Permitted and Controlled activities within the Residential zones shall comply with the following standards:

- a. No more than one sign per site up to a maximum area of 1m².
- b. Signs attached to an external wall or fence must be parallel to the face of the wall or fence and shall not project at an angle.
- c. No sign shall be located on a roof.
- d. No free standing sign shall exceed 1.5 metres in height.
- e. Signs shall be located so they do not restrict visibility to and from intersections and property access.
- f. Signs shall not contain any moving or flashing parts, be illuminated, or use electronic screens for displaying digital media.

- g. Freestanding signs that comply with the performance standards in this paragraph shall be exempt from the yard and daylighting performance standards.

A8.3.2 City Centre

1. All signs for Permitted and Controlled activities within the City Centre 1 and 3 zones are permitted subject to complying with the following standards:
 - a. Attached signs on a building above the verandah:
 - i. No more than 20% of the building façade located above the verandah for each tenancy shall consist of signs.
 - ii. Attached signs shall not project past the building on which the sign is located.
 - iii. No restrictions apply to building façades that are not visible from a public road or public space.
 - iv. No signs on buildings in Appendix 1, Cultural Historic Heritage Inventory.
 - b. Attached signs on a building under the verandah:
 - i. No more than 20% of each window on the building façade visible from a pedestrian focussed street shall consist of signs.
 - ii. Under verandah signs shall be set back at least 0.15 metres from the verandah fascia, shall be at least 2.5 metres above the footpath at any measured point, and shall not exceed 1.8 metres in length and 0.3 metres in-depth.
 - iii. No restrictions apply to building façades that are not visible from a public road or public space.
 - iv. For buildings in Appendix 1, Cultural Historic Heritage Inventory, the following performance standards shall apply in addition to the above:
 - a) The sign shall be located at ground floor level and shall not protrude beyond the body of the building.
 - b) The sign shall not be placed over any building names, plaster detailing, fretwork or cover the doors. This will also apply to freestanding signs.
 - c) The sign shall be attached by means of Ramset Ankascrews, Chemset anchors or similar product for concrete or brick buildings or by support system for a wooden building.
 - d) The height of any freestanding sign shall not exceed 2m.
 - c. Signs located on the verandah fascia:
 - i. The external dimensions of verandah fascia signs shall be no more than 740mm in height, or the height of the verandah fascia whichever is the greater.
 - ii. Verandah fascia signs shall not be illuminated or contain any moving or flashing parts, or utilise electronic screens for displaying digital media.
 - d. Signs for buildings with no verandah:
 - i. No more than 20% of each window on the building façade visible from a public place shall consist of signs.
 - ii. No more than 20% of the building façade visible from a public place shall

- consist of signs.
- iii. No restrictions apply to building façades that are not visible from a public road or public space.
 - v. For buildings in Appendix 1, Cultural Historic Heritage Inventory, the following performance standards shall apply in addition to the above:
 - a. The sign shall be located at ground floor level and shall not protrude beyond the body of the building.
 - b. The sign shall not be placed over any building names, plaster detailing, fretwork or cover the doors. This will also apply to freestanding signs.
 - c. The sign shall be attached by means of Ramset Ankascrews, Chemset anchors or similar product for concrete or brick buildings or by support system for a wooden building.
 - d. The height of any freestanding sign shall not exceed 2m.
2. All signs for Permitted and Controlled activities within the City Centre 2 zone shall comply with the following standards:
- a. Attached signs on a building above the verandah:
 - i. The area of any signs on façades of buildings located within 50 metres of Victoria Street or Ranolf Street and directly facing those streets shall comprise no more than 5% of the area of that façade.
 - ii. For all other building surfaces, signs shall not exceed 20% of each face of the building façade.
 - iii. Attached signs shall not project past the building on which the sign is located.
 - b. Freestanding signs:
 - i. One freestanding sign per public (pedestrian or vehicle) entrance to the Rotorua Central site shall be permitted. These signs shall provide for the advertising of the Rotorua Central commercial centre as a whole.
 - ii. Freestanding signs at the public thoroughfare entrances at Amohau and Fenton Streets shall comply with the maximum height provision for the zone. The maximum area of each sign shall not exceed 40 m².
 - iii. Freestanding signs at the public thoroughfare entrances at Victoria Street and Ranolf Street shall not exceed 9 metres in height. The maximum area of each sign shall not exceed 20m².
 - iv. For sites located outside of Area A and B as shown on Planning Map 204, one freestanding sign shall be permitted per lot provided it does not exceed 9 metres height and 20m² in area.

- v. For sites located outside of Area A and B as shown on Planning Map 204, one illuminated directional sign per vehicle crossing shall be permitted provided it does not exceed maximum height 2.7m in height or 0.7m in width.

A8.3.3 Commercial

1. Commercial 1, 2 and 3 zones:

All signs for Permitted and Controlled activities within the Commercial 1, 2 and 3 zones shall comply with the following standards:

- a. Attached signs on a building above the verandah:
 - i. No more than 20% of the building façade above the verandah shall consist of signs;
 - ii. Attached signs shall not project beyond the external walls, verandah fascia on which the sign is located; and
 - iii. No restrictions apply to building façades that are not visible from a public road or public place.
- b. Attached signs on a building under the verandah:
 - i. No more than 20% of each window of the building façade visible from a public road or public space shall consist of signs.
 - ii. Under verandah signs shall be set back 0.15 metres from the verandah fascia, shall be at least 2.5 metres above the footpath at any measured point, and shall not exceed 1.8 metres in length and 0.3 metres in depth.
 - iii. No restrictions apply to building façades that are not visible from a public road or public space.
- c. Signs located on the verandah fascia:
 - i. The external dimensions of verandah fascia signs shall be within the area of the verandah fascia.
 - ii. Verandah fascia signs shall not be illuminated or contain any moving or flashing parts, or utilise electronic screens for displaying digital media.

2. Commercial 4, 5 and 6 zones

All signs for Permitted and Controlled activities within the Commercial 4, 5 and 6 zones and buildings within all Commercial zones without verandahs shall comply with the following standards:

- a. No more than 20% of each window on the building façade visible from a public road or public space shall consist of signs.
- b. No more than 20% of the building façade visible from a public road or public space shall consist of signs.
- c. No restrictions apply to building façades not visible from a public road or public space.

- d. In addition to the above, for buildings in Appendix 1, Cultural Historic Heritage Inventory (Commercial 4 and 5 zones), the following performance standards shall apply:
 - i. The sign shall be located at ground floor level and shall not protrude beyond the body of the building.
 - ii. The sign shall not be placed over any building names, plaster detailing, fretwork or cover the doors. This will also apply to freestanding signs.
 - iii. The sign shall be attached by Ramset Ankascrews, Chemset anchors or similar product for concrete or brick buildings or by support system for a wooden building.
 - iv. The height of any freestanding sign shall not exceed 2m.
3. Freestanding signs not otherwise provided for:
 - a. Freestanding signs are not permitted within the Commercial 1 and 3 zones.
 - b. One freestanding sign is permitted per lot or tenancy within the Commercial 2, 4 and 6 zones provided it does not exceed 8 metres height and 10m² in area.
 - c. One free-standing sign is permitted per lot or tenancy or one per 500m of road frontage within the Commercial 5 zone provided it does not exceed 8 metres height and 10m² in area.
 - d. Within the Commercial 2 zone one freestanding sign is permitted at each entrance to any supermarket provided that this does not exceed 9 metres height and 20m² in area.
 - e. Freestanding signs that comply with the performance standards in this paragraph shall be exempt from the yard and daylighting performance standards, except where the site adjoins a Residential zone.

A8.3.4 Industrial

All signs for Permitted and Controlled activities within the Industrial zones shall comply with the following standards:

1. Attached signs per tenancy:

No more than 25% of the building façade that is visible from a public road or public space shall consist of signs.
2. Freestanding signs:

One freestanding sign is permitted at each entrance to the site. This shall not exceed 8 metres in height and shall have a maximum area of 20m².

A8.3.5 Business and Innovation Zones

Signs for Permitted and Controlled activities within the Business and Innovation zones shall comply with the following standards:

1. Scion Innovation 1 Zone

Freestanding and attached signs:

 - a. No more than one freestanding sign per tenancy within Precinct B shall be permitted up to a maximum area of 25m².

- b. No more than one freestanding sign shall be permitted at the main access point to Precinct A up to a maximum area of 40m².
 - c. No sign other than the freestanding sign located at the Entry point to Precincts A and B shall be visible from the road reserve or adjoining properties not zoned as Business and Innovation.
2. Waipa Business Park 2 Zone
- Freestanding and attached signs shall comply with the following:
- a. No more than two freestanding signs shall be constructed within the front yard adjoining State Highway 30. Each sign shall not exceed 10m² in area.
 - b. No other restrictions on signs apply.
3. Eastgate Business Park 3 Zone
- Freestanding and attached signs:
- a. Signs shall not exceed a total area of 25m² per site.
 - b. Attached signs shall not project beyond the external walls or roof on which the sign is located.
 - c. Any one freestanding sign shall not exceed 8 metres in height and 2 metres in width and shall have a maximum area of 4m².

A8.3.6 Rural

All signs for Permitted and Controlled activities within the Rural zones shall comply with the following standards:

1. The maximum area of signs per site shall not exceed 1m² and shall consist of either an attached or freestanding sign.
2. Signs attached to an external wall or fence must be parallel to the plane of the wall or fence and not project at an angle.
3. No signs shall be erected on a roof.
4. Any free standing sign shall not exceed 1.5 metres in height.
5. Signs shall not contain any moving or flashing parts, be illuminated or use electronic screens for displaying digital media.

A8.3.7 Reserves and Designated Reserves

All signs for Permitted and Controlled activities within the Reserve zones and activities of tenants on designated reserves shall comply with the following standards:

1. Signs shall not contain any moving or flashing parts, or use electronic screens for displaying digital media.
2. Freestanding and attached signs:
 - a. The maximum area of any freestanding sign shall not exceed 1m².
 - b. Any freestanding sign shall not exceed 1.5 metres in height.
 - c. Attached signs shall not project beyond the external walls on which the sign is located and shall be no more than 20% of the building façade visible from a public road or public space.

- d. Roof signs shall not be permitted.
- e. Freestanding signs that comply with the specified performance standards shall be exempt from the yard and daylighting performance standards.
- f. Where multiple tenants are located on a site, a multi sign signboard shall be used, complying with the following:
 - i. No more than one sign per reserve entrance;
 - ii. The maximum area of each activity being advertised on the signboard shall not exceed 1m² and the signboard shall not exceed 3m²;
 - iii. Any freestanding sign shall not exceed 2.0 metres in height.

ADVICE NOTE:

1. Signs located within Government Gardens shall comply with the Council Government Gardens Signage Strategy.
2. Signs relating to public works on designated reserves are managed by the provisions in Appendix 6, Designations, which are also subject to the relevant management plan for that reserve.

A8.4 RESTRICTED DISCRETIONARY, DISCRETIONARY AND NON-COMPLYING SIGNS: METHODS OF ASSESSMENT

A8.4.1 Methods of Assessment:

1. The extent to which the size, scale, design, character and location of a sign is compatible with the surrounding environment.
2. The extent to which any sign or the increase in the number of signs in any location have an adverse effect on the amenity values and character of zone or adjoining land.
3. The extent to which a sign is consistent with the scale, style and character of identified historic heritage buildings and features.
4. The extent to which the performance standards for signs relating to signs on buildings listed in Appendix 1, Cultural Historic Heritage Inventory, are complied with.
5. The effect of the sign on the character, value and features of the historic structure or site identified in Appendix 1 Cultural Historic Heritage Inventory.
6. The extent to which a sign adversely affects the character and amenity of local purpose and recreational reserves.
7. The extent to which the sign is designed and located in a manner to avoid, remedy or mitigate adverse effects on public safety and the safe and efficient operation of the transport network.
8. Take into account the potential need to increase the size of a sign to accommodate the inclusion of both te reo Māori and English.
9. The cumulative adverse effects of signs, including:
 - a. The extent to which non-site related signs contribute to visual clutter and detract from the tourist focussed amenity and character of the district, especially along the entranceways, major strategic and collector roads.

- b. The extent to which non-site related signs detract from the purpose and character of the zone.
- c. The number, duration and visual effects of signs.
- d. The time period that non-site related signs are intended to be displayed, including whether the sign(s) will be displayed over a recurring period.
- e. The extent to which a multiple sign signboard reduces visual clutter and improves the amenity of the zone.
- f. The extent that site-related signs align with the city entranceway objectives to maintain or enhance amenity.
- g. The effects of any illuminated signs on visual clutter and amenity of the City Centre zone streetscape and neighbouring properties, especially residential and tourist accommodation in terms of light spill.