

SECTION 13.7 ADVERTISING AND SIGNS DISTRICT WIDE ACTIVITY

13.7.1 INTRODUCTION

The purpose of advertising devices is to inform the general public of the availability of goods, services or forthcoming events, to provide identification of a particular site or premises, or to provide directions for traffic or pedestrian movement.

The size, location and nature of advertising devices can have effects on the visual amenities of buildings, sites or areas where they are displayed. In addition, signs can become obtrusive and/or provide a distraction to motorists.

Rules are included in the District Plan which are intended to maintain or enhance visual amenity values and to ensure that advertising devices do not adversely affect the safety of motorists or pedestrians.

13.7.2 RESOURCE MANAGEMENT ISSUES

- ***Advertising devices play an important part in the use and management of activities in the District.***

Advertising and signage are important in providing information to the general public for purposes of identifying sites, buildings and activities, education, advertising the availability of goods or services, and for publicising forthcoming events.

They can add distinction, colour and interest to areas, and can help create a 'sense of place'. However, inappropriate size or design of individual devices may cause them to be out of context and detract from the buildings, site or area where they are located.

The cumulative effects of a number of devices can also overwhelm the building, site or area where they are located, or fail to convey or confuse the intended information.

- ***Poorly designed or inappropriate signs can compromise the safety of the transportation and pedestrian networks.***

Inappropriate size or design of individual signs can cause a hazard for traffic or pedestrians, through the obstruction of sight lines, distraction of drivers, interference with the flow of traffic or pedestrians.

- ***The use of illuminated advertising devices can either enhance a sign's impact or detrimentally affect its surroundings.***

Illuminated signs are a common advertising tool. Their prominence can, if poorly located or designed, create a nuisance or hazard for adjacent activities through glare or the spillage of light.

13.7.3 OBJECTIVE

- *ADO1 To provide for a range of advertising devices to meet the needs of the District's communities, which do not cause a nuisance or hazard to other activities, vehicular traffic or pedestrians, or detract from the visual amenities of the environment where they are located.*

13.7.4 POLICIES

- ADP1 **Provide for flexibility in the design and style of advertising devices used, which reflect the unique elements of the activities to which they relate, and create diversity and interest in the environment, while mitigating adverse effects.**

Explanation

The District Plan allows and encourages flexibility in the design and style of advertising devices used, in order to create interest and diversity in the environment. The District Plan does however still contain a minimum number of performance standards to ensure that the devices will not detract from the visual amenities of the environment where they are located, or cause a nuisance or hazard to traffic, pedestrians or other activities.

- ADP2 **Establish a scale for individual advertising devices in each Zone in the Hastings District to ensure that the size and bulk of signs is consistent with the amenity standards for each Zone.**

Explanation

The size of advertising devices can have an impact on the visual amenities of the areas where they are located. The District Plan includes rules allowing for maximum total areas for advertising devices that are permitted, having regard to the relative sensitivity of their local environment to visual impacts. The District Plan recognises that in Commercial and Industrial zones, the principal use of signage is for advertising purposes, while in other zones devices are principally used to provide information, location and direction. Larger areas of advertising devices will therefore be allowed in the commercial and industrial areas which recognise that the advertising devices are a significant and essential part of the built environment and activities in these zones.

- ADP3 **Allow for internally or externally illuminated advertising devices where they are of a size and level of intensity that is appropriate for their location.**

Explanation

Illuminated advertising devices can add to visual amenity, however beyond the Commercial and Industrial Zones, their impact can be more significant where the effects of their illumination can cause a nuisance to neighbouring properties. Illuminated devices also have a greater potential to be hazardous to vehicle movement and safety. These adverse effects can be more significant where the illumination is by intermittent or flashing sources of light.

- ADP4 **Ensure that advertising devices erected on recognised Heritage Buildings complements the heritage values of the structure.**

Explanation

The District Plan recognises a number of significant heritage buildings and two Historic Areas (Section 12.5), and encourages their retention and use for a range of activities. However it would be inconsistent with the District Plan's objectives if advertising devices associated with such activities was allowed to undermine or compromise the heritage elements being protected.

- ADP5 Restrict the location and siting of advertising devices within, or overhanging road reserves and public places.

Explanation

In general, advertising devices will be required to be located entirely on the site to which they relate. However in some cases, devices which convey public information may be located on the road reserve or in a public place. Additionally in some situations individual advertising devices may improve traffic control and safety if located on a road reserve rather than on the site that they serve. In this regard, Council will assess the respective merits of such applications in terms of the maintenance of pedestrian and traffic safety.

- ADP6 Ensure that advertising devices located under verandahs, onto verandah fascia, or affixed to the face of buildings, do not cause a physical obstruction or hazard to traffic or pedestrians, or detract from the visual amenities of the areas where they are located.

Explanation

Performance standards are included in the District Plan to ensure that devices are set back a minimum distance from footpaths or kerb lines where they hang below verandahs, or protrude from the face of buildings, or are attached to verandah fascia, to ensure that they do not obstruct or cause a hazard for traffic or pedestrians, and do not detract from the visual amenities of areas where they are located.

- ADP7 Ensure that traffic control and safety is maintained throughout the Hastings District's transport network through control of the location and medium used for advertising devices.

Explanation

Devices which use reflective materials or are illuminated, can distract motorists and cause traffic hazards. The considered siting of devices and medium used in their construction can avoid possible confusion to drivers and avoid the creation of traffic hazards especially where they are in close proximity to road intersections.

13.7.5 METHODS

These Objectives and Policies will be implemented through the following Methods:

- **Hastings District Plan**

Advertising and Signs DWA: Includes Performance Standards to mitigate the effects of advertising devices on the visual amenities of the areas where they are located, and on other activities, while allowing flexibility in the design and style of the devices.

- **Hastings District Council Consolidated Bylaws 1995**

Part 14: Public Places: "Advertising Devices" - includes standards for advertising devices on or above public places, to ensure that they do not cause a hazard or nuisance to persons, property or traffic.

- **Hastings Design Guide**

A document responding to Hastings Architectural Heritage which encourages signs which are compatible with the scale, form, materials and colour of the building in order to preserve this heritage.

13.7.6 ANTICIPATED OUTCOMES

It is anticipated that the following outcomes will be achieved:

- Flexibility of design and style of advertising devices which reflect the unique elements of activities and create diversity and interest in the environment
- Maintenance of visual amenities of the areas where devices are located
- Avoidance of obstruction, hazard or nuisance to traffic or pedestrians
- Avoidance of nuisance to other activities

13.7.7 RULES

The activity status and Performance Standard requirements provided for by these rules may be modified by the specific provision of individual Resource Management Units (RMU's). It will be necessary to check first whether the activity is located within a RMU because any activity must comply with the RMU provisions first, before applying the following rules.

13.7.7.1 PERMITTED ACTIVITIES

The following activities shall be Permitted Activities provided they can comply with the General Performance Standards and Terms in Section 13.7.8 and the relevant Specific Performance Standards and Terms in Section 13.7.9.

- NON ILLUMINATED ADVERTISING DEVICES AND SIGNS (EXCLUDING THOSE ON BUILDINGS LISTED IN APPENDIX 12.5-2(A) AND ON BUILDINGS IN THE HASTINGS HISTORIC AREA IDENTIFIED IN APPENDIX 12.5-2(B).
- ILLUMINATED ADVERTISING DEVICES AND SIGNS IN COMMERCIAL AND INDUSTRIAL ZONES AND IN HAVELOCK NORTH'S RETAIL, MIXED USE, EMPLOYMENT AND INDUSTRIAL PRECINCTS (EXCLUDING THOSE ON HERITAGE BUILDINGS LISTED IN APPENDIX 12.5-2(A) AND ON BUILDINGS IN THE HASTINGS HISTORIC AREA IDENTIFIED IN APPENDIX 12.5-2(B) AND IN THE SPECIAL PURPOSE ZONE: REGIONAL SPORTS PARK.

13.7.7.2 CONTROLLED ACTIVITIES

(a) The following activities shall be Controlled Activities provided they can comply with the General Performance Standards and Terms in section 13.7.8 and the relevant Specific Performance Standards and Terms in section 13.7.9.

- NON ILLUMINATED ADVERTISING DEVICES OR SIGNS LOCATED ON HERITAGE BUILDINGS LISTED IN APPENDIX 12.5-2(A), AND ON BUILDINGS IN THE HASTINGS HISTORIC AREA IDENTIFIED IN APPENDIX 12.5-2(B).

(b) Applications for Controlled Activities will be considered without notification or without the requirement to serve notice. Conditions may be imposed in

relation to the matters over which control will be exercised, identified in the Assessment Criteria in Section 13.7.10 of the Plan.

13.7.7.3 RESTRICTED DISCRETIONARY ACTIVITIES

- (a) For the following activities the Council will restrict the exercise of its discretion to the ability of the activity to achieve the particular Outcome(s) of the General or Specific Performance Standards and Terms in Section 13.7.8 and 13.7.9 which it fails to meet and the ability of the activity to meet the remaining General Performance Standards and Terms in Section 13.7.8 and relevant Specific Performance Standards and Terms in Section 13.7.9.
- ANY PERMITTED OR CONTROLLED ACTIVITY NOT MEETING ONE OR MORE OF THE GENERAL OR RELEVANT SPECIFIC PERFORMANCE STANDARDS AND TERMS IN SECTIONS 13.7.8 AND 13.7.9
- (b) For the following activities the Council will restrict the exercise of its discretion to the ability of the activity to achieve the particular Outcome(s) of the General or Specific Performance Standards and Terms in Section 13.7.8 and relevant Specific Performance Standards and Terms in Section 13.7.9.
- ILLUMINATED ADVERTISING DEVICES OR SIGNS LOCATED WITHIN ANY ZONE, OTHER THAN FLAXMERE VILLAGE CENTRE ZONE COMMERCIAL AND COMMERCIAL SERVICE PRECINCTS, A COMMERCIAL OR INDUSTRIAL ZONE OR THE SPECIAL PURPOSE ZONE: REGIONAL SPORTS PARK.
 - ILLUMINATED ADVERTISING DEVICES OR SIGNS LOCATED ON HERITAGE BUILDINGS LISTED IN APPENDIX 12.5-2(A), AND ON BUILDINGS IN THE HASTINGS HISTORIC AREA IDENTIFIED IN APPENDIX 12.5-2(B).
- (c) Applications may be considered without the need to obtain the written approval of affected persons and may be considered without the requirement to serve notice. Activities will be assessed and conditions may be imposed in relation to those matters identified in Section 13.7.11 that Council has restricted its discretion over.

13.7.8 GENERAL PERFORMANCE STANDARDS AND TERMS

The following General Performance Standards shall apply:

13.7.8.1 TOTAL AREA OF ADVERTISING DEVICE(S)

The maximum total area of advertising devices, per site, in any zone shall be 0.5m², with the exception of those shown in Table 13.7.8.1-1.

For the purpose of calculating the area of advertising devices, the area of a sign is calculated as being the area of the sides which are used as part of the device and which are visible from any one point (direction). For example, where a sign is multi-faced, the area of a sign is calculated as the total area of those faces which will be visible from any one place.

Outcome

Advertising devices will not detract from the visual amenities of their local environments.

Table 13.7.8.1-1: Maximum Allowable Area of Advertising Devices

Zone	Advertising Device	Area
All Zones	<ul style="list-style-type: none"> Electoral Devices and Signs Temporary Devices and Signs 	2.5m ² 2.5m ²
Residential Zones	<ul style="list-style-type: none"> Advertising Devices and Signs related to: Places of Assembly, Education Facilities, Camping Grounds and Visitor Accommodation 	2.5m ²
	<ul style="list-style-type: none"> Advertising Devices and Signs related to: Health Care Services, (excluding those on land identified in Appendix 8.0-4), Day Care Centres, Professional Offices and Homes for the Aged. Signs (for the purpose of directing, identifying or informing) related to: Health Care Services on land identified in Appendix 8.0-4 (provided the signs are not visible from the road frontage boundary). Signs and Advertising devices related to: Health Care Services on land located at the road frontage boundary of the site identified in Appendix 8.0-4). (For the purpose of this rule, site frontage means the length of legal road frontage from the site). 	1.5m ² No limit 0.7m ² of signage per metre of site frontage
	<ul style="list-style-type: none"> All other Advertising Devices and Signs 	1.5m ²
Commercial Zones, Flaxmere Village Centre Zone Commercial and Commercial Service Precincts, and Commercial Service Activities within the Large Format Retail Zone <i>(excluding sites in the Central Commercial Zone with Designated Retail Frontage identified in Appendix 9.0-2; and sites in the Large Format Retail Zone within the Mega Centre Concept Plan Area identified in Appendix 9.0-6)</i>	<ul style="list-style-type: none"> All Advertising Devices <i>or</i> 0.7m² of signage per metre of site frontage (whichever is larger). <i>(for the purposes of this rule site frontage means the length of the legal road frontage of the site)</i> 	5.0m ²
Central Commercial Zone with Designated Retail Frontage identified in Appendix 9.0-2 of the District Plan	<ul style="list-style-type: none"> All Advertising Devices 	2.5m ²
Flaxmere Village Centre Zone Community/Residential Precinct	<ul style="list-style-type: none"> Advertising devices on residential sites Advertising devices on Flaxmere Community Facilities 	1.5m ² 5.0m ² or 0.7m ² of signage per metre of site

		frontage (whichever is larger)
Havelock North Village Centre Zone (includes all precincts)	<ul style="list-style-type: none"> All Advertising Devices or 0.7m² of signage per metre of site frontage (whichever is larger). <i>(for the purposes of this rule site frontage means the length of the legal road frontage of the site)</i> 	5.0m ²
Industrial Zones (except Industrial 2 Zone (Irongate), Deferred Industrial 2 Zone (Irongate) Industrial 7 (Tomoana Food Industry Cluster Zone) and Industrial Activities within the Large Format Retail Zone	<ul style="list-style-type: none"> All Advertising Devices or 0.7m² of signage per metre of site frontage (whichever is larger). <i>(for the purposes of this rule site frontage means the length of the legal road frontage of the site)</i> 	5.0m ²
Industrial 2 Zone (Irongate) and Industrial Activities within Stage 1 Deferred Industrial 2 Zone (Irongate)	<ul style="list-style-type: none"> All Advertising Devices or 0.7m² of signage per metre of site frontage (whichever is larger). <i>(for the purposes of this rule site frontage means the length of the legal road frontage of the site)</i> 	5.0m ²
Stage 2 of the Deferred Industrial 2 Zone (Irongate) and Non-Industrial Activities within Stage 1 Deferred Industrial 2 Zone (Irongate)	<ul style="list-style-type: none"> All Advertising Devices and Signs 	2.5m ²
Industrial 7 (Tomoana Food Industry Cluster) Zone	<ul style="list-style-type: none"> All Advertising Devices Or 0.07m² of signage per metre of site frontage (whichever is larger) <i>(for the purposes of this rule, site frontage means the length of the legal road frontage of the site).</i> 	5.0m ²
Deferred Industrial 7 (Tomoana Food Industry Cluster) Zone	<ul style="list-style-type: none"> All Advertising Devices and Signs 	2.5m ²
Large Format Retail Zone within the Mega Centre Concept Plan Area identified in Appendix 9.0-6	<ul style="list-style-type: none"> Signs solely identifying the name or logo of the Centre – 3 signs per site Centre occupancy sign – 1 sign for the centre Major tenant signs – 1 sign per retail unit Active frontage signs – 1 sign for each single retail unit. Signs are to face the internal carpark, be confined within the buildings profile, parallel to the wall and 	<p>10m² per sign</p> <p>15m²</p> <p>5m²</p> <p>Not more than 10% of the active retail frontage associated</p>

	<p>fixed not more than 300mm away from any wall.</p> <p>(For the purposes of this rule active retail frontage is the length of the front of the building, facing the internal carpark)</p>	with the particular retail unit
<p>Large Format Retailing Activities within the Large Format Retail Zone</p> <p><i>(excluding sites in the Large Format Retail Zone within the Mega Centre Concept Plan Area identified in Appendix 9.0-6)</i></p>	<ul style="list-style-type: none"> Free Standing Sign Active frontage sign. Signs are to be confined within the buildings profile, parallel to the wall and not fixed more than 300mm away from any wall. <p>(For the purposes of this rule active retail frontage is the length of the front of the building).</p>	<p>5m²</p> <p>Not more than 10% of the active retail frontage associated with the particular tenant</p>
<p>Plains, Rural, Rural Residential and Te Mata and Tuki Tuki Special Character Zones</p>	<ul style="list-style-type: none"> All Advertising Devices and Signs 	2.5m ²
<p>Special Purpose Zone: Regional Sports Park</p>	<ul style="list-style-type: none"> Signs solely identifying the name, logo and occupants of the sports and recreation facility – 2 signs for the sports and recreation facility 	10m ² per sign
	<ul style="list-style-type: none"> Advertising Devices and Signs attached to the exterior of a building to provide naming rights – 2 signs per building 	40m ² per advertising device and sign
	<ul style="list-style-type: none"> Signs for the purposes of identifying activities and sponsors within each building/structure – 1 sign per building/structure 	20m ²
	<ul style="list-style-type: none"> Signage advertising upcoming events at the sports and recreation facility located on any frontage – 4 signs for the sports and recreation facility 	6m ² per advertising device and sign
	<ul style="list-style-type: none"> External advertising hoardings and signage (temporary or permanent), located on the perimeter of facilities including the All Weather Athletics Track, netball courts, tennis courts and selected playing fields, provided the signage (images and writing) face into the internal area of the subject facility – no limit on number 	No limit

13.7.8.2 PURPOSE AND PLACEMENT OF ADVERTISING DEVICES

- (a) Advertising devices (except Temporary Devices, Electoral Devices, or devices located in a Commercial or Industrial Zone or the Special Purpose Zone: Regional Sports Park, or in relation to Commercial and Industrial Activities allowed in other zones, Flaxmere Village Centre Zone and Havelock North Village Centre Precincts) shall be limited to the purposes of stating the occupant's name,

Outcome

Advertising devices will not detract from the visual amenities of the areas where they are located, and will not cause a distraction or potential danger to pedestrians or vehicular traffic.

- occupation or property name.
- (b) Advertising devices (except Temporary Devices, Electoral Devices, or devices located in a Commercial or Industrial Zone, Flaxmere Village Centre Zone or Havelock North Village Centre Zone) shall be located on the site to which they relate.
- Outcome*
A proliferation of devices, unrelated to activities on the sites where they are located will be avoided and the amenity and safety of the local environment will be maintained.
- (c) Advertising devices located within road reserve, or in public places, shall serve only to direct traffic, or to denote the name of a street, the number of any premises, the location of any building, or to indicate the location, timetable or other details of any public utility, or facility.
- (d) No illuminated advertising device or sign using intermittent or flashing sources of light shall be located within 25m of a road intersection except that this may be reduced or waived with the consent of the road controlling authority.
- Outcome*
The safety of vehicles and pedestrians using intersections will be protected from dangerous or distracting signage.
- (e) Advertising devices shall not be located in a position where they will obstruct traffic sightlines along the road, intersection or accessways, replicate or be confused with official signs, or create headlight reflection on road users.
- (f) Advertising devices (other than directional signs no greater than 3m²) within the Industrial 2 Zone (Irongate) or the Deferred Industrial 2 Zone (Irongate) shall not be located within any of the landscaping areas or setbacks as required in rule 10.8.4B.
- Outcome*
Signs that do not hinder the growth or management and maintenance of landscaped areas within the Industrial 2 Zone (Irongate).
- (g) Advertising devices (other than directional signs no greater than 3m²) within the Industrial 7 (Tomoana Food Industry Cluster) Zone shall not be located within any of the landscaping areas or setbacks as required on the Elwood Road or Richmond Road frontages.
- Outcome*
To ensure signs do not adversely affect amenity values on the Richmond Road and Elwood Road frontages of the Industrial 7 (Tomoana Food Industry Cluster) Zone.

13.7.8.3 ILLUMINATION

External illumination of signs by spotlights or floodlights shall be focused only on the device to be illuminated, and shall be directed away from adjacent Residential Zoned sites and roads.

Outcome
Illuminated advertising devices will not cause a nuisance or hazard to other activities or to vehicular movement and safety.

13.7.8.4 VERANDAH-RELATED DEVICES IN COMMERCIAL AND INDUSTRIAL ZONES (INCLUDING HAVELOCK NORTH VILLAGE CENTRE ZONE) AND FOR COMMERCIAL ACTIVITIES ALLOWED IN OTHER ZONES

- (a) Devices located under verandahs shall be a minimum of 2.5m above the footpath, and set back a minimum of 0.5m from the kerb line.

Outcome

Devices located under verandahs will not cause a physical obstruction or hazard to traffic or pedestrians, or detract from the visual amenities of the area where they are located.

- (b) Devices located on verandah fascia shall be limited to the depth of the fascia

Outcome

Devices attached to the fascia of verandahs will be of a uniform depth which will give a continuity of street scene and enhance the visual amenities of the predominately Commercial and Industrial areas.

13.7.8.5 ADVERTISING DEVICES PROJECTING FROM BUILDINGS IN COMMERCIAL AND INDUSTRIAL ZONES AND FROM BUILDINGS ASSOCIATED WITH COMMERCIAL ACTIVITIES ALLOWED IN OTHER ZONES

Where an advertising device is affixed to the face of any building, the device shall not:

- (a) Project more than 1.0m from the face where the device is at right angles to the building; and/or
- (b) Project forward of a vertical line drawn 0.5m inside the face of a kerb or edge of the road carriageway (including parking areas); and/or
- (c) Have a depth of more than 1.0m; and/or
- (d) Have its lower edge less than 2.5m above the footpath/ground.

Outcome

Devices will not cause a physical obstruction or hazard to traffic or pedestrians, or detract from the visual amenities of the areas where they are located .

- (e) In the Flaxmere Commercial and Commercial Service Precincts advertising devices shall not obscure any architectural features on the building façade.

Outcome

Devices will relate well to the scale and character of the building attached to.

- (e) In Havelock North Village Centre Zone advertising devices shall not obscure any architectural features on the building façade.

13.7.8.6 ADVERTISING DEVICES LOCATED ON LAND ADJOINING A STATE HIGHWAY IN THE RURAL AND PLAINS ZONES

**AND THE SPECIAL PURPOSE ZONE:
REGIONAL SPORTS PARK**

- (a) Advertising devices shall have a minimum lettering height of 120mm in areas of up to 70km/hr speed limit and 160mm in areas above 70km/h speed limit.
- (b) Advertising devices shall not be located within 15 metres of an existing official sign or traffic signal.

NB: ADVERTISING DEVICES LOCATED WITHIN THE ROAD RESERVE

The control of signs within the legal State Highway road reserve is achieved through a Transit New Zealand Bylaw and through the implementation of the provisions contained in the Transit New Zealand and the Land Transport Safety Authority's Manual of Traffic Signs and Markings

The control of signs within all other road reserve is achieved through Hastings District Council Consolidated Bylaw 1995 (Part 14: Public Places: 'Advertising Devices'.

Any person wishing to erect an advertising device within the road reserve must obtain approval from the relevant Road Controlling Authority.

13.7.8.7 ADVERTISING DEVICES AND SIGNS LOCATED WITHIN THE SPECIAL PURPOSE ZONE: REGIONAL SPORTS PARK

- (a) No advertising device or sign shall project above the highest part of the building to which it is attached
- (b) Advertising devices or signage on buildings shall not have a depth of more than 200mm
- (c) Illuminated advertising devices or signage shall not flash

Advertising devices and signs associated with the Special Purpose zone: Regional Sports Park shall not cause a hazard to traffic or pedestrian, or detract from the visual amenities of the area where they are located.

13.7.9 SPECIFIC PERFORMANCE STANDARDS AND TERMS

The following Specific Performance Standards and Terms shall apply to the activities specified below:

13.7.9.1 TEMPORARY DEVICES

- (1) Temporary devices advertising community,**

Outcome

educational, cultural or sporting events

Devices may be erected for a period not exceeding 3 months prior to the event, and shall be removed within 7 days after the event occurs.

Temporary advertising devices will not detract from the visual amenities of the areas where they are located.

(2) Temporary devices advertising the sale or auction of real estate

All devices shall be located on the site to which they relate. There shall be no limit on the duration of the devices provided that once the property is sold, devices shall be removed within 1 month.

13.7.9.2 ELECTORAL DEVICES

Temporary devices for public elections may be erected up to 3 months prior to polling day and all devices for Local Body Elections shall be removed within 7 days after the polling day.

Outcome

Temporary advertising devices for public elections will not detract from the visual amenities of the areas where they are located.

13.7.10 ASSESSMENT CRITERIA - CONTROLLED ACTIVITIESExplanation of Assessment Criteria:

For Controlled Activities, the following identify those matters which Council may exercise its control over, or matters in respect of which Council may impose conditions, in accordance with the Rules above.

13.7.10.1 ADVERTISING DEVICES AND SIGNS ON HERITAGE BUILDINGS AND IN THE HASTINGS HISTORIC AREA

The architectural and aesthetic significance of a building is largely determined by the style of the building and will guide the design of the advertising device. The style of the advertising device shall reflect the design of the building in areas such as the level of symmetry, use and articulation of material, scale, roof forms and details.

Outcome

Advertising devices will be integrated within the overall architectural style and scale of the buildings or area.

13.7.11 ASSESSMENT CRITERIA - RESTRICTED DISCRETIONARY ACTIVITIESExplanation:

For Restricted Discretionary Activities, the following identify those matters which Council has restricted its discretion over in assessing resource consent applications.

13.7.11.1 The size, location, design, colour, orientation, and illumination of advertising devices shall be assessed in terms of :

- (a) The effects on amenities of the area where it is proposed to be located, and:
 - (i) Whether the device is in keeping with the built and natural features existing in the area, and whether it is visually appropriate in the vicinity;
 - (ii) Whether it will create an effect of clutter in its vicinity because of poor relationship to other devices; and
 - (iii) Whether the device will detract from important or visual aspects of the District such as views, or buildings of civic, architectural or historical interest.
 - (iv) Whether (for devices located in commercial or industrial zones or the Special Purpose Zone: Regional Sports Park) the device will be visible from any Residential, Plains or Rural Zones.
 - (v) For historic buildings, the style of the advertising device shall reflect the design of the building in areas such as the level of symmetry, use and articulation of material, opening skyline, roof forms and details.
- (b) The effects on the movement and safety of traffic, in terms of:
 - (i) Whether it will obstruct drivers' vision;
 - (ii) Whether it will cause confusion or distraction for drivers; and
 - (iii) Whether it will create a situation hazardous to the safe movement or direction of traffic.
- (c) The effects on the movement and safety of people, in terms of whether it will cause any obstruction, nuisance or hazard to people (on footpaths) or other public areas.