

28.1 ADVERTISING DEVICES AND SIGNS DISTRICT WIDE ACTIVITY 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 road users and 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 road users and pedestrian movement.

28.1.2 ANTICIPATED OUTCOMES

It is anticipated that the following Outcomes will be achieved:

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| ADSAO1 | Flexibility of design and style of Advertising Devices which reflects the unique elements of activities and creates diversity and interest in the environment. |
| ADSAO2 | Maintenance and enhancement of the visual amenity and character of the area where Advertising Devices are located. |
| ADSAO3 | Avoidance of obstruction, hazard, distraction or nuisance to traffic or pedestrians. |
| ADSAO4 | Advertising Devices that maintain and enhance the amenity and heritage values of areas where the device is located. |

28.1.3 OBJECTIVES AND POLICIES

OBJECTIVE ADSO1	To provide for a range of advertising devices to meet the needs of the District's communities which do not cause a nuisance, distraction or hazard to other activities, vehicular traffic or pedestrians, or detract from the visual amenities or character of the environment where they are located.
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OBJECTIVE ADSO2	Avoid Remedy or Mitigate the effects of advertising devices on heritage values.
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POLICY ADSP1	<i>Provide for a diversity of advertising devices that allow for flexibility in the design and style of the device and create diversity and interest in the environment, whilst mitigating any adverse effects.</i>
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Explanation

The District Plan allows and encourages flexibility in the design and style of advertising devices to enable activities to be promoted and identified and to create interest and diversity in the environment. The District Plan does however still contain 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.

POLICY ADSP2 *Ensure that the size and bulk of advertising devices are consistent with the expected amenity levels for each Zone by establishing limits on the Advertising Devices in each Zone of the Hastings District.*

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 the local environment to visual impacts. The District Plan recognises that in Commercial and Industrial Zones signage is important for the identification of business premises and the services that the business offers, while in other Zones Devices are principally used to provide information, location identification and direction. Larger areas of Advertising Devices will therefore generally 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. The exception to this is in relation to heritage buildings or within the Central Character Precinct where the protection of heritage values and streetscape character necessitate greater restrictions on advertising devices.

POLICY ADSP3 *To provide for illuminated Advertising Devices both internally (including electronic or externally), where they are of a size and intensity that is suitable for the location.*

Explanation

Advertising and signage is important for the identification and promotion of business premises and the services that the business offers. An emerging technology is digital billboards which provide a legitimate advertising medium. However, illuminated Advertising Devices have the potential for adverse effects, particularly on visual amenity and nuisance to residential properties and therefore they need to be managed via the District Plan and in the case of digital billboard the resource consent process. Illuminated Devices also have a greater potential than non-illuminated signs to be hazardous to vehicle movement and safety. These effects can be more significant where the illumination is by intermittent or flashing sources of light or in the case of electronic signage involves moving and changing images and messages.

POLICY ADSP4 *Ensure that Advertising Devices erected on recognised Heritage Buildings complement the heritage values and architectural features of the structure.*

Explanation

The District Plan recognises a number of significant heritage buildings and three Historic Areas (Section 18.1), 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 were allowed to undermine or compromise the heritage elements being protected.

POLICY ADSP5 *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; signs affixed to verandahs are an exception. However in some cases, devices which convey public information may be

located on road reserve or in a public place. Advertising Devices located within road reserve will need approval from the Road Controlling Authority (RCA), or New Zealand Transport Agency in the case of State Highways.

POLICY ADSP6 *Ensure that Advertising Devices located under verandahs, attached to 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.

POLICY ADSP7 *Ensure that the location of advertising device and the mediums used for advertising and signs are controlled through the District Plan to maintain the safety and efficiency of Hastings District's transport network.*

Explanation

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

POLICY ADSP8 *Ensure that Advertising Devices within the Central Character Precinct complement and enhance the heritage values and unique streetscape character of the area.*

Explanation

The District Plan has identified an area within the core of the Hastings CBD as the Central Character Precinct to protect the consistent scale, heritage values, streetscape character and amenity of this area. The Hastings District Council Design Guide 2012 and the Hastings District Council Central Character Precinct Sign Guide 2012 have both been commissioned to provide a design advice resource to ensure this area is enhanced rather than compromised by building alterations or new signage. New signage in the Central Character Precinct that is consistent with the Sign Guide has an opportunity to enhance the streetscape and character values of the area. Standards relating to signage in the Central Character Precinct are developed from the Sign Guide.

POLICY ADSP9 *The location of Advertising Devices will be limited to avoid adverse clutter in commercial areas.*

Explanation

The District Plan provides for a variety of sizes and locations for Advertising Devices. To minimise visual clutter it is necessary to limit the amount and placement of Advertising Devices in all commercially zoned sites.

POLICY ADSP10 *Provide Advertising Devices which promote the social wellbeing of the community.*

Explanation

The District Plan recognises the importance of promoting non-profit community events through advertising devices; this needs to be balanced between the visual amenity, and pedestrian and traffic safety

POLICY ADSP11 *Ensure that advertising devices along the frontage of Havelock Road (within the Mixed Use and Business Zones and Zone Havelock North Village Centre) do not detract from the streetscape amenity nor obscure the view of Te Mata Peak by way of their height and bulk.*

Explanation

This portion of Havelock Road functions as the main gateway to Havelock North from Hastings and beyond. This gateway provides the first impression of Havelock North Village Centre and is an indicator of its character. Due to the high visual prominence of this gateway, it is important that advertising devices respect, and are of an appropriate scale and height that does not dominate the gateway to the Village Centre nor significantly obscure the view of Te Mata Peak. Te Mata Peak provides a backdrop to the Village Centre and forms key aspect to character and identity of Havelock North.

28.1.4 METHODS

The Anticipated Outcomes set out in Section 28.1.1 will be achieved and the Objectives and Policies set out in Section 28.1.2 will be implemented through the following Methods:

HASTINGS DISTRICT PLAN Section 28.1 Advertising Devices and Signs DWA: Includes General Performance Standards Specific and Terms 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.

Section 18.1 Heritage Items and Notable trees DWA: Rules and Assessment Criteria to protect Heritage Items in the District are set out in Sections 18.1.5A and 18.1.6A respectively.

HASTINGS DISTRICT COUNCIL BYLAWS 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 2012 A document responding to Hastings Architectural Heritage which encourages signs, amongst other building alterations, which are compatible with the scale, form, materials and colour of the building in order to preserve this heritage.

HASTINGS DISTRICT COUNCIL CENTRAL CHARACTER PRECINCT SIGN GUIDE 2012 This document is a resource available to building owners and occupiers within the Central Character Precinct of the Hastings CBD to provide best practice advice on signage design and location. Its purpose is to ensure that new signage complements and enhances the unique heritage and streetscape character values of this area.

NEW ZEALAND TRANSPORT AGENCY (SIGNS ON STATE HIGHWAYS) BYLAW 2010	This document is relevant to signs on State Highways within the Hastings District (being State Highways 2, 5, 50 and 50A) as the New Zealand Transport Agency is the asset manager of these roads on behalf of the Crown.
THE ELECTORAL ACT 1993	Local authorities are responsible for regulating when, where and how signs, including election signs, can be displayed.
THE SIGNAGE INCENTIVE AND FAÇADE ENHANCEMENT SCHEME	A scheme set up as part of Council's ongoing commitment to the revitalisation of the inner city, and provides grant assistance for the painting and enhancement of building facades and Advertising Devices in the Hastings CBD.
GUIDELINES FOR VISIBILITY AT DRIVEWAYS (1993), RTS 6, NEW ZEALAND TRANSPORT AGENCY	A document which sets the minimum standard to ensure sightlines for vehicle movement is maintained on and off the roading network.
HAVELOCK NORTH VILLAGE CENTRE: FRAMEWORK FOR FUTURE DEVELOPMENT 2008	A document that guides development including signage in Havelock North Village Centre to ensure that good design outcomes that complement the character and identity of the place.

28.1.5 RULES

The following table sets out the status of activities involving Advertising Devices:

The following activities shall be Permitted and Controlled Activities provided they can comply with the General Performance Standards and Terms in Sections 28.1.6 and the relevant Specific Performance Standards and Terms in Section 28.1.7.

For Restricted Discretionary Activities the Council will restrict the exercise of its discretion as to the ability of the activity to achieve the particular Outcome(s) of the General or Specific Performance Standards and Terms in Section 28.1.6 and 28.1.7 respectively which it fails to meet and the ability of the activity to meet the remaining General Performance Standards and Terms in Section 28.1.6 and relevant Specific Performance Standards and Terms in Section 28.1.7.

RULE TABLE 28.1.5 – ADVERTISING DEVICES AND SIGNS		
RULES	ACTIVITIES	ACTIVITY STATUS
ADS1	Non illuminated advertising devices (excluding those on buildings listed in Appendices 47 and 48 or on buildings in the Russell Street and Queen Street East Historic Areas identified in Appendix 51).	P
ADS2	Illuminated Advertising Devices and Signs in Commercial and Industrial Zones (excluding those on heritage buildings listed in Appendix 47 and Appendix 48 and on buildings in the Russell Street and Queen Street East Historic Areas identified in Appendix 51 and in the Special Purpose Zone: Regional Sports Park).	P
ADS3	External illuminated advertising devices in all Zones.	P
ADS4	Non illuminated Advertising Devices or Signs located on heritage buildings listed in Appendices 47 and 48, or on buildings in the Russell Street and Queen Street East Historic Areas identified in Appendix 51.	RD
ADS5	Any Permitted or Controlled activity not meeting one or more of the General or relevant Specific Performance Standards and Terms in Sections 28.1.6 and 28.1.7.	RD
ADS6	Internal Illuminated Advertising Devices or Signs located within any Zone, other than a Commercial or Industrial Zone or the Special Purpose Zone: Regional Sports Park; this exemption excludes suburban commercially zoned sites.	RD
ADS7	Illuminated advertising devices or signs located on heritage buildings listed in Appendices 47 and 48, or on buildings in the Russell Street and Queen Street East Historic Areas identified in Appendix 51 <u>or located on buildings within the commercial nodes of the Iona Special Character Zone identified on the Iona Structure Plan contained in Appendix 13A - Figure 2.</u>	D

28.1.6 GENERAL PERFORMANCE STANDARDS AND TERMS

The following General Performance Standards and Terms apply to all activities.

28.1.6A TOTAL AREA OF ADVERTISING DEVICE (S)

The maximum total area of Advertising Devices, per site, in any Zone is as shown in Table 28.1.6A.

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

Outcome

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

total area of those faces which will be visible from any one place.

Temporary and electoral devices are excluded from the zone limitations in Table 28.1.6A. Therefore any Temporary Devices or Electoral Devices are additional to the maximum allowable area for advertising devices in each Zone.

TABLE 28.1.6A MAXIMUM ALLOWABLE AREA OF ADVERTISING DEVICES		
ZONE	ADVERTISING DEVICE	AREA
All Residential Zones	<ul style="list-style-type: none"> Advertising Devices and Signs relating to: Places of Assembly, Education Facilities, Camping Grounds and Visitor Accommodation. Advertising Devices and Signs relating to: Health Care Services, (excluding those within the Regional Hospital Zone), Early Childhood Centres, Offices and Homes for the Aged. All other Advertising Devices and Signs 	<p>1.5m²</p> <p>1.5m²</p> <p>1.5m²</p>
Regional Hospital Zone 7.4	<ul style="list-style-type: none"> Signs for the purpose of directing, identifying or informing related to: Health Care Services provided the signs are not visible from the road frontage boundary. Advertising Devices and Signs relating to Health Care Services on land located at the road frontage boundary of the Regional Hospital Zone. (For the purpose of this standard, site frontage means the length of legal road frontage from the site). 	<p>No limit</p> <p>0.7m² of signage per metre of site frontage*</p>
Commercial Zones and Commercial Service Activities within the Large Format Retail Zone (excluding sites in the Central Commercial Zone with Designated Retail Frontage identified in Appendix 30 and sites in the Large Format Retail Zone within the Mega Centre Concept Plan Area identified in Appendix 20)	<ul style="list-style-type: none"> All Advertising Devices 	<p>5.0m²</p> <p>0.7m² of signage per metre of site frontage (whichever is larger).* (for the purposes of this rule site frontage means the length of the legal road frontage of the site).</p>
Central Commercial Zone with Designated Retail Frontage identified in Appendix 30 of the District Plan	<ul style="list-style-type: none"> All Advertising Devices. 	<p>2.5m²</p>

TABLE 28.1.6A MAXIMUM ALLOWABLE AREA OF ADVERTISING DEVICES		
ZONE	ADVERTISING DEVICE	AREA
Flaxmere Village Centre		
Flaxmere Commercial and Flaxmere Commercial Service Zones	<ul style="list-style-type: none"> All Advertising Devices 	5.0m ² or 0.7m ² 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>
Flaxmere Community/ Residential Zone	<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)
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 	5.0m ² or 0.7m ² 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>
Industrial 2 Zone (Irongate) and Industrial Activities within Stage 1 Deferred Industrial 2 Zone (Irongate)	<ul style="list-style-type: none"> All Advertising Devices 	5.0m ² or 0.7m ² 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>
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 	5.0m ² or 0.7m ² 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>
Deferred Industrial 7 (Tomoana Food Industry Cluster) Zone	<ul style="list-style-type: none"> All Advertising Devices and Signs 	2.5m ²

TABLE 28.1.6A MAXIMUM ALLOWABLE AREA OF ADVERTISING DEVICES		
ZONE	ADVERTISING DEVICE	AREA
Large Format Retail Zone within the Mega Centre Concept Plan Area identified in Appendix 20	<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 building's profile, parallel to the wall and fixed not 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, facing the internal carpark).</p>	<p>10m² per sign</p> <p>15m²</p> <p>5m²</p> <p>Not more than 10% of the active retail frontage associated with the particular retail unit</p>
Large Format Retailing Activities within the Large Format Retail Zone (excluding sites in the Large Format Retail Zone within the Mega Centre Concept Plan Area identified in Appendix 20)	<ul style="list-style-type: none"> Free Standing Sign. Active frontage sign. <p>Signs are to be confined within the buildings profile, parallel to the wall and not fixed 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).</p>	<p>5m²</p> <p>Not more than 10% of the active retail frontage associated with the particular tenancy</p>
Plains Production, Rural, Rural Residential and Te Mata and Tuki Tuki Special Character Zones	<ul style="list-style-type: none"> All Advertising Devices. 	2.5m ²
Special Purpose Zone: Regional Sports Park	<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

TABLE 28.1.6A MAXIMUM ALLOWABLE AREA OF ADVERTISING DEVICES		
ZONE	ADVERTISING DEVICE	AREA
	<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
Havelock North Village Centre (HNVC) - Retail Zone	<ul style="list-style-type: none"> All Advertising Devices 	2.5m ² or 0.2m ² of signage per metre of site frontage (whichever is larger).
HNVC - Industrial Zone	<ul style="list-style-type: none"> All Advertising Devices 	5.0m ² or 0.2m ² of signage per metre of site frontage (whichever is larger).
HNVC - Mixed Use Zone	<ul style="list-style-type: none"> All Advertising Devices 	1.5m ²
HNVC - Business Zone	<ul style="list-style-type: none"> All Advertising Devices 	5.0m ² or 0.2m ² of signage per metre of site frontage (whichever is larger).
HNVC - Business Zone (where site adjoins Havelock Road.	<ul style="list-style-type: none"> Free standing signs within 5m of Havelock Road shall have a maximum height of 6m. <p>Note: The area (m²) of the freestanding sign(s) is not additional to the area (m²) permitted for the Precinct.</p>	n/a
All Zones	<ul style="list-style-type: none"> Network Utility Asset Identification signs and Health and Safety Signs. 	1.5m ²

*For sites with multi frontages, signage displayed must not exceed the permitted limit calculated for that specific frontage (See Appendix 65).

28.1.7 SPECIFIC PERFORMANCE STANDARDS AND TERMS

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

28.1.7A PURPOSE AND PLACEMENT OF ADVERTISING DEVICES

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| (a) Advertising Devices (except Temporary Devices, Electoral Devices, or devices located in the Special Purpose Zone: Regional Sports Park) shall be limited to the purposes of stating the occupant's name, occupation or property name. | <u>Outcome</u>
<i>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.</i> |
| (b) Advertising Devices (except Temporary Devices and Electoral Devices) shall be located on the site to which they relate and must be contained solely within site boundaries. | <u>Outcome</u>
<i>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.</i> |
| (c) There must be no advertising devices (excluding official signs and advertising devices permitted by any Hastings District Council Bylaw) located on or over a road or land vested as reserve under the Reserves Act 1977. | <u>Outcome</u>
<i>Advertising devices do not dominate the roofline of buildings and maintain the amenity of the streetscape.</i> |
| (d) No advertising device shall project above the highest point of the building. | <u>Outcome</u>
<i>Confusion between official signs will be avoided.</i> |
| (e) Advertising Devices will be restricted in colours that do not replicate official signs. | <u>Outcome</u>
<i>Good visibility and safety from driveways.</i> |
| (f) Advertising Devices shall be located in a position where they will comply with the RTS6 Guidelines for visibility at driveways (1993). | <u>Outcome</u>
<i>Good visibility and safety from driveways.</i> |

28.1.7B ILLUMINATION

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| (a) External illumination of signs by spotlights or floodlights shall be focused only on the Device to be illuminated, and shall be directed away from Residential Zoned sites and roads. | <u>Outcome</u>
<i>Illuminated Advertising Devices will not cause a nuisance or hazard to other activities or to vehicular movement and safety.</i> |
| (b) Shall not use Devices that are flashing, animated or involve revolving lights. | <u>Outcome</u>
<i>Illuminated Advertising Devices will not cause a nuisance or hazard to other activities or to vehicular movement and safety.</i> |
| (c) The illuminated sign must comply with the Standards relating to lux spill for the respective Zone. | <u>Outcome</u>
<i>Illuminated Advertising Devices will not cause a nuisance or hazard to other activities or to vehicular movement and safety.</i> |

- (d) No illuminated Advertising Device shall be located within 25m of a road intersection.
- (e) Dwelling time is a minimum of 8 seconds for static images only.
- (f) Transition between advertisements less than 0.5 seconds.
- (g) No message sequencing between 2 or more advertisements.
- (h) Contains a default mechanism whereby the screen freezes in the case of a malfunction.
- (i) Uses photocell technology that ensures automatic dimming capacity.
- (j) Avoids the use of flashing, scrolling, intermittent, animated or full video clips.
- (k) That the maximum luminance of 5000 cd/m² between sunrise and sunset and 500 cd/m² between sunset and sunrise if it is lit by LED or similar technology.
- (l) Will not use the colours red, green and yellow in combination as the dominant colours.

28.1.7C VERANDAH-RELATED DEVICES IN COMMERCIAL AND INDUSTRIAL ZONES 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. *Outcomes*
Advertising Devices will not cause a nuisance or hazard to other activities or to vehicular movement and safety.
- (b) Devices located on verandah fascia shall be limited to the original height of the fascia or 500mm whichever is the lesser
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.
- (c) There shall be no Advertising Devices located above the verandah fascia for sites zoned Commercial, Commercial Service, Suburban Commercial, Retail Precinct or Employment Precinct or for the specific commercial activities allowed within the commercial nodes of the Iona Special Character Zone.
The amenity of the Commercial Zone and Iona Special Character Zone will be maintained.

28.1.7D 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.
- (e) Obscure any architectural features on the front façade of buildings in the Flaxmere and Havelock North Village Centres or in the commercial nodes of the Iona Special Character Zone.

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.

28.1.7E ADVERTISING DEVICES LOCATED ON LAND ADJOINING A STATE HIGHWAY IN THE RURAL AND PLAINS PRODUCTION 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 of 160mm in areas above 70km per hour speed limit.
- (b) Advertising Devices shall not be located within 15 metres of an existing official sign or traffic signal.
- (c) The message area should cover no more than 60% of the Advertising Device.

28.1.7F 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.

Outcome

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

28.1.8 SPECIFIC PERFORMANCE STANDARDS AND TERMS

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

28.1.8A TEMPORARY DEVICES

1. **Temporary Devices advertising community, educational, cultural or sporting events**

Devices may be erected up to 12 weeks prior to the event and shall be removed within 7 days after the event has occurred.

Outcome
Temporary Advertising Devices will maintain the visual amenity of the area as they are not permanent.

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.

3. **Size**

All Devices are limited to 2.5m² per site.

Device(s) must be contained solely within the property boundary.

28.1.8B PARLIAMENTARY ELECTORAL DEVICES

1. Electoral Devices for public elections may be erected up to two months prior to polling day and all Devices shall be removed one day before the polling day or, in the case of a postal ballot, one day prior to the final polling day.

2. Advertising Device is limited to 3m² in size.

3. Device(s) must be contained solely within the property boundary.

Outcome
Temporary Advertising Devices for public elections will maintain the visual amenity of the area as they are not permanent.

28.1.8C LOCAL GOVERNMENT ELECTORAL DEVICES

1. Electoral Devices may be erected up to two months prior to polling day and all shall be removed within 7 days after polling day.

2. Advertising Device is limited to 3m² in size.

3. Device(s) must be contained solely within the property boundary.

Outcome
Temporary Advertising Devices for public elections will maintain the visual amenity of the area as they are not permanent.

28.1.8D ADVERTISING DEVICES ON BUILDINGS WITHIN THE CENTRAL CHARACTER PRECINCT

TABLE 28.1.8D ADVERTISING DEVICES ON BUILDINGS WITHIN THE CENTRAL CHARACTER PRECINCT	
LOCATION OF DEVICE (Refer to the Signage Diagram in Appendix 64 to determine the relevant standard for the proposed sign from the table below.)	REQUIREMENTS
1. Verandah Fascia	<p>(a) Individual letters shall be applied directly to the fascia, or be painted directly on the fascia.</p> <p>(b) Any lettering shall be fully contained within the fascia mouldings.</p> <p>(c) Lettering shall not extend beyond the height or length of the fascia.</p> <p>(d) There is to be no third party advertising on the verandah fascia.</p> <p>(e) There is to be no advertising device(s) above verandah fascia.</p> <p>(f) There shall not be more than one sign mounted on the verandah fascia per business premises, except where:</p> <ul style="list-style-type: none"> • The business premises has frontage to more than one road. • The business premise has more than one entrance.
2. Under Verandah	<p>(a) Signs shall have a minimum 2.5 metre clearance to the footpath.</p> <p>(b) Signs shall have a minimum 0.5 metre setback from the kerb.</p> <p>(c) There shall be no more than one sign under the verandah per business premises, except where;</p> <ul style="list-style-type: none"> • The business premises has frontage to more than one road. • The business premises has more than one entrance.
3. Building Side Wall	<p>(a) Signage or lettering shall be set back from the corner of the wall a minimum distance of 0.5m.</p> <p>(b) Unpainted surfaces shall remain unpainted.</p> <p>(c) There shall be no more than one Advertising Device on a side wall per business premises.</p> <p>(d) The area of the sign shall not exceed 5% of the exposed side wall area or 8m², whichever is the lesser.</p> <p>(e) There is to be no third party advertising.</p>
4. Windows	<p>(a) Individual letters, gilt or shadow outline only.</p>

TABLE 28.1.8D ADVERTISING DEVICES ON BUILDINGS WITHIN THE CENTRAL CHARACTER PRECINCT	
LOCATION OF DEVICE (Refer to the Signage Diagram in Appendix 64 to determine the relevant standard for the proposed sign from the table below.)	REQUIREMENTS
	(b) Where a verandah exists, lettering shall not be applied to ground-level windows. (c) Where there is no verandah, lettering may be applied to windows at ground-level.
5. Signs on Building Façade	(a) If parallel, maximum thickness 50mm. (b) If perpendicular, maximum width 1m, maximum thickness 50mm. (c) Building features shall not be obscured. (d) The base of any sign shall be a minimum of 2.5m above the footpath. (e) No signage shall be attached to backing boards. (f) The sign does not protrude more than 1000mm from the front of the business premises.
<p><i>To assist with compliance of this Standard, and for best practice advice on signage that is complementary to the Hastings CBD, the Hastings District Council Signage Guide should be referred to when designing or upgrading signage. The Guide is available at www.hastingsdc.govt.nz or available on request from the Duty Planner.</i></p>	

28.1.9 ASSESSMENT CRITERIA – RESTRICTED DISCRETIONARY ACTIVITIES

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

28.1.9A SIZE, LOCATION, DESIGN, COLOUR, ORIENTATION, AND ILLUMINATION OF ADVERTISING DEVICES

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

- (a) The effects on amenity and character 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 or detracts from these features;
 - (ii) Whether it will create an effect of clutter in its vicinity because of poor relationship or proximity 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) For Devices located in Commercial or Industrial Zones or the Special Purpose Zone: Regional Sports Park whether the Device will be visible from any Residential, Plains or Rural Zones.
 - (v) Whether the Device promotes the wellbeing of its community through advertising of non-profit events or information.
- (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.
- (d) Advertising Devices In The Central Character Precinct And Havelock North Village Centre Zone Will:
- (i) Be complementary to the proportions and design of the building.
 - (ii) Integrate with the architectural features of the building and its neighbours.
 - (iii) Be sized and located to form a cohesive part of the building.
 - (iv) Be of a scale and design from which they are most likely to be viewed.
 - (v) Be grouped together if there are multiple building occupants.
 - (vi) Avoid obscuring any significant architectural feature of the heritage building including but not limited to windows, parapets, cornices, features or materials with a decorative pattern and any other architectural elements that are a feature of the building. The Hastings District Council Central Character Precinct Sign Guide 2012 provides guidance for building owners and tenants on how to design appropriate signage for buildings within the Central Character Precinct.
 - (vii) Avoid obscuring the view of Te Mata Peak from Havelock Road when located on site within the Havelock North Employment Zone or Mixed Use Zone.
- (e) Advertising Devices and Signs on Heritage Buildings and in Historic Areas
- (i) The extent to which the proposed sign acknowledges and respects the character of the facade.
 - (ii) Whether the proposed advertising device or sign follows historically documented precedents for the locality both in style and in proportion.
 - (iii) The extent to which the advertising device or sign is located in a position that would be traditionally used for this purpose;
 - (iv) The size and location of the advertising device or sign and whether this is appropriate. Advertising devices and signs should be discreet and should not cover or obscure any significant views, areas or heritage features including shop fronts, verandas or balustrades;
 - (v) Whether the proposed advertising device or sign will necessitate the removal of decorative features or detailing;

- (vi) Whether the proposed advertising device or sign will be attached using appropriate methods and the extent to which this will cause irreversible damage to the original fabric;
- (vii) The extent to which any side wall sign or advertising device will dominate the wall or detract from the historic significant of the place;
- (viii) The extent to which the proposed advertising device or sign will utilise corporate colours and whether these could be adapted to suit the individual location and /or building.
- (ix) Where illuminated advertising or signage is proposed, the extent to which external lighting will be used;
- (x) The scale or number of advertising devices and signs (including existing) and the extent to which additional advertising or signage will result in visual cluttering.