

8 SIGNS

8.1 INTRODUCTION

The purpose of [signs](#) is to convey information to the general public including the identification of properties, information on upcoming events, direction of traffic and information on the availability of goods and services. As such they are necessary to many activities in the district.

The ability of the environment to accommodate [signs](#) may differ considerably between the rural and urban context. The highest concentration of signage is found in commercial or industrial areas where a greater number and/or size of [signs](#) is acceptable provided they are generally in keeping with the scale and nature of the property and activity. In rural or residential areas perceived as having a consistent and uncluttered visual amenity, signage is usually viewed more critically.

8.2 ISSUES

1. [Signs](#) and outdoor advertising have the potential to compromise the visual amenity and traffic safety of an area.

Signage can have an adverse effect as a result of poor location, poor legibility, cluttering or inappropriate colours and lighting. In addition, the design and location of [signs](#) can often have a snowballing effect as competitors seek to have bigger and bolder [signs](#) than each other.

8.3 OBJECTIVE

1. Traffic safety and the visual amenity of the District are not adversely affected by [signs](#) and outdoor advertising.

8.4 POLICIES

1. Visitor/Information [Signs](#) should be in accordance with the West Coast Development Group (WCDG) and West Coast Regional Council and New Zealand Transport Agency sign design guidelines.
2. [Signs](#) should relate to a particular activity or use of [land](#) or [buildings](#) on the [site](#) and have dimensions that are appropriate to the surrounding environment.
3. [Signs](#) should be simple, clear in the message conveyed, and not cluttered and should be located according to safety criteria.

8.4.1 EXPLANATION AND REASONS

While [signs](#) and other forms of outdoor advertising are a necessary part of the community's social and economic activities, they should be controlled in order to minimise the adverse effects on traffic safety and amenity values in the District.

While providing for [signs](#) in the District, it is the [Council's](#) intent that these be controlled in terms of dimensions, location, message materials, location, etc.

The West Coast's tourism sector is one for which more signs may be required in the future, for the information and convenience of travellers. The WCDG, WCRC and New Zealand Transport Agency sign design guidelines provide the parameters of such signs and should be adhered to.

It is recognised that signs may be required for activities carried out on a site. However, the potential adverse effects of a proliferation of off-site signs can undermine Council's objective.

8.5 IMPLEMENTATION METHODS

1. Rules to control the location, number, size and type of outdoor advertising and signs in all zones.
2. Encourage the use of the guidelines for signs established by the West Coast Development Group and West Coast Regional Council and New Zealand Transport Agency.

8.5.1 REASONS

The Council considers that rules controlling the erection of outdoor advertising and signs in the District is one of the most effective methods to avoid any potential adverse effects on traffic safety and visual amenity. The use of established design guidelines will also reduce adverse effects.

8.6 ENVIRONMENTAL RESULTS ANTICIPATED AND MONITORING

Anticipated Environmental Results	Monitoring and Review Data
<ul style="list-style-type: none"> • Traffic safety and the visual amenity are not adversely affected by signage that is inappropriately located or of excessive size and numbers. 	<ul style="list-style-type: none"> • Monitoring of the establishment of outdoor advertising in the District to ensure compliance with the rules on outdoor advertising in the Plan. • Reviewing records of traffic accidents to determine if any adverse effects of outdoor advertising were a causative factor in any accidents.