

**General Standards that all Signs Must Comply with**

All signs must comply with the following standards.

- The message on all signs must be clear, concise and of a clear lettering style. Clarity of the sign message is directly related to the speed limit of the adjacent road.

The following table is derived from Transit NZ guidelines with respect to acceptable lettering sizes in relation to speed limits.

Regulatory Speed Limit Km/h	Main Message	Property Name	Secondary Message
50	150	100	75
70	200	150	100
80	250	175	125
100	300	200	150

- Signs shall not be designed so as to imitate the colour and shape of recognised traffic signs.
- Signs shall not be located where they are likely to distract drivers in a situation where road conditions demand full and uninterrupted driver concentration.
- They shall not be located where they may obstruct driver visibility, along the road, intersections or accesses.
- They shall be located approximately at right angles to the road.
- The sign shall be frangible (i.e. will give way on significant impact by a vehicle) when located within road reserve.

**Signs that Need Consent**

The following signs will need consent.

- Any of the signs mentioned above that do not meet the criteria listed.
- Advance Warning Signs and Directional Signs that do not comply with Council's Traffic Sign Policy. These signs are defined as:  
*"a sign, whose sole purpose is to alert the road user of a place ahead, to allow sufficient time for an appropriate driver response or a sign whose sole purpose is to provide direction to a facility or place off a main route."*

**Signs that Need Consent (continued)**

- Signs placed on, or affixed to, vehicles and/or trailers which are parked on private or public property or streets, where the apparent purpose is to direct people to a business or activity on a nearby property. (Note: this does not restrict signs placed on, or affixed to, vehicles, such as lettering, where the sign is incidental to the primary use of the vehicle).
- Hoardings. These are defined by the District Plan as:  
*"any building, wall, fence, structure, or erection or part thereof which is erected or used for the purposes of exhibiting or displaying any advertisement, placard or inscription; and also any building, wall, fence, structure, erection upon or against which any advertisement, placard or inscription is displayed, and includes any sign used to advertise anything not sold on the premises where the sign is situated. (This does not include signage at sports grounds)."*

These signs are non-complying activities for which consent is unlikely to be forthcoming.

This brochure is not intended to cover all aspects of advertising signs, but it should answer many of your questions.

For further information, please contact:

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**CLUTHA DISTRICT COUNCIL**

**ADVERTISING  
 SIGNS  
 IN THE  
 CLUTHA DISTRICT**



This brochure is intended to help those people who wish to erect an advertising sign.

## Introduction

Signs generally have one or more of the following functions:

- To advertise goods and services.
- Identify the location of an activity.
- Promoting an activity or event.
- Directing traffic or customers to an activity.

These are important functions. However signs can have adverse effects on the environment. The safety and efficiency of the roading network can be compromised if they are poorly located and distract driver attention or restrict visibility. Signs may also adversely impact on the amenity values of the District.

Council is charged with the duty of ensuring these adverse effects are avoided, remedied or mitigated. Consequently, if you are considering erecting an advertising sign you may need a resource consent or need to comply with certain guidelines.

## What is an Advertising Sign or Device?

The Clutha District Plan defines signs as being any name, figure, character, outline, spectacle, display, delineation, announcement, poster, handbill, advertising device or appliance, or any other thing of a similar nature to attract attention, which is visible from some public place.

The structure the sign is attached to is also considered to be part of the sign. Signs fixed to parked vehicles or trailers are also included in this definition except where they are associated with the primary use of the vehicle.

## What Type of Advertising Can I Put Up?

This table will help you know whether you can erect your sign.

Location	Permitted Advertising Signs
Council owned land, reserve and road reserve	Signs that comply with Council's "Traffic Signs Policy" (i.e. motorist services, accommodation facilities, tourist signs). Must be approved by Council
State Highway Reserve (see Transit NZ Brochure)	No resource consent needed if it complies with Transit NZ's "Manual for Motorist Services and Tourist Signs". Must have approval from Transit NZ
Private Property – Rural	Must comply with the following: <ul style="list-style-type: none"> <li>• Situated on the property to which they relate</li> <li>• Do not exceed a total of 3 m<sup>2</sup> in area.</li> <li>• Are not constructed using retroreflective material, flashing or animated signs, including those employing revolving lights.</li> <li>• Are only illuminated when the premises are open for business.</li> <li>• Meet the general standards below</li> </ul> No approvals necessary.
Private Property – Urban	<ul style="list-style-type: none"> <li>• Signs that comply with Councils Traffic Signs Policy or Transit NZ's Manual</li> <li>• Signs associated with commercial activities that comply with the following standards: <ul style="list-style-type: none"> <li>◆ Do not adjoin residential activities.</li> <li>◆ Are located on the site to which they relate.</li> <li>◆ They are not erected in a position higher than the apex of the roof of the building on the site.</li> <li>◆ Verandah signs shall have a minimum clearance of 2.5 metres above the footpath, and 450 mm from the kerb line.</li> </ul> </li> </ul>

Location	Permitted Advertising Signs
Private Property – Urban (continued)	<ul style="list-style-type: none"> <li>◆ Free-standing pole signs not exceeding 3m<sup>2</sup> in area or six metres in height provided their specific location is approved by Council.</li> <li>◆ Footpath sandwich board signs must: <ul style="list-style-type: none"> <li>(i) not exceed 1m<sup>2</sup> in area.</li> <li>(ii) not be placed in a position that impedes pedestrian traffic (1.8 metres footpath clearance minimum).</li> <li>(iii) not be within 2 metres of any corner or intersection or interfere with traffic visibility.</li> <li>(iv) exceed no more than 2 signs per shop frontage.</li> <li>(v) be placed outside the premises to which the sign relates.</li> <li>(vi) only be displayed when the premises are open.</li> </ul> </li> </ul>
Private Property – Industrial	<ul style="list-style-type: none"> <li>• One sign per road frontage for industrial buildings. Multi-occupancy buildings are allowed one directory type sign. Illuminated signs are permitted provided they are not flashing.</li> <li>• No sign shall exceed the following dimensions: <ul style="list-style-type: none"> <li>(i) <b>For horizontal signs</b> – length of the building frontage, width of 1.2 metres.</li> <li>(ii) <b>For vertical signs</b> – height of the building, width of 1.2 metres.</li> <li>(iii) <b>For pole signs</b> – an area of 3m<sup>2</sup> not exceeding 6 metres in height, with a separation distance of 10 metres between such signs.</li> <li>(iv) <b>Directory Signs</b> – height of the building, width of no more than 3 metres.</li> </ul> </li> </ul>