

# 21.0 Outdoor Advertising

## 21.1 Introduction

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The purpose of outdoor advertising is to provide information to the general public and attract business. Information is conveyed for a number of purposes which include: identifying properties, giving notice of forthcoming events, informing of the availability of goods and services, and to give directions to traffic. Signs are essential through the Plan area for the information they provide.

The ability of the environment to accommodate signs varies considerably between town centre, residential and rural areas. Amenity standards vary between different parts of the Wairau/Awatere area, and are defined by the range and nature of land uses in an area. The susceptibility of different areas to be adversely affected by outdoor advertising varies considerably, particularly between town centre, industrial or other business areas, and rural or residential areas. The highest concentration of outdoor advertising is in town centre areas where a greater number and size of signs is accepted, in keeping with the scale and nature of the site and activities. However, in residential and rural areas, where the maintenance and enhancement of amenity standards is considered important, the potential adverse effects of signage are viewed more critically.

## 21.2 Issue

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**There is a need for signs but they may have adverse effects on visual amenities and traffic safety.**

There is a need for signs to allow people to provide for their wellbeing, however, in order to avoid adverse effects on amenity values and people's health, safety and wellbeing, some controls on signs and outdoor advertising are required. There is also the possibility that signs and other forms of outdoor advertising may have adverse environmental effects particularly on visual amenities, and may conflict with traffic safety.

In particular, from a traffic safety viewpoint, careful consideration needs to be given to the location, design, size, or type of signs along major arterial routes, where the potential for conflicts with traffic safety are highest. All outdoor advertising on State Highway land is subject to the controls specified in the Transit New Zealand Bylaw 1987/3. Signs for State Highway or road purposes are permitted as an integral part of the road designation. Any other signs located on State Highway land and other designated roads have the same potential adverse effects on traffic safety as on-site signs, and need to be controlled through this Plan.

## 21.3 Objectives and Policies

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**Objective 1** Signs and outdoor advertising which convey necessary information while avoiding or mitigating any adverse effects on public safety and the visual amenities of the Wairau/Awatere.

**Policy 1.1** Control outdoor advertising variably throughout the Plan Area in recognition of the character and amenity of particular areas.

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Policy 1.2	Avoid the display of outdoor advertising which may adversely affect traffic safety by causing confusion or distraction to, or obstructing the view, of motorists or pedestrians.
Policy 1.3	Provide for signs on the same site as the particular activity, or use of land or buildings, to which they relate.
Policy 1.4	Support the establishment of 'welcome to' signs and information laybys, at the entrances to the region and towns and at sites of natural, cultural or historical interest.
Policy 1.5	Encourage the use of information laybys and kiosks.

*Signs and other forms of outdoor advertising are a necessary part of the community's social and economic activities, but must be controlled to protect public health and safety, and to minimise their adverse effects on amenity values in the district.*

*The policies recognise that signs need to be controlled although different environments within the Plan area have different levels of sensitivity to the potential adverse effects of signs. The potential adverse effects of outdoor advertising on traffic safety are of particular concern to the Council.*

*The erection of signs on the site where an activity is undertaken is accepted as part of that activity. However, signs which are located off-site in order to attract customers to another site are discouraged. The Council will require an application to be made for the erection of off-site signs in order for the necessity and appropriateness of the proposed sign to be assessed.*

*The establishment of information and laybys provide an important service to visitors and an opportunity for local businesses to notify their location and services.*

## 21.4 Methods of Implementation

Rules	Rules to control the location, number, size and type of outdoor advertising and signs are included for all zones and are appropriate to the zone concerned.
Control	The Council will, as the authority responsible for all roads (other than state highways) exercise control over advertising on roads.
Consultation	The Council will consult with Transit New Zealand regarding the implementation of Transit New Zealand Bylaw 1987/3 restricting advertising signs on State Highways.
Annual Plan	Through the Annual Plan, as resources are available, support the establishment of information signs for towns and for sites of natural, cultural and historical interest.
Education	The Council will make people aware of restrictions on the erection of signs and educate them as to the need for such restrictions.

*The Council considers that rules controlling the erection of outdoor advertising and signs in the Wairau/Awatere area are the most effective method to avoid any potential adverse effects on traffic safety and visual amenity while recognising that particular*

*areas have different needs for signs and sensitivities to the potential adverse effects of signs.*

*The Council considers that the establishment of information signs and laybys is an effective way of providing for signs and information, while protecting visual amenities of the Wairau/Awatere area.*

## **21.5 Anticipated Environmental Results**

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Implementation of the policies and methods relating to outdoor advertising will result in:

- Outdoor advertising necessary to convey information of the social, economic and cultural welfare of the community;
- Minimal adverse effects from outdoor advertising on traffic and pedestrian safety;
- Avoidance of any adverse effects of outdoor advertising on visual amenities; and
- The establishment of information signs and laybys at the entrances to townships and at other sites of natural, cultural and historic interest.

