



URBAN**EDGE**
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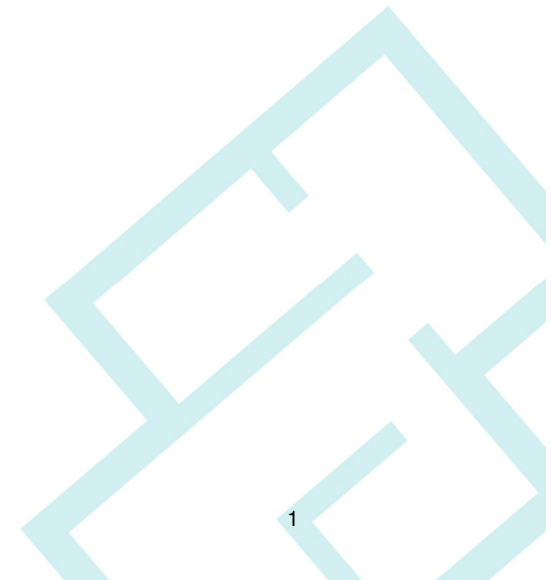
URBAN DESIGN REPORT

Upper Hutt District Plan
Signage in Upper Hutt

DATE – 10 April 2018

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1. Introduction and Overview

1.1 Purpose of the Report

The purpose of this report is to provide urban design advice and recommendations for new signage in the Upper Hutt district as controlled by the District Plan. While it is acknowledged that the Upper Hutt City Council is currently undergoing a review of the existing Signage Bylaw, this report has been undertaken solely for the purpose of informing the District Plan.

1.1.1 Scope

- Establish what the existing signage issues are in Upper Hutt;
- Provide a methodology for which to assess the existing signage in Upper Hutt;
- Undertake site visits to various locations within the Upper Hutt region and use the methodology to determine whether there is a signage issue, based on sign type and/or District Plan zone;
- Based on these results, provide urban design advice on the size, location and design of signage in Upper Hutt as recommendations to guide the Signs District Plan Change.

1.2 Importance of Good Signage

Signage plays a key role in advertising and identifying businesses and activities as well as providing direction to drivers, pedestrians and cyclists. As such, signage is important for the city's economic growth and vibrancy. Effective signage will display information in an attractive manner that does not result in visual clutter or affect the safety of pedestrians or drivers.

Similarly, poorly scaled or located signage can detract from the form and character of buildings and areas and could compromise the safety of road users and should therefore be discouraged.

1.3 When to use the Signage Design Guidelines

Signage in Upper Hutt is mainly controlled by the objectives, policies and rules of the Upper Hutt City District Plan. Other policies and initiatives outside of the District Plan also play an important role in managing and controlling new signage in the Upper Hutt Central Business District. For example, the Economic Development Stimulus Policy. This has been an effective method for providing support to new businesses within the CBD whilst encouraging good signage and lifting the visual attractiveness of the area.

The urban design advice contained within this report provides information and guidelines that can be used to formulate new objectives, policies and rules within the District Plan. The images contained within Chapter 4 of this report covers the main different types of signage and provides recommendations for size and location. This can be used as a means to supplement the District Plan by providing a visual tool that gives clear and easy to understand recommendations when designing new signage for a site or building. This could be provided in the form of a guideline or a fact sheet.

2. Existing Signage in Upper Hutt

2.1 Character and Architecture in Upper Hutt

Upper Hutt is situated to the north of Lower Hutt and has a number of regionally known features including the Trentham Racecourse, the Upper Hutt Memorial Park and Trentham Army Camp. Upper Hutt also has an expansive farming community that predominantly lies to the north and south of the built up residential and business areas. A large portion of these residential and business areas have been formed around the State Highway (both existing and the former State Highway route along Fergusson Drive).

Upper Hutt has recently seen an influx of residential and business growth, with large residential subdivisions in Riverstone Terraces, and more recently, Wallaceville. Extensive areas of vacant land are currently for sale with the intent to grow the industrial business activities within Upper Hutt.

2.2 Overview of Existing Signage in Upper Hutt

As part of this report, site visits were undertaken at key identified areas within Upper Hutt. The intent of these site visits was to investigate existing signage and determine whether the existing provisions of the Upper Hutt District Plan were providing sufficient control over signage in the region.

A table was created to generate a score for existing signage at key locations within Upper Hutt. This allowed the assessment to be displayed and ordered as either quantitative or qualitative data. This also made it become apparent as to whether specific sign typologies and/or key areas in Upper Hutt are following good urban design principles. This was then used to form a basis as to whether certain zones or signage typologies need better direction and guidance within the District Plan, or alternatively whether they are already working well under the existing situation.

The tables were created for the following five main sign typologies:

1. Temporary signs
2. Wall signs (including building facades) and fence mounted signs
3. Veranda Signs
4. Free standing signs
5. Moveable signs such as sandwich boards and flags

Each signage typology was then assessed on its merits via four key design principles which was broken down further into guidelines (as described in more detail in Chapter 3 of this report). The key principles are:

1. Size, scale and location of signage.
2. Visual clutter
3. Safety to vehicle and pedestrians
4. Quality

Some of these key principles and guidelines can be used for guidance when forming the objectives and policies, and rule framework of the signs plan change. It is not expected that all of these principles will be applicable to the District Plan rules, such as quality. However, these have been included in this assessment in anticipation that a design guideline or non-regulatory guidance is deemed necessary or is requested.

The scoring sheets have been included in Appendix A of this report.

Overall, signage in Upper Hutt generally scored well, with sites that contained service stations, motels and car sales yards scoring less favourably. Service stations and car yards also tended to contain portable

signs such as sandwich boards and flags within the site, as well as a number of different signs of various sizes and locations. This results in considerable visual clutter, especially when there is more than one of these activities located in close proximity to each other.

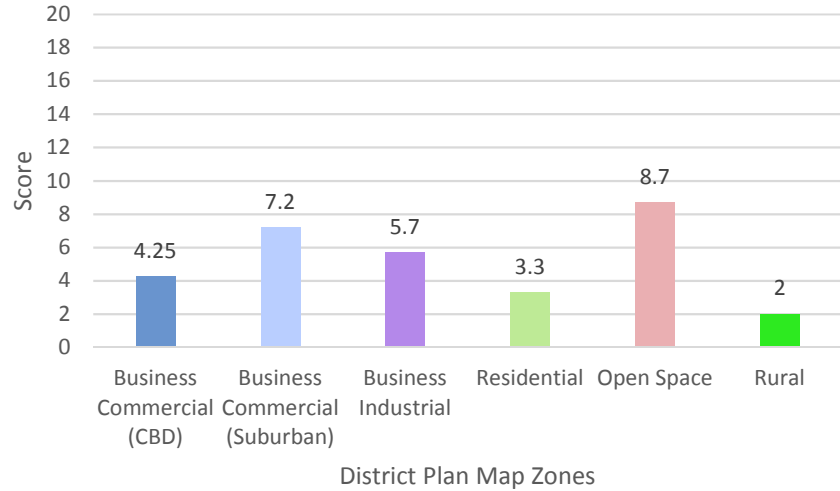
Typical industrial areas also scored higher (having a poorer level of urban design qualities). This could be because less emphasis is required for advertising and promotional material, with signs used largely for wayfinding purposes. As a result, a number of signs within the business industrial areas that were visited, had fallen into disrepair or were of low visual quality. In total, the Industrial zone scored better than the commercial zone. However, this was due to one of the sites visited being largely vacant and the other one containing commercial activities, resulted in a skewed average.

Of note, was the effective use of a large free-standing pylon sign within the big box retail area between Fergusson Drive and Park Street. This sign listed all of the businesses on site in a clear and easy to read manner. Text is identifiable from a distance, including from moving vehicles. This reduces the need for various other signage on the site, with most businesses only requiring one or two large wall signs to identify the location of the business and some advertising on the front façade aimed at pedestrians. While this particular sign would possibly be over-sized for most applications, a smaller version of the pylon sign could be an efficient and attractive method for controlling signage in new industrial areas. These signs should be encouraged to incorporate landscaping into the site planning to ensure these signs are not overly dominant.

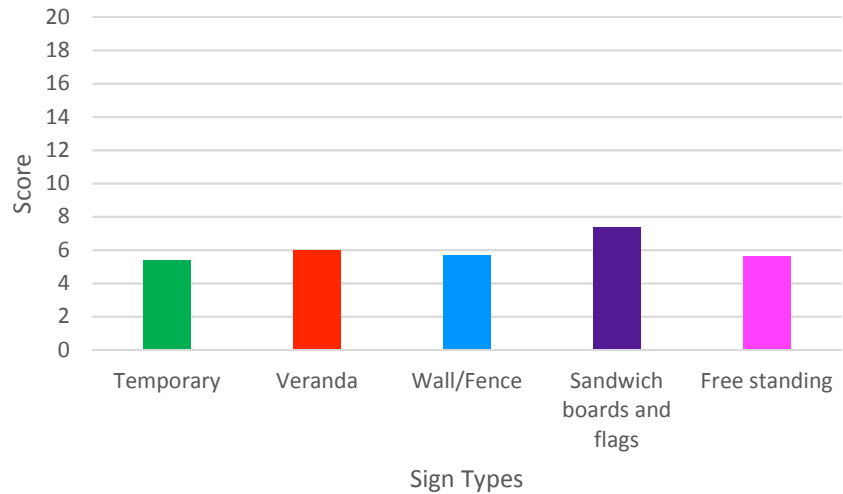
2.3 Location of Site visits and average scores

Site Number	District Plan Zone	Address	Sign Types	Average Score
1	Business Commercial (CBD)	Main Street between Fergusson Drive and Wilson Street	Veranda, wall/fence	3
2	Business Commercial (CBD)	Middle of Main Street	Veranda, wall/fence	7
3	Business Commercial (CBD)	Large stand-alone signs along Fergusson Drive	Free standing	5
4	Business Commercial (CBD)	Near Upper Hutt Train Station	Veranda, wall/fence	2
5	Business Commercial (Suburban)	Corner of Fergusson Drive and Moeraki Road, Brown Owl	Veranda, wall/fence, free standing, sandwich board and flags	10.25
6	Business Commercial (Suburban)	Ararino Street, Trentham (by train station)	Veranda, wall/fence, free standing, sandwich board and flags	5.75
7	Business Commercial (Suburban)	Fergusson Drive (between Keys Street and Fraser Crescent)	Veranda, wall/fence, free standing, sandwich board and flags	9.75
8	Business Commercial (Suburban)	Corner of Kiln Street and Whitemans Road, Silverstream	Veranda, wall/fence, free standing, temporary	2.75
9	Business Commercial (Suburban)	Camp Street and Fergusson Drive, Trentham	Veranda, wall/fence, free standing, sandwich board and flags	7.5
10	Open Space	Gibbon Street (Approved site 7)	Temporary	11
11	Open Space	Silverstream turnout (Approved site 1)	Temporary	9
12	Open Space	Moonshine Road / SH2 (Approved site 4)	Temporary	6
13	Business Industrial	Alexander Road / Dante Road / William Durant Drive	Wall/fence, free standing	4
14	Business Industrial	Park Street (big box retail)	Veranda, wall/fence, free standing	3.66
15	Business Industrial	Whakatiki Street / Jupiter Grove	Veranda, wall/fence, free standing, sandwich board and flags	5.75
16	Business Industrial	410 Eastern Hutt Road, Silverstream	Free standing, temporary	3
17	Business Industrial	Montgomery Ave	Veranda, wall/fence, free standing	12.33
18	Rural	Akatarawa Road	Free standing	2.
19	Residential	North Fergusson Drive (Maoribank)	Wall/fence, free standing, temporary	2.33
20	Residential	Riverstone Terraces	Temporary	6
21	Residential	Wallaceville	Free standing, temporary	1.5

Bar diagram showing how each zone scored (0 being excellent and 20 being poor).



Bar diagram showing how each sign type scored (0 being excellent and 20 being poor).



Note: Special Activity Zones were not included in the study as there was no record of issues in this zone, based on the lack of complaints received by Council between February 2014 to June 2016. Additionally, the Special Activity Zone generally contains large, specific sites, for example Trentham Racecourse, St Patricks College and Trentham Military Camp. As such, it is considered the recommendations provided for Business Areas are also applicable to the Special Activity Zone, with sensitivity of signage when located near residential areas.

2.4 Existing Statutory Requirements

Signage in Upper Hutt is currently controlled via policies and rules in the Upper Hutt District Plan and by the signage bylaws.

There are no objectives in the Upper Hutt District Plan that relate directly to signage and there are limited policies. The Business zone chapter has no specific signage policies, with a dependency on the policies found within the Environmental Quality chapter of the District Plan. Even then, these policies provide little direction for signage at a policy level. Some of the rules in the Business Chapter in particular, are overly complicated to understand and are open to interpretation.

Signs that do not comply with the permitted standards are Restricted Discretionary Activities. The proposed signs are then assessed against the matters of which Council have restricted their discretion to.

2.5 Existing Non-Statutory Control

As well as the statutory controls for signage in Upper Hutt, there are other non-regulatory methods that are being effectively used to control signage in Upper Hutt as well.

This includes the Economic Development Stimulus Policy which has been put in place to encourage employment and GDP growth. It also provides assistance with building upgrades, both structurally and visually. As part of the visual upgrade, business owners are encouraged to create attractive signage design options at their street frontages.

The Upper Hutt City Council is also a signatory of the New Zealand Urban Design Protocol, which is an initiative run by the Ministry for the Environment to promote good urban design practice within the private and

public sectors. As a signatory, Upper Hutt City Council has made a commitment to achieve good urban design goals. The Urban Design Protocol is centred around 7 key design qualities, the 7 C's:

- *Context*
- *Character*
- *Choice*
- *Connections*
- *Creativity*
- *Custodianship*
- *Collaboration*

What Council is currently lacking, is some informal direction around what good signage looks like. This could be in the form of a simple design guideline or fact sheets that provide a visual tool as well as text to promote good signage.

3. Urban Design Principals for Signage

3.1 Size, Scale and Location

- Signs should be of a size, scale and location that is compatible with the site, structure and/or building with which it is associated with and will not be visually out of character with the surrounding environment or visually dominate a site;
- Signs should not be of a height or size where they could visually dominate the skyline;
- The size and scale of a sign should be sympathetic to the overall outcomes intended for the District Plan zone in which the sign is located;
- No signs should negatively detract from the integrity or character of a historical building or site;
- Signs should complement the existing architectural features of the building they are attached to and not obscure any architectural features or details;
- Signs should be located to be sympathetic to existing and proposed landscaping and furniture;
- Flashing, illuminated, reflective or animated signs should not adversely affect the amenity values of neighbouring areas, especially residential areas and at night.

3.2 Context

- The sign should relate directly to the activity undertaken on the associated site;

- Text on signs should be clear, simple and easy to read from public spaces;
- Colour, text and images should be reflective of the product/activity/service of which the sign is being used for without dominating the site or streetscape;
- Images on signs should be kept bold and simple.

3.3 Visual Clutter

- Signs should be designed at a scale that is reflective of what it is advertising or being used for;
- Cumulative effects of varying signage types and sizes should be controlled to avoid visual clutter;
- Single signs should be located on a site or building so that they do not appear to be isolated;
- The size and number of projecting signs on buildings should be minimised;
- Buildings with multiple tenancies should encourage respective signs to be designed to be sympathetic with one another;
- Encourage collective signs on a single structure for sites with multiple businesses.

3.4 Safety to Vehicles and Pedestrians

- Free standing signs located over a pedestrian pathway should have a minimum clearance of 2.5m when measured directly from the ground level below;

- Signs should not obstruct the line of sight for drivers entering and existing driveways and intersections;
- Signs should be appropriately set back to ensure no part of the sign overhangs a road;
- Signs for advertising that do not relate to the site they are located on should be located at controlled locations to avoid confusion or the impression that commercial activities are occurring on a site when they are not;
- Signs should not obstruct or result in confuse any directional signage;
- Signs should be designed so that they do not create glare.

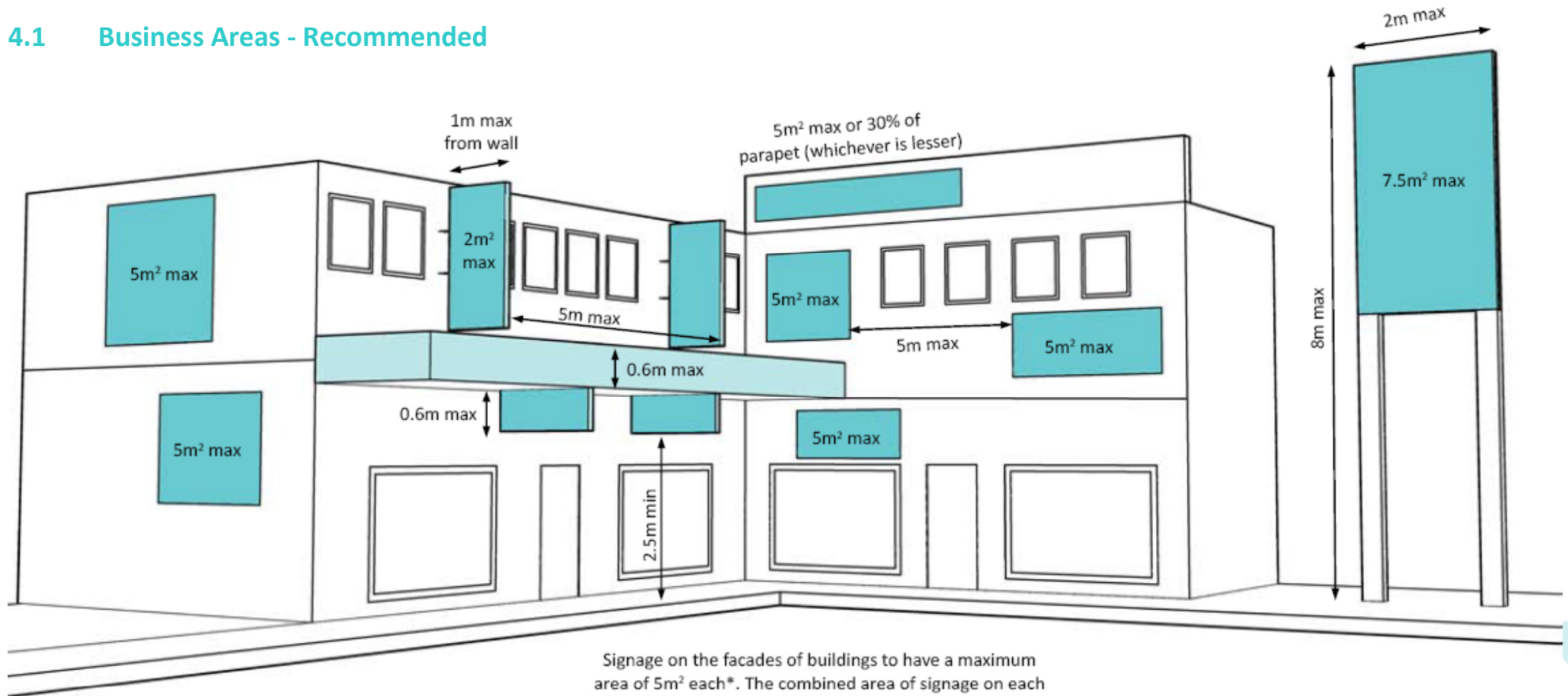
3.5 Quality

- Signs should be constructed from materials that are robust and suitable for their context;
- Signs should be able to withstand the effects of weather;
- Signs should be designed so that both sides of the sign have been considered and visible from public spaces;
- Signs should be designed from materials and at a scale, height that is easy to maintain;

- Signs should be encouraged to be creative, interesting and innovative to enhance the vibrancy of the city.

4. Types of Signs

4.1 Business Areas - Recommended



Signage on the facades of buildings to have a maximum area of 5m^2 each*. The combined area of signage on each facade to be a maximum of 30% of the associated facade to which the signs are located on.

*Signs in the business industrial areas can have a maximum area of 10m^2 each.

Note:

The visual representation of Business Area rules above is based on buildings with one street frontage. For buildings with more than one street frontage, recommendations for veranda signs and protruding signs would apply to these facades also.

5. Zone Specific Signage

When creating a framework that both encourages and restricts the size, design, and location of signage within a city, there needs to be a balance between aesthetics and business needs. Signage should be encouraged to improve the appearance of the community while promoting a vibrant local economy. A commercial environment that is visually appealing can attract both customers and businesses so that everyone benefits.

Signs need to reflect the character of the area in which they are located. Buildings within the CBD can be up to 40m tall. Whereas commercial buildings located within smaller commercial business zones are limited to 8m in height. Large scale buildings can benefit from lighting, large names on the sides of towers, and higher stud ground floors. Whereas smaller, locally owned businesses may benefit from more intimate, human scaled signage to express the special goods and services offered.

The following content contains **recommendations** for new signs in specific zones. This is in addition to the recommendations made in the images found in Chapter 4 of this report:

5.1 Residential Zone

Residential areas are generally more sensitive to signage and therefore District Plan standards are often more restrictive. However, signs are still required for activities and uses such as schools, small businesses, churches, etc. As such, signs should not be discouraged in residential areas. Instead, the size, number and location of signs in residential areas should be restricted to ensure the visual character and amenity of the streetscape and neighbouring properties is maintained. The following recommendations are specific to residential areas:

- No illuminated, flashing or animated signs;
- Veranda signs should only be located on buildings that have been lawfully established or approved for commercial purposes;
- Existing signs that have been lawfully established on the site under previous legislation and do not comply with current District Plan provisions, should not be allowed to increase the degree of non-compliance with the District Plan rules without a resource consent;
- Signage on residential buildings should not cover any windows and should only advertise products/services/activities that occur on the site;
- Only one free standing sign on a residential site should be permitted. The sign should face the more predominant street (if applicable), when a site has more than one frontage. This assists with maintaining the character of residential streetscapes and avoids or minimises the potential for commercialised looking streets in residential areas;
- Only one wall or fence mounted sign should be permitted. The sign should face the more predominant street (if applicable) when a site has more than one frontage. This assists with maintaining the character of residential streetscapes and avoids or minimises the potential for commercialised looking streets in residential areas;
- The maximum face area of signage in the Residential Zone should remain at 1.5m², as per the existing District Plan provisions. A low number of resource consent applications have been lodged for signs within the residential zones of Upper Hutt from 2007 to early 2017.

Additionally, the numbers of complaints received by Council for signs located within the residential areas in the same period of time have been low and predominantly over temporary, real estate signs (which will be covered by the bylaw). Given these factors, the existing District Plan provisions for maximum sign areas in residential zones are not considered to be creating a public nuisance.

5.2 Business Zones

The Upper Hutt Business Zone is characterised by a mix of locally owned businesses combined with larger franchise stores. While larger retail stores are generally already well known and recognised, smaller businesses are more reliant on advertising and signage to attract customers that might otherwise gravitate towards the more well-known stores. As such, signage is a key factor in not only providing vibrant commercial areas, but it also assists with increasing the local economy.

The Business Zone, in the Upper Hutt District Plan Maps, comprises a number of subzones, with various maximum building height standards. This includes:

- CBD (except for northern side of Main Street): 40m
- CBD (northern side of Main Street only): 20m
- Business Industrial zone located on Eastern Hutt Road: 15m
- Business Industrial: 12m
- Business Commercial (except CBD): 8m

For the purposes of this report, the business zone has been separated into Business Commercial (including CBD) and Business Industrial.

5.2.1 Business Commercial Zone

The Commercial areas in Upper Hutt have very different forms and characteristics. They can be broadly defined as the following:

- **CBD area:**

The CBD is generally characterised by high density blocks of buildings that contain a large number of retail stores and services located within walking distance. The CBD is also within close proximity to the Upper Hutt train station and bus stops. As such, the buildings and public spaces are often designed to address pedestrians. Signage is found in larger numbers and is largely concentrated at the first two ground floors of the building. Verandas provide protection against weather for pedestrians and form a useful structure to locate additional signage.

- **Big box retail areas:**

Big box retail is generally designed around consumers arriving by vehicle. The buildings are large, warehouse type structures that are often set back from the road front. Expansive concreted car parking areas dominate the front portion of the sites and signage is large so that it can be seen from vehicles at a distance.

- **Suburban commercial areas:**

Suburban commercial areas are generally a smaller, mixed use area that can meet the general day to day needs of the surrounding residential community. They may contain community buildings and facilities,

restaurants, and local retail stores. They are often built around public transport hubs and can be lively places. Signage provisions should not be so restrictive that creative flair is limited in these places. However, consideration to residential properties that face a suburban commercial area should be protected from potential nuisance such as illuminated or flashing signs.

- **Smaller pockets of commercial areas located along arterial routes:**

Buildings in smaller pockets of commercial business areas (i.e. Fergusson Drive) are generally designed to address vehicles and are surrounded by residential properties. As such, while signage is required to be visible from moving traffic, signs should only be placed on facades that front primary streets. Large, over-designed signs can potentially give the impression of a high-traffic commercial district rather than a mixed-use neighbourhood.

Recommendations for signs in the Business Commercial Zones:

- There should only be one free standing sign per 50m of street frontage. Large free-standing signs can be visually dominant on the streetscape. However, on bigger commercial or industrial sites, it may be appropriate to have more than one sign. By setting a minimum distance between signs, potential visual clutter is minimised whilst still allowing some flexibility for signs that are proportional to the site they are located on;
- Encourage landscaping to mitigate the visual effects of freestanding signage in large big box retail areas;
- Signs located on the facade of verandas should be restricted to a maximum of 1 sign per 5m length of building frontage to minimise visual clutter;

- Signs located beneath verandas should be restricted to a maximum of 1 sign per 5m length of building frontage to minimise visual clutter and discourage multiple signs per property;
- Signs that are protruding from the face of a building façade should be at 90 degrees to the wall face and located to respect the architectural features of the building;
- The maximum height for free standing signs is recommended at 8m in all business areas (with the exception of free standing signs advertising multiple businesses as discussed below). This discourages signs from dominating the skyline in built up areas. While maximum building heights in the Business zone can be up to 40m in the CBD, the maximum height of buildings in the Business Commercial area is 8m, similarly the maximum building heights in the Residential, Rural, Open Space and Special Activity zones (with a couple of exceptions) is 8m;
- A maximum horizontal separation of 5m is recommended between signs at the first floor level and above. Busier displays of signage on the façade of ground floor levels in business commercial zones is often acceptable and expected. These zones are often located in areas that expect higher foot traffic and therefore benefit from people walking past where a higher level of detail can be affectively used. At the same time, signage that is displayed on the first floor and above, is generally viewed from further away and from moving vehicles. As such, when viewing the building from a moving vehicle, a separation distance between signage allows the driver to process each sign more clearly and safely. It also reduces the visual clutter on the building when viewed from a distance, where the level of detail is less likely to be seen.

- An allowance for larger free-standing signs (pylon signs) should be encouraged if they are advertising multiple businesses and result in a reduction in the number of other signs on the site. This provides an incentive for business owners to provide attractive signage that is well maintained as it is located on a single structure that is shared with other businesses. It is assumed that the associated costs for the structure, signage and maintenance could be a shared cost between business owners or by the developer. Due to the larger size of the sign, mitigating factors could include landscaping, a restriction on the number of businesses advertised on the structure, or individual signs may need to be the same size and constructed of the same or similar materials;

5.2.2 Business Industrial Zone:

Signs in industrial business areas generally have a larger focus on signs used for wayfinding and the identification of individual businesses. This is in contrast with business commercial areas that also have a strong focus on advertising and attracting new customers.

- Free standing signs more than 4m in height should be located a minimum of 5m from any building footprint. Large free-standing signs should be limited to sites where the sign is in proportion to the building and site on which it is located. This set back restricts large, dominant signs from being located too close to a building. Consideration of how the sign relates to/compliments the building could be a factor in determining whether the sign is appropriate for the site;
- There should only be one free standing sign per 50m of street frontage. Business industrial sites are generally larger than business

commercial sites and therefore more than one free standing sign could be appropriate. Restricting the distance between free standing signs allows for additional signs without adversely affecting the streetscape with visual clutter and large dominating signage;

- Free standing signs more than 4m in height should be located a minimum of 15m from any other free-standing sign that is more than 4m in height on a neighbouring site. This allows for generously sized signs on sites while restricting very large signs being located in close proximity to each other. Restricting the distance between large free-standing signs allows for smaller free standing signs without adversely affecting the streetscape with visual clutter and large dominating signage;
- Signs up to 10m² should be allowed on building facades facing roads. The images in Chapter 4 of this report show maximum areas for signage on building elevations as 5m². However, it is acknowledged that buildings in industrial areas are generally larger, with less window openings and are often located further away from residential areas where large signage could have an adverse effect on the residential character. In areas where the industrial zone abuts a residential zone, this area could be reduced to 5m² on facades that directly face a residential boundary;
- An allowance for larger free-standing signs (pylon signs) should be encouraged if they are advertising multiple businesses and result in a reduction in the number of other signs on the site. This provides an incentive for business owners to provide attractive signage that is well maintained as it is located on a single structure that is shared with other businesses. It is assumed that the associated costs for

the structure, signage and maintenance could be a shared cost between business owners or by the developer. Due to the larger size of the sign, mitigating factors could include landscaping, a restriction on the number of businesses advertised on the structure, or individual signs may need to be the same size and constructed of the same or similar materials;

5.3 Open Space Zone

Open Space Zones generally comprise of parks and reserves with a variety of uses, including recreational and conservation purposes. As per the objectives and policies of the District Plans, Open Space is important for meeting the *“present and future recreational, conservation, visual amenity and hazard management needs of the City”*. As such, signs need to respect the visual amenity of these areas and they need to be protected from over-commercialism.

- The existing District Plan provisions for signage located in the Open Space Zones restricts the face area of free standing signs to 4.5m² and the maximum height at 3m. Separation distances between free standing signs is 100m. These provisions are considered to sufficiently minimise clutter and effects on the visual amenity of open space areas.
- The existing District Plan provisions allow painted signs on a wall, fence or roof of a building to cover 10% of the wall, fence or roof area. There is also no restriction on signs that are internal to the site and are not visible from any public roads or residential boundaries. These provisions are considered to be overly generous, given the aesthetic value of open space areas. Instead, it would be more appropriate to limit the area of painted signs to “4.5m²

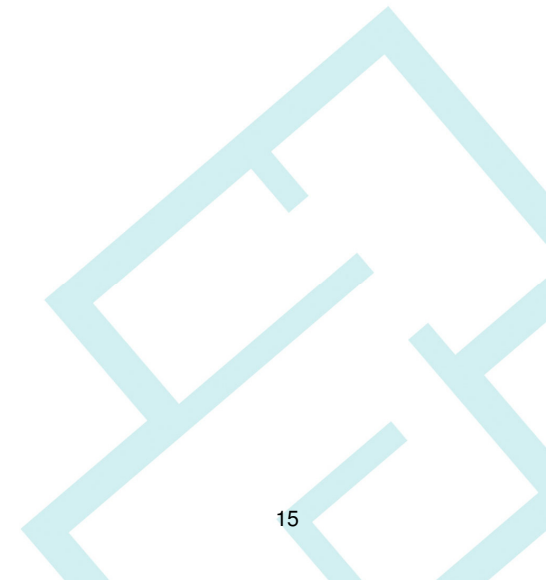
(similar to free standing signs) or 10% of the wall or fence area, whichever is the lesser”. This allows a limit to the potential size of a sign in the Open Space Area.

- Only one complaint has been lodged with Upper Hutt City Council over signage located within the Open Space Zone between February 2014 to June 2016. This complaint was over multiple signs located within the road reserve. It is also noted that this site is one of the approved Council sites for temporary signage. As such, it is considered the existing District Plan provisions for signs located in the Open Space Zone are not considered to be creating a public nuisance.

5.4 Rural Zone

- The existing District Plan restricts signage located in the Rural Zones to one sign per site. Free standing signs can have a maximum face area of 3m² and a maximum height of 3m. These provisions are considered to sufficiently minimise clutter and effects on the visual amenity of open space areas.
- It is noted that flashing, animated or signs that continuously differ in form or detail are only restricted within 50m of a residential zone. Since rural areas generally have less formally formed roads that are often not lit at night, it is considered flashing lights anywhere within visibility of a public road could potentially result in safety risks.
- Only one complaint has been lodged with Upper Hutt City Council over signage located within the Rural Zone between February 2014 to June 2016. This complaint was over a real estate sign located in the road reserve and would therefore be covered under the

proposed bylaw. As such, it is considered the existing District Plan provisions for signs located in the Open Space Zone are not considered to be creating a public nuisance.



6. Summary and Recommendations

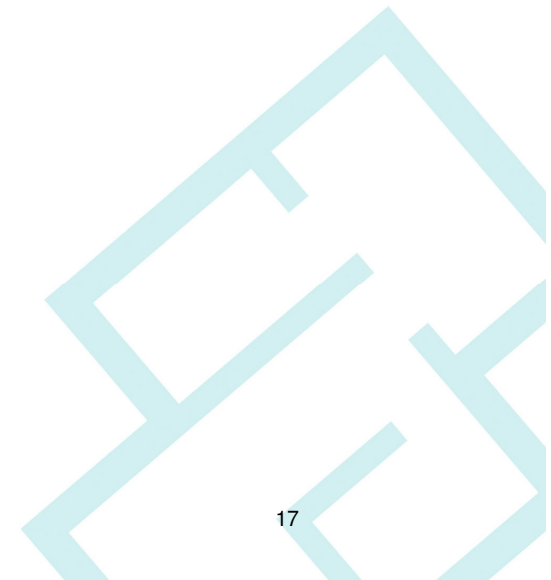
The site visits undertaken of key areas in Upper Hutt found that there were generally no major issues with the existing signage. Some sites were more visually cluttered than others, and certain provisions in the District Plan could seek to control this further.

It is also noted that some of the existing rules in the District Plan can be difficult to interpret and a visual representation of some of the rules could help clarify these.

This report has provided urban design recommendations for signage types and zone-specific recommendation to assist with the formation of objectives, policies and rules in the Signage Chapter review for the Upper Hutt District Plan.

7. Appendix

7.1 Scoring sheets



Temporary Signs

Such as real estate signs, construction signs, promotional signs, advertising events, advertising businesses, advertising services, banners

District Plan Zone:

Address:

What is the sign being used for:

Size, scale and location <i>Zero points for each guideline achieved and one point per guideline not achieved</i>	0-1	The size and scale of the signs are sympathetic to the character of the area and zoning/use	
	0-1	The scale of the signs is generally proportional to the activities they are advertising	
	0-1	The signs are generally proportional to the building/site they are located on or near	
	0-1	The location of the signs respects the site and/or buildings defining features	
	0-1	The signs are sympathetic to any adjoining residential zones (0 points if not abutting a residential area)	
Visual clutter <i>The more cluttered, the more points</i>	1	Visually uncluttered	
	2	Stark – sign/s look isolated and out of place	
	3	The site is starting to look visually cluttered	
	4	The site is looking cluttered with signs of similar size and scale	
	5	The site is looking visually cluttered with signs of varying sizes and scales, text heights and styles	
Safety to vehicles and pedestrians <i>Zero points for each guideline achieved and one point per guideline not achieved</i>	0-1	There are no signs that obstruct the line of sight for vehicles exiting sites or at intersections when located within 20m of a vehicle crossing or intersection	
	0-1	There are no signs that are visually distracting/busy when viewed from passing vehicles (includes reflective, animated or flashing signs)	
	0-1	Most/all signs can be easily read/understood from a distance (image and text size)	
	0-1	Most/all signs are orientated to be seen by passing vehicles	
	0-1	No signs obstruct a pedestrian's path or head space	
Quality <i>Zero points for each guideline achieved and one point per guideline not achieved</i>	0-1	The signs are in good condition structurally and visually (in context with them being a temporary sign)	
	0-1	Most/all signs are robust and appear to be able to stand up to most weather events (in context with it being a temporary sign)	
	0-1	The signs address all public and main areas they could be viewed from	
	0-1	The signs are visually interesting and well designed	
	0-1	The quality of materials used is appropriate for a temporary sign	
Total Score – Out of 20			

Sandwich Boards and Flag Signs

Only includes signs that are on the site and excludes signs in road reserve

District Plan Zone:

Address:

What is the sign being used for:

Size, scale and location <i>Zero points for each guideline achieved and one point per guideline not achieved</i>	0-1	The size and scale of the signs are sympathetic to the character of the area and zoning/use	
	0-1	The scale of the signs is generally proportional to the activities they are advertising	
	0-1	The signs are generally proportional to the building/site they are located on or near	
	0-1	The location of the signs respects the site and/or buildings defining features	
	0-1	The signs are sympathetic to any adjoining residential zones (0 points if not abutting a residential area)	
Visual clutter <i>The more cluttered, the more points</i>	1	Visually uncluttered	
	2	Stark – sign/s look isolated and out of place	
	3	Some sites look visually cluttered by signs in the area but most sites do not	
	4	A number of sites in the area are starting to look visually cluttered	
	5	A large number of sites are looking visually cluttered with signs of varying sizes and scales, text heights and styles	
Safety to vehicles and pedestrians <i>Zero points for each guideline achieved and one point per guideline not achieved</i>	0-1	There are no signs that obstruct the line of sight for vehicles exiting sites or at intersections when located within 20m of a vehicle crossing or intersection	
	0-1	There are no signs that are visually distracting when viewed from passing vehicles (for example flags that move in the wind and obstruct other signs etc)	
	0-1	Most/all signs can be easily read/understood from a distance (image and text size)	
	0-1	The sign does not project out into the road	
	0-1	No signs obstruct a pedestrian's path	
Quality <i>Zero points for each guideline achieved and one point per guideline not achieved</i>	0-1	The signs are in good condition structurally and visually	
	0-1	Most/all signs are robust and appear to be able to stand up to most weather events (in context with them being moveable signs)	
	0-1	The signs address all public and main areas they could be viewed from	
	0-1	The signs are visually interesting and well designed	
	0-1	The quality of materials used is appropriate for a moveable sign	
Total Score – Out of 20			

Wall/Fence Mounted Signs

Such as advertising of businesses, advertising consumer products, advertising services, advertising places (i.e. on walls at new subdivisions), also includes signs that project out from walls of buildings

District Plan Zone:

Address:

What is the sign being used for:

Size, scale and location <i>Zero points for each sub-principle achieved and one point per sub-principle not achieved</i>	0-1	The size and scale of the sign/s are sympathetic to the character of the area and zoning/use	
	0-1	The scale of the sign/s is proportional to the activity they are advertising	
	0-1	The sign/s are proportional to the wall/fence/building/site they are located on or near	
	0-1	The location of the sign/s respects the fence/wall/buildings defining features	
	0-1	The sign/s are sympathetic to any adjoining residential zones (0 points if not abutting a residential area)	
Visual clutter <i>Note: unit being a dwelling unit, business, retail agent</i>	1	Visually uncluttered	
	2	Stark – sign/s look isolated and out of place	
	3	Some sites look visually cluttered by signs in the area but most sites do not	
	4	A number of sites in the area are starting to look visually cluttered	
	5	A large number of sites are looking visually cluttered with signs of varying sizes and scales, text heights and styles	
Safety to vehicles and pedestrians <i>Zero points for each sub-principle achieved and one point per sub-principle not achieved</i>	0-1	There are no signs that obstruct the line of sight for vehicles exiting sites or at intersections when located within 20m of a vehicle crossing or intersection	
	0-1	There are no signs that are visually distracting/busy when viewed from passing vehicles (includes reflective, animated or flashing signs)	
	0-1	Most/all signs can be easily read/understood from a distance (image and text size)	
	0-1	Most/all signs are orientated to be seen by passing vehicles	
	0-1	The sign does not project out over the road when attached to the face of the fence/wall	
Quality <i>Zero points for each sub-principle achieved and one point per sub-principle not achieved</i>	0-1	The signs are in good condition structurally and visually	
	0-1	The signs are robust and appears to be able to stand up to most weather events	
	0-1	The signs address all public and main areas it could be viewed from	
	0-1	The signs are visually interesting and well designed	
	0-1	The quality of materials used reflects the character of the area they are located in and what they are being used to portray	
Total Score – Out of 20			

Veranda Signs

Signs on verandas and under verandas

District Plan Zone:

Address:

What is the sign being used for:

Size, scale and location <i>Zero points for each sub-principle achieved and one point per sub-principle not achieved</i>	0-1	The size and scale of the sign/s are sympathetic to the character of the area and zoning/use	
	0-1	The sign/s are simple, direct and relevant	
	0-1	The sign/s are in proportion with the veranda	
	0-1	The location of the sign/s respects any defining features of the building	
	0-1	The sign/s are sympathetic to any adjoining residential zones (0 points if not abutting a residential area)	
Visual clutter	1	Visually uncluttered	
	2	Stark – sign/s look isolated and out of place	
	3	Some buildings look visually cluttered by signs in the area but most buildings do not	
	4	A number of buildings in the area are starting to look visually cluttered by signs	
	5	A large number of buildings look visually cluttered with signs of varying sizes and scales, text heights and styles	
Safety to vehicles and pedestrians <i>Zero points for each sub-principle achieved and one point per sub-principle not achieved</i>	0-1	All signs are visible and easy to read from passing vehicles	
	0-1	All signs are visible and easy to read for pedestrians	
	0-1	All signs are a suitable distance from the roadside kerb that it is not a hazard to trucks/vans parking etc	
	0-1	Any under veranda signs provide a minimum of 2.5m clearance from the ground level directly below	
	0-1	All signs do not contain any reflective, flashing or animated parts	
Quality <i>Zero points for each sub-principle achieved and one point per sub-principle not achieved</i>	0-1	The signs are in good condition structurally and visually	
	0-1	Most/all signs are robust and appears to be able to stand up to most weather events	
	0-1	The signs address all public and main areas they could be viewed from	
	0-1	The signs are visually interesting and well designed	
	0-1	The quality of materials used reflects the character of the area they are located in and what they are being used to portray	
Total Score – Out of 20			

Free Standing Signs

Signs advertising businesses, services, products, consumables, places

District Plan Zone:

Address:

What is the sign being used for:

Size, scale and location <i>Zero points for each sub-principle achieved and one point per sub-principle not achieved</i>	0-1	The size and scale of the sign/s is sympathetic to the character of the area and zoning/use	
	0-1	The scale of the sign/s is proportional to the activity it is advertising	
	0-1	The sign/s are proportional with the building/site it is located on or near	
	0-1	The location of the sign respects the site and/or buildings defining features	
	0-1	The sign is sympathetic to any adjoining residential zones (0 points if not abutting a residential area)	
Visual clutter <i>Note: unit being a dwelling unit, business, retail agent</i>	1	Visually uncluttered	
	2	Stark – sign/s look isolated and out of place	
	3	Some sites look visually cluttered by signs in the area but most sites do not	
	4	A number of sites in the area are starting to look visually cluttered	
	5	A large number of sites are looking visually cluttered with signs of varying sizes and scales, text heights and styles	
Safety to vehicles and pedestrians <i>Zero points for each sub-principle achieved and one point per sub-principle not achieved</i>	0-1	There are no signs that obstruct the line of sight for vehicles exiting sites or at intersections when located within 20m of a vehicle crossing or intersection	
	0-1	There are no signs that are visually distracting/busy when viewed from passing vehicles (includes reflective, animated or flashing signs)	
	0-1	Most/all signs can be easily read/understood from a distance (image and text size)	
	0-1	Most/all signs are orientated to be seen by passing vehicles	
	0-1	No signs obstruct a pedestrian’s path or head space	
Quality <i>Zero points for each sub-principle achieved and one point per sub-principle not achieved</i>	0-1	The signs are in good condition structurally and visually	
	0-1	Most/all signs are robust and appears to be able to stand up to most weather events	
	0-1	The signs address all public and main areas they could be viewed from	
	0-1	The signs are visually interesting and well designed	
	0-1	The quality of materials used reflects the character of the area they are located in and what they are being used to portray	
Total Score – Out of 20			