

MARTINBOROUGH COMMUNITY BOARD

29 AUGUST 2016

AGENDA ITEM 6.7

DIRECTIONAL SIGN POLICY FOR ACCOMMODATION, INFORMATION AND TOURIST ATTRACTIONS

Purpose of Report

To consider the cost, use and application of directional signage for businesses within the South Wairarapa district.

Recommendations

Officers recommend that the Community Board:

1. *Receive the information.*
2. *Amend the procedure and costs for fee and deposits as they see fit.*
3. *Once confirmed, the process to be initiated internally with the resultant applications to come to the Board.*

1. Executive Summary

At the Martinborough Community Board (MCB) on 8 December 2014 the "Directional Sign Policy for Accommodation, Information and Tourist Attractions" report was tabled and discussed.

The MCB RESOLVED (MCB 2014/83):

1. To receive the information.

(Moved Cr Stevens/Seconded Colenso) Carried

2. To adopt the process of community boards being responsible for approving directional signage within each town.

3. That applicants will apply to Council via the appropriate form and that Council officers will apply the procedure to applications forwarding only those applications to community boards which fall outside the agreed principals.

(Moved Cornelissen/Seconded Read) Carried Actioned

On 26 January 2015 the application form was created and sent to Community Boards for comment and on 24 February 2015 the Draft application form was emailed to Community Boards for comment by 4 March 2015.

The comments were received and amendments made to the application. However, the one outstanding item was the fee and deposit. Firstly, if it was required and secondly, if so, what would be charged.

2. Background

Council has allowed the use of blue fingerboard signage for businesses and attractions within the towns to assist in finding businesses or attractions. However the signage itself has an intrinsic value marketing a business and some establishments have requested signage for their gain rather than propriety.

Some areas have numerous signs, in excess of ten, and it is the opinion of the officers that any more than five is pointless due to the inability to read them all while driving and may even be a traffic hazard.

3. Discussion

3.1 Principles

That the signs are not at the cost of the council's signage budgets under NZTA funding arrangements. The community boards can, if they wish cover the installation costs for example for signs directing to the new Waihinga centre. Otherwise the business will be responsible for the costs and maintenance of the signs erected.

3.2 Maintenance

The Council assumes no responsibility for the directional sign once erected. Any future maintenance and/or repair remain the responsibility of the applicant or community board.

The Council reserves the right to remove any damaged or defective signs without notice or amend signs as businesses open/close or change.

Contact Officer: Mark Allingham, Group Manager Infrastructure Services

Appendix 1 – Report to MCB on 8 December 2014

MARTINBOROUGH COMMUNITY BOARD

8 DECEMBER 2014

AGENDA ITEM 6.2

DIRECTIONAL SIGN POLICY FOR ACCOMMODATION, INFORMATION AND TOURIST ATTRACTIONS

Purpose of Report

To consider the use and application of directional signage for businesses within the South Wairarapa district.

Recommendations

Officers recommend that the Community Board:

4. *Receive the information.*
5. *Adopt process of Community boards being responsible for approving directional signage within each town.*
6. *Amend the procedure as they see fit and once confirmed.*

1. Executive Summary

The Community Boards have a detailed understanding of their community's and businesses within the townships. They also understand the idiosyncratic and individualistic nature of their own towns and vicinities. For this reason Officers believe that they are best suited to discern the appropriateness of directional signage outside that of the manual of traffic signs and markings (MOTSAM).

For example a café may be of "special character" and warrant a directional sign, however a hairdresser may be not deemed significant enough to warrant a sign. There may be 4 vineyards and one restaurant/vineyard and the community board may determine to erect one "winery's" sign or a wineries and a restaurant named sign dependant on the reputation, excellence or characteristics.

2. Background

Council has allowed the use of blue fingerboard signage for businesses and attractions within the towns to assist in finding businesses or attractions.

However the signage itself has an intrinsic value marketing a business and some establishments have requested signage for their gain rather than propriety.

Some areas have numerous signs, in excess of ten, and it is the opinion of the officers that any more than five is pointless due to the inability to read them all while driving and may even be a traffic hazard.

3. Discussion

3.1 Policy Objectives

To control signage within the South Wairarapa in order to protect the special character of the townships.

To ensure that all directional signage follows a consistent theme i.e. design, colour and material as well as a consistent application of its use.

To recognise and provide for tourist activities i.e. accommodation and tourist attractions by providing clear signage to a location.

3.2 Principles

Directional fingerboard signage will be permitted for visitor accommodation and tourist attractions at road intersection outside of the Business Zone provided they do not adversely affect road safety.

Such signs will be uniform size, colour and materials (as the example of the signage in Martinborough). Signs will be permitted on each intersection travelling from the Business Zone to the property and on existing dual poles in place.

There should be no more than ten signs per "cluster" and where possible the number of signs should be limited to five.

3.3 Procedure

A request shall be made in writing to the community board for a directional sign(s) and at the discretion of the community board the appropriate fee will be paid or covered by the community board funds as determined by the Board.

The proposed wording on the sign shall be submitted by the applicant and agreed by the Board and be a maximum of 26 characters.

Each sign will be standard white writing with a blue background to match pre-existing signs.



Signs will be ordered and erected by the Council with the cost of each sign to be met by the business owner or community board.

The community board will also rationalise the naming from individual business or location names or business type if there exists similar businesses in the same locale.

3.4 Maintenance

The Council assumes no responsibility for the directional sign once erected. Any future maintenance and/or repair remain the responsibility of the applicant or community board.

The Council reserves the right to remove any damaged or defective signs without notice or amend signs as businesses open/close or change.

3.5 Definitions of Terms

Business Zone is defined as the commercial sector as defined by the community board with each towns special character.

Visitor accommodation will be defined as a building used to accommodate visitors on a transient basis on a daily tariff, including motels, motor inn, homestays and bed and breakfasts and excludes holiday houses and permanently occupied homes.

Tourist attractions will be defined in accordance with MOTSAM manual.

3.6 Exclusions

No directional signs for visitor accommodation or tourist attractions, where MOTSAM brown signs exist, will be permitted within the road reserve within the Business Zone.

For the purpose of clarification, this policy does not apply to any other signage approved and erected.

These procedures only relate to roads that are under the authority of the SWDC. This includes the portions of the State Highway Network within the urban area or 70kph speed restriction.

Signage within all other parts of the State Highway Network fall under the authority of NZTA. Applications are required to be made to NZTA, who have their own specific standards.

3.7 Consultation

The community board may wish to consult on the process prior to final adoption or consult individually on a sign by sign basis. This consultation may be formal or informal dependant on the specific nature of each request.

Destination Wairarapa and other specialised entities that have a distinctive niche understanding can be consulted to aid in the interpretation of the business or attraction.

3.8 Legal

This is a procedure used for the erection of signage and is not a policy of council. All policy and statute overrule any decisions made under this procedure. Decisions are discretionary to the community boards to allow numerous unquantifiable character elements to be considered in this application.

3.9 Financial considerations

Costs are to be borne by the business where the primary benefit is to them and costs covered by the community board where the primary benefit of the signage is to the community.

4. Supporting Information

4.1 Treaty of Waitangi

Places and business of cultural significance may be referred to the Maori Standing Committee for adjudication over appropriateness, need and special character.

4.2 Decision Making

All decisions will be at the decision of the community boards and not required to have consistency of decision making between the townships but rather each suit the character of their own communities. As there towns evolve and businesses open, close and expand it is expected that these decisions will change with time and therefore consistency of precedents may not apply.

4.3 Existing Policy

The Masterton and South Wairarapa District Councils' consolidated bylaw 2012, Part two, Public places covers but is not restricted to signage inclusive of,;

- obstructions,
- placing articles on public places (signage on buildings, vehicles or public places)
- advertising
- limitation of traffic visibility

As all existing policy has priority over this procedure and that this only covers direction signs on road reserves there is no contradiction in policy over procedure.

Contact Officer: Mark Allingham, Group Manager Infrastructure Services

Appendix 2 – Application for directional signage



Request for directional signage on Council managed roads in South Wairarapa

Name of applicant: _____

Name of business: _____

Location of sign(s):

_____ Road/Street _____ Road/Street
intersection

_____ Road/Street _____ Road/Street
intersection

_____ Road/Street _____ Road/Street
intersection

Wording required (max 26 characters)

I accept responsibility for the cost of the above sign(s) and enclose a deposit of \$XXX per sign. If the sign cost exceeds \$XXX, I understand that I will receive an invoice for the additional sum.

I understand that my deposit will be returned in full if my application is declined.

_____ Signed

_____ Date

DIRECTIONAL SIGN POLICY FOR VISITOR ACCOMMODATION AND TOURIST ATTRACTIONS IN SOUTH WAIRARAPA TOWNSHIPS

1. Policy Objectives

- 1.1 To control signage within the South Wairarapa townships in order to protect their special character.
- 1.2 To ensure all directional signage follows a consistent theme i.e. design, colour and materials as well as a consistent application for its use.
- 1.3 To recognise and provide for tourist activities i.e. accommodation and tourist attractions by providing clear signage to a location.
- 1.4 To ensure the costs of providing directional signage are met by business owners.

2. Principles

- 2.1 Directional fingerboard signage will be permitted for visitor accommodation and tourist attractions at road intersections outside of the Business Zone provided they do not adversely affect road safety.
- 2.2 Such signs will be of uniform size, colour and materials. Signs will be permitted on each intersection travelling from the Business Zone to the property and on existing dual poles in place.

3. Policy

- 3.1 A request shall be made in writing to the Council for a directional sign(s) and the appropriate fee paid as determined by the Council fees and charges.
- 3.2 The proposed wording on the sign shall be submitted by the applicant and agreed by Council officers and be a maximum of 26 characters.
- 3.3 Such signs shall be a maximum 1.2 metres long and 150mm high. Each sign will be in standard colours adopted for the South Wairarapa signage, which are white writing on a blue background to match existing signs.
- 3.4 Signs will be ordered and erected by the Council with the capital and maintenance cost of each sign to be met by the business owner.
- 3.5 The Council reserves the right to remove any damaged or defective signs without notice or amend signs as business open/close or change.

4. Existing policy

- 4.1 The Masterton and South Wairarapa District Councils' consolidated bylaw 2012, Part two, Public places covers but is not restricted to signage inclusive of;
 - obstructions
 - placing articles on public places (signage on buildings, vehicles or public places)
 - advertising
 - limitation of traffic visibility.

5. Definitions of Terms

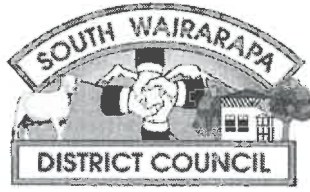
- 5.1 Business zone is defined as the commercial sector as defined by the community board with each towns special character.
- 5.2 Visitor accommodation will be defined as a building used to accommodate visitors on a transient basis on a daily tariff, including motels, motor inns, homestays and bed and breakfasts and excludes holiday houses and permanently occupied homes.
- 5.3 Tourist attractions will be defined in accordance with the MOTSAM manual.

6. Exclusions

- 6.1 No directional signs for visitor accommodation or tourist attractions (other than MOTSAM brown signs) will be permitted within the road reserve within the business Zone.
- 6.2 For the purposes of clarification, this policy does not apply to any other signage approved and erected by Council.
- 6.3 These procedures only relate to roads that are under the authority of the SWDC. This includes the portions of the State Highway Network within the urban area or 70kph speed restriction.
- 6.4 Signage within all other parts of the State Highway Network fall under the authority of NZTA. Applications are required to be made to NZTA, who have their own specific standards.

This policy overrides all previous policies on directional signage.

Appendix 3 – Application for a blue sign from Ruakokoputuna Olives



Scanned & emailed to
Lisa Cornelissen 11/8
(along with details from
attached email from Jocko)

Request for directional signage on Council managed roads in South Wairarapa

Name of applicant: Gary + Lou Rawlinson ph 06 3727116

Name of business: Ruakokoputuna Olives.

Location of sign(s):

Jellicoe St Road/Street White Rock Rd Road/Street intersection

In the Square ^{and} Road/Street _____ Road/Street intersection

Jellicoe St. Road/Street _____ Road/Street intersection

Wording required (max 26 characters) Ruakokoputuna Olives

I accept responsibility for the cost of the above sign(s) and enclose a deposit of \$XXX per sign. If the sign cost exceeds \$XXX, I understand that I will receive an invoice for the additional sum.

I understand that my deposit will be returned in full if my application is declined.



Signed

11 August 2016 Date

Ruakokoputuna Olives.

Adrienne Sutcliffe

From: Kereana Sims - Roading Manager
Sent: Thursday, 11 August 2016 9:26 a.m.
To: Adrienne Sutcliffe
Subject: business sign

As per below Adrienne

Kind regards,
Kereana Sims
Roading Manager
South Wairarapa District Council

From: Harp, Jeremy - FH Wellington [mailto:Jeremy.Harp@fultonhogan.com]
Sent: Thursday, 11 August 2016 9:17 a.m.
To: Kereana Sims - Roading Manager
Subject: RE: business sign

Hi Kereana

It varies in price on different options double sided or single sided etc. range from \$49- \$79 plus a post is \$66 This is for a ID Fingerboard under SWDC rates anything bigger we can get a price for you .

Thanks Jocko

From: Kereana Sims - Roading Manager [mailto:Kereana.sims@swdc.govt.nz]
Sent: Thursday, 11 August 2016 9:11 a.m.
To: Harp, Jeremy - FH Wellington
Cc: Adrienne Sutcliffe
Subject: business sign

Hey Jocko

Can you please advise Adrienne the cost for purchase and installation of Blue location signs with white writing .
Many thanks.

Kind regards,

Kereana Sims
Roading Manager



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