

# **CENTRAL OTAGO DISTRICT COUNCIL**

POLICY: FINGERBOARD SIGNS (16/7/4)

This policy to be adopted by resolution of the Roothing Hierarchy Sub-Committee on 5 August 2003, and endorsed by Council on 24 September 2003.

## ***Background***

In September 2000 a fingerboard signage policy was adopted by Council at the recommendation of the Roothing Hierarchy Sub-Committee. An amendment to this policy was made by the Committee in April 2001, and adopted by Council in May 2001.

Subsequently, it had been noted that some of the provisions of the policy were inconsistent with the policies contained within the District Plan, and Transit New Zealand Guidelines.

## ***Guiding Principles***

### **District Plan**

Section 12.7.5(g) of the District Plan states:

“ Any fingerboard type sign or information sign of an interpretive and public information nature not exceeding an area of 0.5m<sup>2</sup> where such fingerboard type sign serves to direct traffic to activities and attractions of interest to residents and visitors. Such fingerboard signs are to be located within the legal road and shall be subject to approval of the agency responsible for the road. ”

### **Transfund New Zealand**

As a condition of Transfund New Zealand funding, all signs erected adjacent the roading network must be consistent with Transit New Zealand Guidelines, and their Manual of Traffic Signs and Markings (Section 9 refers).

## ***Goal/Vision Statement***

To provide for the appropriate design, location, and erection of signs adjacent to local (Council) roads, so as to assist visitors to the district in finding attractions, activities and services, while enhancing road safety and protecting the visual amenity of the Central Otago district.

## ***Objectives***

1. To enhance tourist and visitor information management in the Central Otago district, through the provision of clearly visible, legible and consistent signage for motorists.
2. To enhance traffic safety in the Central Otago district, through the provision of clearly visible, legible and consistent signage for motorists.
3. To enhance the visual amenity of the Central Otago district, by promoting use of generic colours, letters and symbols, so as to avoid the proliferation of signage adjacent the roading network.

### ***Policy Implementation (Procedure)***

The Manager, Assets and Contracts, shall have the delegated authority to determine the symbols and terminology to be used on visitor signs, as well as locations that visitor signs shall be erected.

The Assets and Contracts Assistant, under the guidance of the Manager, Assets and Contracts and the Roading Manager, shall administer the policy.

Applications for fingerboard signs shall be made using the attached form, and shall be accompanied by the appropriate fee for each sign being erected on existing posts. Where there is no existing post, the applicant shall be responsible for the cost of erecting the post and sign.

Applications will not be processed until the relevant fee has been paid.

The maximum number of fingerboards (including road names and destination signs) on any post shall be six.

Signs are to be placed on posts in order of importance from the top, i.e.:

- a. Black on yellow Transit road signs
- b. White on blue Council road signs
- c. White on brown public information signs.

Applicants must meet the criteria attached in Appendix 1.

In the event a sign is removed by Council, a credit of 25% of the amount paid by the business owner for the sign shall be granted for each year less than four that the sign has been in place. Alternately, the sign may be replaced by Council.

## **Appendix 1 Criteria**

### Qualifying Activities, Attractions and Services

1. Use of public information signs shall be limited to visitor oriented operations, such as:
  - Arts and crafts
  - Gardens
  - Heritage and cultural activities
  - Walkways
  - Gourmet food production
  - Wineries
  - Cafes and restaurants
  - Visitor accommodation
  - Other appropriate tourism traffic generators
2. Public information signs shall only be permitted where they indicate an activity, attraction or service which:
  - Is open at least six days a week during the main tourist periods
  - Is open to the public between 10:00 am and 5:00 pm
  - Provides adequate visitor parking on site
  - Is adequately staffed
  - Complies with all regulatory requirements of Council
3. The activity, attraction or service shall be complementary to the general promotion of tourism within the Central Otago District.
4. Erection of a commercial public information sign requires an undertaking on the part of the applicant to be involved in collective trail maps or promotional brochures. The operation shall make available to the public any promotional literature relating to activities, attractions and services that are part of any visitor trail map or brochure.
5. A maximum of two signs per activity, attraction or service will be allowed.

### Sign Location

1. Public information signs may only be erected at intersections leading to the type of activity, attraction or service, at distances approved by the Roding Manager.
2. Specific public information signs shall **not** be permitted on arterial or collector roads (as classified in the CODC Roding Hierarchy) other than at the intersection of a collector road with a local road, directing traffic along the local road. Signs shall be allowed at the intersection of all roads classified as local or lower on the Roding Hierarchy.
3. Where the total number of signs at any location is likely to exceed the maximum number allowable, the Manager, Assets and Contracts shall have delegated authority to make decisions to decide which signs may or may not be erected. Pre-existing signs shall not necessarily have priority over new applications.

### Sign Design

Signs shall be brown background with white lettering, and shall otherwise comply with the requirements outlined in section 12.7.5(g) of the District Plan, and section 9 of the Transit New Zealand Manual of Traffic Signs and Markings.