

Horowhenua District Council CBD Signage and Building Design Policy

ALL SIGNS, BUILDING FRONTAGES, AND VERANDAHS MUST ALSO COMPLY WITH THE REQUIREMENTS OF THE OPERATIVE HOROWHENUA DISTRICT PLAN

Signs

Objectives

- (1) To reduce visual clutter and confusion caused by a proliferation of signs.
- (2) To require signs to enhance urban character and amenity.
- (3) To control the design and style of signage within the town centre to improve the appearance and amenity of the town centre.
- (4) To ensure the graphic and textural content of signs is clear, of high quality and does not detract from the amenity of the town centre.

Policies

- (1) To replace excessive and unnecessary signage in the town centre with fewer, more effective signs that clearly communicate the facilities, amenities, goods and services on offer within the building to which they relate in a manner that does not interfere with the streetscape or amenity of the town centre.
- (2) Require signs to complement the building to which they are attached and any adjoining buildings.
- (3) Limit the size and number of signs allowed per store within the town centre.
- (4) Control the content that can be display on signs within the town centre.

Standards

Maximum Number of Signs

- a) A maximum of 2 identification signs will be permitted per frontage in any 2 of the following preferred locations:
 - Building façade;
 - Verandah fascia;
 - Under verandah;
 - Side wall;
 - Inside the display window*.

Note: Refer to next page for diagram explaining the above signs.

Size of Signs

| Sign type | Maximum Dimensions |
|---------------------------|---|
| Building façade; | Maximum area 1.2m ² |
| Verandah fascia; | Must not extend beyond the fascia |
| Under verandah; | Must have at least 2.5m clearance above the ground |
| Side wall; | Maximum 8m ² and set back at least 0.5m from corner |
| Inside the display window | Depth of sign must be no greater than 0.3m and must be either above 2m high or below 0.8m high in relation to ground. |



Content of Signs

The content of signs shall be limited to the following information:

- Name of store
- Open hours
- Contact details (including website)
- Brief description of services/goods offered

Signs shall not include the following:

- Third party advertising
- Duplicate information

Design of Signs

Signs shall:

- Use clear and legible lettering that contrast with the sign background;
- Have a clear, simple and effective design;
- Be designed to integrate to the architectural style and finishes of the building to which they are attached, rather than a “tack on” appearance;
- To be of a colour that complements the building.

Signs shall not:

- Have flashing lights/LEDs;
- Have an obtrusive design that dominates the streetscape (e.g. due to colour, movement, or size), obscure features of the building or other parties’ signs;
- Obstruct the footpath;
- Create distraction or confusion to motorists.

Verandahs

Objective

- (1) Verandah are structurally sound, weather tight, and well maintained.
- (2) Verandah are designed and maintained in a way that adds visual interest to buildings and contributes to town centre amenity.

Policy

- (1) All verandah (new and existing) will maintained by the building/business owner.

Building Frontage

Objective

- (1) To improve interaction between shop fronts and the street to enhance pedestrian experience, sense of place and the vibrancy and vitality of the town centre

Policy

- (1) Encourage the addition of design elements that emphasise entrances to stores, particularly when the store has large, uninterrupted glazed frontages.
- (2) Encourage the addition of design details to shop fronts (including above the verandah) and fascia boards (e.g. cornice or moulding).
- (3) Encourage use of paint to highlight existing building details such as moulding and cornice.