

**DIRECTIONAL SIGN POLICY FOR VISITOR ACCOMMODATION AND TOURIST
ATTRactions IN HANMER SPRINGS TOWNSHIP**

Implementation Date: 30 June 2008

1. Policy Objectives

- 1.1 To control visitor accommodation and tourist attraction directional signage within Hanmer Springs in order to protect the special character of the township.
- 1.2 To ensure all directional signage follows a consistent theme i.e. design, colour and materials.
- 1.3 To recognise and provide for tourist activities i.e. accommodation and tourist attractions by providing clear signage as to 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 in Hanmer Springs 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.

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 officer's 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 Hanmer Springs signage, which are white writing on a green background.
- 3.4 Signs will be ordered and erected by the Council with the cost of each sign to be met by the business owner.

4. Definitions of Terms

- 4.1 Business Zone as defined in the Operative Hurunui District Plan.
- 4.2 Visitor Accommodation will be defined as buildings 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.
- 4.3 Tourist Attractions will be defined in accordance with the MOTSAM manual.
- 4.4 Hanmer Springs Township is defined as anywhere within the urban boundary of Hanmer Springs as defined in the District Plan.

5. Exclusions

- 5.1 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 of Hanmer Springs.
- 5.2 No directional signage for visitor accommodation or tourist attractions will be permitted at the Argelins Road/Hanmer Springs Road intersection.
- 5.3 For the purposes of clarification, this policy does not apply to any other signage approved and erected by Council as they decide is fit.

This policy overrides all previous policies on directional signage.