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## MAIN STREET SIGNAGE

### Property Brokers - 2 Hastwell St Illuminated Signage

The Greytown Heritage Trust ("the GHT") notes that there appears to be no resource consent which covers signage for the building at 2 Hastwell St (corner Hastwell and Main Streets). The additional illuminated signage to the verandah roof was added at a later date (after such time that the Greytown Heritage Trust complained about the colour scheme).

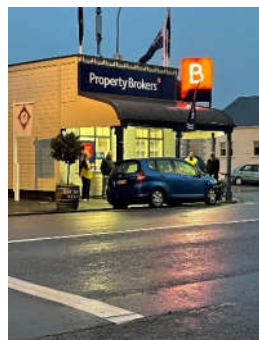
This illuminated signage clearly contravenes the Wairarapa Combined District Plan Appendix 8 – South Wairarapa Town Centers Design Guidelines 35.1.8 Signage in most respects:

- The sign is not sympathetic in scale, colour and design with amenities and historical qualities of the area.
- The brackets are not an integral part of the sign.
- The sign is illuminated which would seem worse than being painted in fluorescent colours.
- The sign is fixed to the verandah roof and describes the Property Brokers Brand. The intention of the design guide is that any signage fixed to the verandah will be below the verandah level.
- The illuminated sign dominates the building's character and will be the only illuminated sign (above verandah) continuing to operate once the proposed work at the Workingmen's Club is undertaken.

With regard to 21.1.3 (b) Historic Heritage Precincts that Signs within the Commercial and Industrial Zones in the Historic Heritage Precincts:

- The illuminated sign appears to exceed the maximum size allowable for a sign (see below).
- The sign is internally illuminated rather than illuminated by directional lighting. We note that this type of lighting is not consistent with the Dark Sky lighting requirements.
- The sign is located above a verandah and extends well above the parapet height.
- We also note that 6.5.2(f)(i)(7) of the Wairarapa Combined District Plan requires that any illuminated sign visible from the Residential Zone shall not be lit unless the premises are open for business. This is also not being adhered to.

The sign is clearly inappropriate in the Historic Heritage Precinct, we would like to see this sign removed.



### Property Brokers - 2 Hastwell Excess Signage

We note that the requirements of the Wairarapa Combined District Plan at 21.1.3 (b) Historic Heritage Precincts for Signs within the Commercial and Industrial Zones in the Historic Heritage Precincts and comment that:

- The illuminated sign appears to exceed the 2m<sup>2</sup> area (all faces)
- The building is likely to exceed the 4m<sup>2</sup> total signage (note the signage on the panel above the verandah posts is hard to see in the photos).

We would like to see the matter of excess signage addressed.

### Other Real Estate Agent signs

We are concerned with the degree of illumination to the real estate shopfronts, particularly those which have self-illuminated signs. The high degree of illumination makes them appear as a single illuminated sign and they are not in sympathy with the scale, colour and design of other retailers in the area who use traditional window display illumination. These multiple small self-illuminated advertising are contrary to the Wairarapa Combined District Plan Appendix 8 – South Wairarapa Town Centers Design Guidelines 35.1.8 Signage with them not being illuminated by directional lighting and them being visible from Residential zones. While each of these signs is small, their combined effect is of one huge sign (again contrary to the guidelines). (We note that Harcourt’s are not using self-illuminated signs - they do have an excess amount of illumination).



Other retailers:



In addition, one of the agents is in a residential area and clearly contravenes the maximum area of allowable signage. We complained about the sign on the roof the of Harcourt's building under the previous tenant.



We would like to see the excess signage, particularly at the Harcourts building addressed (the sign on the roof of the Harcourt's building is particularly inappropriate in the residential zone and if it were in the Town Centre the sign does not align with 35.1.8 (vi) of the South Wairarapa Town Centers Design Guidelines).

We would also like to see all self-illuminated 'signs' removed, and unnecessary excess lighting removed.

Frank Mineham

Acting Convenor Greytown Heritage Trust

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