

OFFICER'S REPORT FOR:

Hearings Panel

SUBJECT:

**Proposed Waimakariri District Plan: Signs
chapter**

PREPARED BY:

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Waimakariri District Council**

REPORT DATED:

21 July 2023

DATE OF HEARING:

Hearing stream 5 (21 – 25 August 2023)



WAIMAKARIRI
DISTRICT COUNCIL

Executive Summary

1. This report considers submissions received by Waimakariri District Council (the District Council) in relation to the relevant objective, policies, rules, standards, advice notes, matters of discretion, and related definitions of the Proposed Waimakariri District Plan (PDP) as they apply to the Ngā tohu - Signs chapter. The report outlines recommendations in response to the issues that have emerged from these submissions.
2. There were a number of submissions and further submissions received on Signs chapter. The submissions received were diverse and sought a range of outcomes. I consider the key issues in raised by submissions are:
 - The significant restrictions on off-site signs that are disproportionate in relation their effects;
 - The contradictory nature of permitting off-site directional signs while restricting off-site signs as the effects are the same from a road safety perspective;
 - The restrictive on-site sign size limits for supermarkets within commercial areas that do not acknowledge the specific operational and functional requirements of supermarkets;
 - The non-complying activity status for subdivision development entrance signs which does not reflect their function and positive effects;
 - The restrictive limits for digital signs that are not effects based; and
 - The complexity of the framework for temporary signs, and its lack of clarity.
3. This report addresses each of these key issues, as well as any other issues raised by submissions.
4. I have recommended some changes to the PDP provisions to address matters raised in submissions and are summarised below:
 - Providing for off-sites signs as a restricted discretionary activity within Large Format Retail Zones instead of a non-complying activity;
 - Removing all provisions relating to off-site directional signs;
 - Removing the non-complying activity rule for subdivision development entrance signs and instead relying on the on-site signs provisions to manage these;
 - Requiring additional transport safety requirements for digital signs; and
 - Streamlining the framework for temporary signs and improving the clarity of these provisions.
5. Having considered all the submissions and reviewed all relevant statutory and non-statutory documents, I recommend that PDP should be amended as set out in section **Appendix A** of this report.
6. For the reasons set out in the Section 32AA evaluation and included throughout this report, I consider that the proposed objectives and provisions, with the recommended amendments, will be the most appropriate means to:

- achieve the purpose of the Resource Management Act 1991 (RMA) where it is necessary to revert to Part 2 and otherwise give effect to higher order planning documents, in respect to the proposed objectives, and
- achieve the relevant objectives of the PDP, in respect to the proposed provisions.

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Interpretation

7. This report utilises a number of abbreviations for brevity as set out in **Table 1** and **2** below.

Table 1: Abbreviations

Abbreviation	Means
RMA	Resource Management Act 1991
District Council	Waimakariri District Council
Operative Plan	Operative Waimakariri District Plan
PDP	Proposed Waimakariri District Plan

Table 2: Abbreviations of Submitters' Names

Abbreviation	Means
Bellgrove	Bellgrove Rangiora
Clampett	Clampett Investments Ltd
Foodstuffs	Foodstuffs South Island Limited and Foodstuffs (South Island) Properties Limited
KiwiRail	KiwiRail Holdings Limited
Ravenswood	Ravenswood Developments Ltd
RIDL	Rolleston Industrial Developments Ltd
Transpower	Transpower New Zealand Limited
Tūhaitara Trust	Te Kōhaka o Tūhaitara Trust
Waka Kotahi	Waka Kotahi NZ Transport Agency
Woolworths	Woolworths New Zealand Limited

1 Introduction

1.1 Purpose

8. The purpose of this report is to provide the Hearings Panel with a summary and analysis of the submissions received on the Signs chapter and to recommend possible amendments to the PDP in response to those submissions.
9. This report is prepared under section 42A of the RMA. It considers submissions received by the District Council in relation to the relevant strategic directions objectives, objectives, policies, rules, definitions, appendices, and maps as they apply to the Signs chapter in the PDP. The report outlines recommendations in response to the key issues that have emerged from these submissions.
10. This report discusses subtopics arising within the submissions and further submissions received following notification of the PDP, makes recommendations as to whether those submissions should be accepted (in full or in part) or rejected, and concludes with a recommendation for amendments to the PDP provisions.
11. My recommendations are informed by both the technical evidence provided by Hugh Nicholson (Urban Designer) and Shane Binder (Senior Transportation Engineer), which is available in **Appendix C** and **Appendix D** respectively.
12. This report is provided to assist the Hearings Panel in their role as Independent Commissioners. The Hearings Panel may choose to accept or reject the conclusions and recommendations of this report and may come to different conclusions and make different recommendations, based on the information and evidence provided to them by submitters.

1.2 Author

13. My name is Shelley Catherine Milosavljevic. My qualifications and experience are set out in **Appendix E** of this report.
14. My role in preparing this report is that of an expert planner.
15. I was involved in the preparation of the PDP. I was chapter lead for the Signs chapter and authored its Section 32 Evaluation Report.
16. Although this is a District Council Hearing, I have read the Code of Conduct for Expert Witnesses in the Environment Court Practice Note (2023 version). I have complied with that Code when preparing my written statement of evidence and I agree to comply with it when I give any oral evidence.
17. The scope of my evidence relates to the Signs chapter and related defined terms. I confirm that the issues addressed in this statement of evidence are within my area of expertise as an expert policy planner.
18. Any data, information, facts, and assumptions I have considered in forming my opinions are set out in the part of the evidence in which I express my opinions. Where I have set out opinions in my evidence, I have given reasons for those opinions.
19. I have not omitted to consider material facts known to me that might alter or detract from the opinions expressed.

1.3 Supporting Evidence

20. The expert evidence which I have used or relied upon in support of the opinions expressed in this report includes the following:
- Statement of evidence of Hugh Anthony Nicholson on behalf of Waimakariri District Council – Urban design and landscape (May 2023) (refer to **Appendix C**); and
 - Expert advice from Shane Binder - Senior Transportation Engineer – Waimakariri District Council (June 2023) (refer to **Appendix D**).

1.4 Key Issues in Contention

21. A number of submissions and further submissions were received on the provisions relating to the Signs chapter. The submissions received were diverse and sought a range of outcomes.
22. I consider the following to be the submissions raise the following key issues:
- The significant restrictions on off-site signs that is disproportionate in relation to effects;
 - The contradictory nature of permitting off-site directional signs while restricting off-site signs as the effects are the same from a road safety perspective;
 - The restrictive on-site sign size limits for supermarkets within commercial areas that does not acknowledge the specific operational and functional requirements of supermarkets;
 - The non-complying activity status for subdivision development entrance signs which does not reflect their function and positive effects;
 - The restrictive limits for digital signs that are not effects based; and
 - The complexity of the framework for temporary signs, and its lack of clarity.
23. I address each of these key issues in this report via a subtopic approach along with other subtopics. I also address another submission that is outside these subtopics via a provisions-based approach.

1.5 Procedural Matters

24. At the time of writing this report there have not been any pre-hearing conferences, clause 8AA meetings or expert witness conferencing in relation to submissions on the Signs chapter.

2 Statutory Considerations

2.1 Resource Management Act 1991

25. The PDP has been prepared in accordance with the RMA and in particular, the requirements of:
- section 74 Matters to be considered by territorial authority; and
 - section 75 Contents of district plans.
26. There are a number of higher order planning documents and strategic plans that provide direction and guidance for the preparation and content of the PDP. These documents are discussed in detail within the Section 32 Evaluation Report: Ngā tohu/Signs chapter.

2.2 Section 32AA

27. I have undertaken an evaluation of the recommended amendments to provisions since the initial section 32 evaluation was undertaken in accordance with s32AA. Section 32AA states:

32AA Requirements for undertaking and publishing further evaluations

(1) A further evaluation required under this Act—

(a) is required only for any changes that have been made to, or are proposed for, the proposal since the evaluation report for the proposal was completed (the changes); and

(b) must be undertaken in accordance with section 32(1) to (4); and

(c) must, despite paragraph (b) and section 32(1)(c), be undertaken at a level of detail that corresponds to the scale and significance of the changes; and

(d) must—

(i) be published in an evaluation report that is made available for public inspection at the same time as the approved proposal (in the case of a national policy statement or a New Zealand coastal policy statement or a national planning standard), or the decision on the proposal, is notified; or

(ii) be referred to in the decision-making record in sufficient detail to demonstrate that the further evaluation was undertaken in accordance with this section.

(2) To avoid doubt, an evaluation report does not have to be prepared if a further evaluation is undertaken in accordance with subsection (1)(d)(ii).

28. The required section 32AA evaluation for changes proposed as a result of consideration of submissions with respect to Signs chapter is contained within the assessment of the relief sought in submissions in section 3 of this report, as required by s32AA(1)(d)(ii). I have taken this approach due to what I consider to be the relatively limited scale and significance of the recommended amendments.

2.3 Trade Competition

29. There are no known trade competition issues raised within the submissions.

3 Consideration of Submissions and Further Submissions

3.1 Overview

30. There are 12 defined terms¹ that relate specifically to the Signs chapter. However, only five of these terms received submissions – these are 'Community sign', 'On-site sign', 'Primary building frontage', 'Sign', and 'Sign display area'.
31. The Signs chapter provisions, along with the allocated defined terms, received 93 submission points (hereafter referred to as 'submissions') from 17 submitters. Subsequently, seven further submitters lodged further submissions on these, covering 41 further submission points.
32. There were also four general submissions received on the PDP in its entirety, these are addressed in section 3.2 of this report.
33. There is one submission opposing the definition of 'community sign' and seeking it is amended. There are no further submissions on this. There is one submission opposing the definition of 'on-site sign' and seeking it is amended. There are no further submissions on this. There are two submissions on the definition of 'primary building frontage': both in support. There is one further submission in opposition. There is one submission on the definition of 'sign display area', which is in support. There are no further submissions on this. There are two submissions on the definition of 'sign'; both are in support. There is one further submission opposing this.
34. There are two submissions on the Signs Introduction; both in support and there is one further submission opposing one of these.
35. There are six submissions on objective SIGN-O1; all are in support. There is one further submission opposing one of these submissions.
36. There are five submissions on policy SIGN-P1; three are in support (one of which is opposed by a further submission), and one seeks amendment, and another is in opposition and seeks amendments (this one is opposed by one further submission).
37. There are three submissions on policy SIGN-P2; one seeks amendments and two are in support (one of which is opposed by a further submission).
38. There are five submissions on policy SIGN-P3; three are in support (one of which is opposed by one further submission), one is in opposition and seeks amendments and this is opposed by one further submission, another seeks amendments and this is supported by one further submission.
39. There are five submissions on policy SIGN-P4. Two are in support, one of which is opposed by a further submission. One is in opposition and seeks amendments. Two seek amendments, and one of these is supported in part by a further submission.
40. There are two submissions on policy SIGN-P5; both in support. There is one further submission opposing one of these submissions.

¹ 'Community sign', 'On-site sign', 'Primary building frontage', 'Sign', 'Sign display area', 'Off-site sign', 'Digital sign', 'Freestanding sign', 'Internalised sign', 'Local election sign', 'Official sign', 'Off-site directional sign', and 'Off-site sign'.

41. There are three submissions on rule SIGN-R1; all in support. There is one further submission opposing one of these submissions.
42. There are two submissions on rule SIGN-R2; both in support. There is one further submission opposing one of these submissions.
43. There are three submissions on rule SIGN-R3. Two are in support and there is one further submission opposing one of these submissions. One submission seeks amendment.
44. There are four submissions on rule SIGN-R4. Two are in support and there is one further submission opposing one of these submissions. Two submissions seek amendments.
45. There are three submissions on rule SIGN-R5. Two are in support and there is one further submission opposing one of these submissions. One submission is in opposition and seeks amendments.
46. There are six submissions on rule SIGN-R6. Five are in support, two of which are opposed by a further submission each. One submission seeks amendments.
47. There are five submissions on rule SIGN-R7. Three are in support; one of which is opposed by a further submission. Two are in opposition and seek amendments; one of these is supported in part by a further submission and one is opposed by a further submission.
48. There are two submissions on rule SIGN-R8; both in support and there is one further submission opposing one of these.
49. There are three submissions on rule SIGN-R9. Two are in support and there is one further submission opposing one of these. One is in opposition and seeks amendments; this is supported in part by two further submissions.
50. There are three submissions on sign standard SIGN-S1. One seeks amendments. Two are in support, one of which is opposed by a further submission.
51. There are five submissions on sign standard SIGN-S2. Two are in support, one of which is opposed by a further submission. One is in opposition and seeks amendments; this is opposed by a further submission. Two seek amendments, one of which is opposed by a further submission. There are two submissions on Table SIGN-S2. Both seek amendments, one of which is opposed by a further submission.
52. There are four submissions on sign standard SIGN-S3. Two are in support, one of which is opposed by a further submission. Two seek amendment, one of which is opposed by a further submission.
53. There are two submissions on sign standard SIGN-S4. Both are in support, one of which is opposed by a further submission.
54. There are two submissions on sign standard SIGN-S5. Both are in support, one of which is opposed by a further submission.
55. There are two submissions on the advice note SIGN-AN1; both are in support and there are no further submissions on these.
56. There is one submission on matter of discretion SIGN-MD1; it seeks amendments, and this is supported by one further submission.

57. There is one submission on matter of discretion SIGN-MD3; it is in support. There are no further submissions.
58. Some further submissions mentioned above were from general further submissions which were in support or opposition to an entire submission, not specific points. These all relate to submissions requesting rezoning of specific areas of land. **Table 3** below outlines these general further submissions. Due to the generic nature of these further submissions and the isolated nature of them in relation to a request to rezone a specific area of land, I do not consider them relevant to the Signs chapter submissions. I have therefore not discussed them within the body of the report however they are all outlined in **Appendix B** as they relate to their applicable submission.

Table 3: General further submissions

Further submission	Submission that further submission relates to	Support / Oppose	Outcome sought
FS37 Richard and Geoff Spark	408 Bellgrove Rangiora	Support in part	Accept to the extent it supports the relief sought in the submission by Richard and Geoff Spark, the intent of that submission, and their interests. Oppose any changes to the South East Rangiora Development Area provisions not appropriate or supportive of the rezoning and development of the Spark land.
	325 Kainga Ora - Homes and Communities	Oppose in part	Reject submission where inconsistent with, or has implications for, the relief sought by Richard and Geoff Spark, the intent of their submission, and their interests.
FS41 David Cowley	325 Kainga Ora - Homes and Communities	Oppose in part to the extent that it is inconsistent with, or has implications for the relief sought by David Cowley submission 244	Reject the submission to the extent that it is inconsistent with, or has implications for, the relief sought by the David Cowley submission (244).
FS46 Miranda Hales	325 Kainga Ora - Homes and Communities	Oppose in part to the extent that it is inconsistent with, or has implications for the relief sought by Miranda Hales submission on 246	Reject or accept the submission to the extent that it is inconsistent or consistent with, or has implications for, the relief sought by the Miranda Hales submission (246) and its intent.
FS91	325	Support in part	Amend provisions to be consistent

Further submission	Submission that further submission relates to	Support / Oppose	Outcome sought
R J Paterson Family Trust	Kainga Ora - Homes and Communities		with the National Policy Statement on Urban Development. Rezone the land within the Rangiora West Development Area.
FS137 Ohoka Residents Association	326 Rolleston Industrial Developments Ltd (RIDL)	Oppose	Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed development in Ohoka as it is inconsistent with the national policy direction and contrary to the objectives and policies in both the Waimakariri Operative District Plan (Operative Plan) and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.

3.1.1 Report Structure

59. Submissions on the Signs chapter raised issues which have been grouped into subtopics within this report, while one remaining submission that did not fall within these subtopics is addressed by its provision. This is in accordance with Clause 10(3) of Schedule 1 of the RMA.
60. This report only addresses definitions that are related to signs and that received or related to submissions.
61. I have considered commentary in further submissions as part of my consideration of the submission to which they relate.
62. **Appendix A** contains a marked-up version of the Signs chapter with recommended amendments in response to submissions. It also contains a marked-up version of the related definitions that I recommend amendments for in response to submissions. Recommended additions are shown as underlined text and recommended deletions are shown as struck through text. I have also provided either a summary of the amendment recommended, or 'marked-up' amendments recommended within the 'Summary of recommendations' subsection of each section within the body of the report.
63. **Appendix B** contains specific recommendations on each submission and further submission. The evaluation should be read in conjunction with the summaries of submissions and the submissions themselves. Where I agree with the relief sought and the rationale for that relief, I have noted my agreement, and my recommendation is provided in the summary of submission table in **Appendix B** only. Where I have undertaken further evaluation of the relief sought in a submission(s), the evaluation and recommendations are set out in the body of this report.

3.1.2 Format for Consideration of Submissions

64. For each identified subtopic and provision, I have considered the submissions seeking amendments to the PDP in the following format:
- Matters raised by submitters;
 - Assessment;
 - Summary of recommendations; and
 - Section 32AA evaluation (where an amendment is recommended).

3.2 General submissions

65. Clampett Investments Ltd (Clampett) [284.1] and RIDL [326.2 and 326.3] seek that all controlled and discretionary activities are amended to preclude them from limited or public notification. Royal Forest and Bird Protection Society Inc. (Forest and Bird) [FS78] oppose this relief via further submission on the basis that there may be instances where notification is appropriate. Andrea Marsden [FS199] and Christopher Marsden [FS120] both oppose RIDL [326.2] via further submission as all applications should be open for community consultation to give communities a voice.
66. RIDL [326.1] seeks that all provisions in the PDP are amended to delete the use of absolutes such as 'avoid', 'maximise' and 'minimise' (except where such direction is appropriate) to provide scope to consider proposals on their merits. Andrea Marsden [FS119] and Christopher Marsden [FS120] oppose this submission on the basis that these absolutes ensure compliance. The Ohoka Residents Association [FS84] consider that this submission is inconsistent with national policy direction. Forest & Bird's [FS78] reasoning did not relate to this submission point, rather it stated that there may be instances where it is appropriate to notify consents.

3.2.1 Assessment

67. These submissions seek amendments to the entire PDP, however for the purpose of this report I have just considered them in the context of the Signs chapter.
68. There are no controlled activities within the notified version of the Signs chapter, however there are some restricted discretionary activities.
69. The Signs chapter does not have any non-notification clauses as signs typically face roads or public spaces therefore their effects are typically external. The RMA contains a specific process for determining notification on a case-by-case basis and in my opinion that statutory process should appropriately apply.
70. Regarding RIDL [326.1], the Signs chapter does not use the terms 'maximise' or 'minimise'. The term 'avoiding' is used within the following provisions of the Signs chapter:
- Introduction – when outlining the purpose of the Signage Bylaw of avoiding signs that create a nuisance or danger;
 - Policy SIGN-P3(3) and SIGN-P4(5)(b) – in relation to avoiding off-site signs in non-industrial zones; and
 - Policy SIGN-P4(7) – in relation to avoiding subdivision development entrance signs.

71. Regarding the use of 'avoiding' within the Introduction, this is a repeat of text from the Signage Bylaw where it outlines its purpose. I therefore consider it appropriate to retain as it is referenced from another document.
72. Regarding the use of 'avoiding' in SIGN-P3(3), SIGN-P4(5)(b), and SIGN-P4(7), I consider use of 'avoiding' is appropriate as these particular signs have been identified by the Signs chapter as an issue and relate to non-complying activities within the notified rules. The submitter has not provided any specific evidence as to why 'avoiding' should not be used in the context of these provisions, only in the general sense in that it provides scope to consider proposals on their merits. I therefore do not agree with their request as there is no specific basis for this, only generic.

3.2.2 Summary of recommendations

73. I recommend that the submissions from the following submitters, in terms of their application to the Signs chapter, be **rejected**:
- RIDL [326.1, 326.2, and 326.3]; and
 - Clampett [284.1].
74. My recommendations in relation to further submissions are outlined in **Appendix B** and reflect my recommendations on submissions.
75. I recommend that no amendments are made to the PDP as a result of these submissions.

3.3 Community sign related submissions

3.3.1 Matters raised by submitters

76. Three submissions relate to community signs; all are from Te Kōhaka o Tūhaitara Trust (Tūhaitara Trust).
77. The Tūhaitara Trust submission seeks clarity as to whether the signs within the Tūhaitara Coastal Park, which typically relate to public access, recreation, interpretation, and public safety, would be considered a 'community sign' or 'on-site sign'. Tūhaitara Trust [113.4] seek amendment of the definition of 'community sign' to include 'Te Kōhaka o Tūhaitara Trust' to provide for these signs. Tūhaitara Trust [113.5] also lodged the exact same submission provided in [113.4] on the definition of 'on-site sign'.
78. Tūhaitara Trust [113.6] oppose the limit of two community signs per site in Table SIGN-S2 (within standard SIGN-S2), and seek it is amended to two freestanding signs per 1ha of site because the Tūhaitara Coastal Park site is 550ha and its signs are important for public health, safety, education, and recreational enjoyment.

3.3.2 Assessment

79. I consider that there is a lack of clarity around whether signs in the Tūhaitara Coastal Park, relating to public access, recreation, interpretation, and public safety, would be considered a

- 'community sign' or an 'on-site sign'. Signs relating to public safety would be considered an 'official sign'², and therefore permitted under rule SIGN-R1.
80. Signs relating to public access, recreation and interpretation within the Tūhaitara Coastal Park would not meet the notified definition of 'community sign'³. The definition includes interpretive signs however only relation to heritage and cultural matters. The definition includes recreational user access however only if managed by Fish & Game New Zealand, Department of Conservation, Canterbury Regional Council or Waimakariri District Council.
 81. Therefore, signs relating to access, recreation and interpretation at the Tūhaitara Coastal Park would be considered an 'on-site sign'⁴ under the notified definitions. Rule SIGN-R6 provides (via SIGN-S2) for two freestanding signs per 1ha of site, which is the same ratio the submitter is seeking in their relief sought for 'community signs' if these are amended to apply to the Tūhaitara Coastal Park.
 82. I consider that while signs within the Tūhaitara Coastal Park do technically fall within the definition of 'on-site sign' under the notified definitions, and SIGN-R6 (via SIGN-S2) provides for these at the ratio requested by the submitter, I consider they would be best placed if provided for within a 'community sign' as this includes other types of signs relating to public access, recreation, and interpretation within similar settings. I consider amending clause (g) within the definition of 'community sign' to include reference to signs for public park use or interpretation and also adding in 'Te Kōhaka o Tūhaitara Trust' as an agency that can manage these signs will address this.
 83. Regarding the request by Tūhaitara Trust [113.6] to amend Table SIGN-S2 within SIGN-S2 to permit two freestanding community signs per 1ha of site, I consider this is reasonable given the typically large scale of recreational or reserve sites (noting the Tūhaitara Coastal Park is 550ha and Council reserves range from 0.006ha to 83ha). However, in order to ensure reasonable provisions of community signs for reserve sites that are less than 0.5ha (and would therefore be entitled to half a sign under the notified provisions), I recommend this is amended to limit the maximum number of signs per site to '*two community signs per site or two signs per hectare of site, whichever is greater*'. I note that the two signs per one hectare ratio applies for on-site signs within the open space zones under SIGN-S2 (Table SIGN-S2) however I do not consider there is scope within this submission to amend this to align with my recommendation above.

² PDP definition of 'Official sign' - means all signs required or provided for under any statute or regulation, or are otherwise related to aspects of public safety. (National Planning Standard definition)

³ PDP definition of 'Community sign' - means any sign associated with one or more of the following purposes: (a) naming or interpretation of any listed historic heritage item either within its applicable historic heritage setting or affixed to the historic heritage item; (b) providing information about the historic occupation or use of a site and area of significance to Māori and their associated values as wāhi tapu/wāhi taonga, ngā tūrangā tupuna or ngā wai; (c) township identification; (d) community group information noticeboard managed by Waimakariri District Council; (e) international Symbol of Access; (f) Council owned public parking locations or public amenities; (g) hunter, angler access or recreational user access managed by Fish & Game New Zealand, Department of Conservation, Canterbury Regional Council or Waimakariri District Council; or (h) customary access or relating to a rāhui.

⁴ PDP definition of 'On-site sign' - means any sign that relates to any activity occurring at the site on which the sign is located. For any Open Space Zone, Natural Open Space Zone, or Sport and Active Recreation Zone, it may include any acknowledgement of relevant support provided to the maintenance or enhancement of that site.

3.3.3 Summary of recommendations

84. I recommend that the submissions from the following submitter be **accepted in part**:

- Tūhaitara Trust [113.4, 113.5, and 113.6].

85. I recommend that the following amendment to the definition of 'community sign', in response to [113.4] and [113.5], as shown below and in **Appendix A**:

"Community sign – means any sign associated with one or more of the following purposes:

- a. naming or interpretation of any listed historic heritage item either within its applicable historic heritage setting or affixed to the historic heritage item;
- b. providing information about the historic occupation or use of a site and area of significance to Māori and their associated values as wāhi tapu/wāhi taonga, ngā tūrangā tupuna or ngā wai;
- c. township identification;
- d. community group information noticeboard managed by Waimakariri District Council;
- e. international Symbol of Access;
- f. Council owned public parking locations or public amenities;
- g. hunter, angler access or recreational user access, public park use or interpretation managed by Te Kōhaka o Tūhaitara Trust, Fish & Game New Zealand, Department of Conservation, Canterbury Regional Council or Waimakariri District Council; or
- h. customary access or relating to a rāhui."

86. I recommend that Table SIGN-S2 (within SIGN-S2) be amended to provide for two community signs per site or two signs per hectare of site, whichever is greater, in response to [113.6], as shown in **Appendix A**.

3.3.4 Section 32AA evaluation

87. In my opinion, the amendments to the definition of 'community sign' and Table-S2 in SIGN-S2 are more appropriate in achieving the objectives of the PDP than the notified provisions as they improve both plan interpretation and plan administration. I consider that they will improve clarity about how signs within the Tūhaitara Coastal Park are managed. The recommended amendments will also ensure that the permitted number of these signs per site take into account sites with large areas more equitably. This will improve the efficiency and effectiveness of the provisions.

3.4 Off-site sign related submissions

3.4.1 Matters raised by submitters

88. Nine submissions relate to off-site signs.

Definitions

89. Go Media Ltd (Go Media) [234.2] seek the addition of a defined term for 'billboard' to facilitate a rule framework for billboards (maximum area 18m²) that is distinguished from small off-site signs.

Policies

90. Go Media [234.4] oppose SIGN-P1 as it does not enable off-site signs and unjustifiably discriminates against them. It notes that off-site signs, including billboards, contribute to the economic viability and functioning of activities, and their effects can be managed in a similar manner to on-site signs. It seeks amendment of SIGN-P1(2) to reflect this. A further submission from Waka Kotahi NZ Transport Agency (Waka Kotahi) [FS110] opposes this as SIGN-P1 seeks to enable specific signs and off-site signs are addressed in other policies.
91. Go Media [234.5] oppose SIGN-P3 as it seeks to address transport safety by managing digital and off-site signs in relation to zones, rather than in relation to the transport environment. It notes that transport safety is not a zone related issue; and provided effects are managed appropriately, there is no transport safety reason to manage digital and off-site signs differently to other signs. It seeks amendment of SIGN-P3 to remove both clause (2), which relates to limiting digital signs, and clause (3), which relates to managing off-site signs in Industrial Zones and avoiding off-site signs in all other zones. This is opposed by a further submission from Waka Kotahi [FS110] on the basis that it is inappropriate and contrary to its relief sought via its submission [275.62].
92. Go Media [234.6] oppose SIGN-P4 as it discriminates against off-site signs disproportionately in relation to their environmental effects. It notes that proliferation of off-site signs is not an effect as such, but it is the cumulative effect of all signs that may affect amenity values and character thus an off-site sign is no more likely to result in proliferation than an on-site sign. It considers cumulative effects of all signs can be managed through activity standards, and Commercial and Mixed Use Zones can also accommodate off-site signs and billboards with appropriate controls. It seeks amendment of SIGN-P4(5) to reflect this.
93. Ravenswood Developments Ltd (Ravenswood) [347.18] supports the intent to limit the proliferation of off-site signs, however, it considers the avoidance of off-signs within Commercial Zones and associated non-complying activity status is extreme and does not recognise positive aspects. It seeks deletion of reference to 'Commercial and Mixed Use Zones' from SIGN-P4(5)(b)⁵.

Rules

94. Go Media [234.7] oppose SIGN-R7 as it does not provide for off-site signs, including billboards, with appropriate activity standards as a permitted activity within Industrial, Commercial or Mixed Use Zones despite their effects being manageable and comparable to on-site signs, and cumulative effects being avoidable. It opposes the non-complying activity status when compliance is not achieved as most permitted activity rules default to restricted discretionary activities. It considers there is no effects-based reason to manage off-site signs differently to other signs.
95. Go Media [234.7] seeks addition of specific permitted activity rule for billboards within Industrial Zones, and Commercial and Mixed Use Zones subject to activity standards, including requiring billboards to be located on sites fronting strategic, arterial or collector roads, setbacks

⁵ The submission references clause (4)(b) however there is no clause (4)(b) in SIGN-P4, and the content of the submission refers to the clauses limiting of off-site signs. I therefore consider the submitter intended to refer to clause (5)(b) of SIGN-P4 and have assessed it in this way.

from traffic signals within ≥ 60 km/hr speed environments, minimum road frontage per billboard, setbacks from residential zones, along with compliance with standards SIGN-S1 to SIGN-S5. It also proposes additional requirements for digital display billboards. It seeks the addition of a specific permitted activity rule for other off-site signs (excluding billboards) within Industrial Zones, and Commercial and Mixed Use Zones subject to standards. It also proposes a non-complying activity rule for off-site signs within Rural Zones, Residential Zones, Open Space Zones, and Special Purpose Zone (Pines Beach and Kairaki Regeneration).

96. Waka Kotahi [FS110] oppose [234.7] as it does not align with conditions sought by Waka Kotahi to manage signage, particularly digital billboards. It seeks that SIGN-R7 is retained as notified to adequately control potential adverse effects, particularly in relation to transport safety.
97. Waka Kotahi [275.67] supports SIGN-R7 on the basis that off-site signs can compromise road safety via driver distraction, traffic hazard, or causing confusion with official road signs. It considers their size, design, location, and management needs to be controlled to ensure the safe, effective, and efficient operation of the State Highway network.
98. Ravenswood [347.19] oppose SIGN-R7. It notes that off-site signs are often located outside commercial areas and suggests emphasis be placed on managing their effects, instead of outright avoidance. It seeks SIGN-R7 be amended to provide for off-site signs as restricted discretionary activities within Commercial Zones.
99. A further submission from Waka Kotahi [FS110] supports Ravenswood's submission [347.19] in part, noting it is not opposed to consideration of a restricted discretionary activity status for off-site signs in Commercial Zones. However, it considers appropriate matters of control should be imposed, including traffic safety.

Standards

100. Go Media [234.8] seek amendment of sign area and height limits within Table SIGN-S2 in SIGN-S2 to accommodate its relief sought under submission [234.7] to provide for billboards and other off-site signs. This is opposed by a further submission from Waka Kotahi [FS110] on the basis that SIGN-S3 manages digital signs and thus it is more appropriate for signs to be managed via this standard, instead of being incorporated into SIGN-S2.

3.4.2 Assessment

101. I sought urban design advice from Hugh Nicholson and transport advice from Shane Binder in relation to the submissions seeking off-site signs to be less restricted.
102. Mr Binder notes in his memo that *"there is substantive international research to suggest off-site signs are a distraction to drivers in that they routinely convey a higher quantity and more detailed information than standard traffic control devices, often with text, font, and images that require more cognitive attention from drivers, manifesting in longer time spent looking at billboards and potentially prolonged response times and longer braking distances"*. He considers that off-site signs should be avoided District-wide, regardless of zoning, due to transport safety effects and that they require additional management via a resource consent process.
103. Mr Nicholson notes in his evidence (section 5 of his evidence) that off-site signs have different associative and perceptual values than on-site signs which result in different landscape and amenity effects. On-site signs provide legibility and wayfinding to business and community activities, information about location, and natural, cultural or heritage values. While off-site

signs are generally not place specific, advertise products generally not available at the sign's location and often as part of an advertising campaign at a number of locations over a limited period of time.

104. Mr Nicholson considers on this basis that they should be managed differently. He considers enabling off-site signs will increase the overall number of signs, which can adversely affect zone character. He also notes that an increase in off-site signs could potentially result in an increase in the size and brightness of on-site signs as businesses seek to maintain their visibility in a busy visual environment.
105. Mr Nicholson considers that limiting the zones where off-site signs are enabled is an appropriate approach to maintain amenity values and character. He agrees with the approach of providing for off-site signs as restricted discretionary activity within Industrial Zones given the overall character and amenity of these zones, and any adverse cumulative effects can be managed through a resource consent process.
106. Mr Nicholson notes that as Large Format Retail Zones have some similarities to the Industrial Zones in terms of larger scale buildings and setbacks, and that it would be appropriate for off-site signs to be provided for as a restricted discretionary activity within these zones too. He also notes that in his opinion, it would not be appropriate to provide for off-site signs as a restricted discretionary activity within the Town Centre Zone and Neighbourhood Centre Zones as this would increase the quantity of signs and the cumulative effects on amenity would result in a change to the character in these zones.
107. Regarding the notified sign display area limits and height limits for off-site signs within Industrial Zones in relation to SIGN-R7, Mr Nicholson considers these ensure that off-site signage does not become the dominant visual element and remains subordinate to on-site signage. He also notes that the display area limit also helps to manage the cumulative effects.
108. Go Media seeks to amend SIGN-P1, SIGN-P3, SIGN-P4, SIGN-R7, and SIGN-S2, and add two rules and a definition for 'billboard' in order to create a framework that enables off-site signs [234.2, 234.4, 234.5, 234.6, 234.7, and 234.8]. It considers off-site signs, including billboards, contribute to the economic viability and functioning of activities. While I agree that off-site signs do contribute to economic viability, I consider this is typically in a broader sense and not generally specific to the activities occurring within the zone the off-site sign is located, which is what SIGN-P1(2) is referring to in relation to on-site signs.
109. I agree with Go Media that transport safety is not a zone related issue thus its reference in transport safety policy SIGN-P3(3) is not appropriate. However, I consider the intention of this clause was to indicate that restricting off-site signs in a District-wide sense contributes to improved transport safety. I consider this clause could be amended to better reflect this by using the term 'limiting' to cover the combination of avoidance (non-complying) and restrictions (restricted discretionary).
110. Regarding Go Media's view that the notified framework that restricts off-site signs is disproportionate in relation effects as their effects are manageable and comparable to on-site signs, and cumulative effects are avoidable; the evidence from Mr Nicholson and Mr Binder is contrary to this.
111. Mr Nicholson considers that off-site signs have different associative and perceptual values which result in different landscape and amenity effects. Mr Binder considers that off-site signs

can cause driver distraction due to their higher degree of information requiring more cognitive attention and time. I note that the submission from Waka Kotahi [275.67] reiterates this view that off-site signs can compromise road safety through driver distraction, traffic hazard, or causing confusion. I agree with the views of Mr Nicholson and Mr Binder.

112. Regarding Ravenswood's request [347.18 and 347.19] to amend SIGN-P4 and SIGN-R7 to provide for off-site signs as restricted discretionary activities within Commercial Zones on the basis that emphasis should be placed on managing their effects and recognising their positive aspects. While I agree that off-site signs could have positive aspects in terms of conveying information to the public, I concur with the expert advice mentioned above that their effects are different. In my opinion, managing the specific effects of off-site signs would be best achieved by limiting their overall abundance and limiting the degree of information they convey.
113. I note that Mr Nicholson recommended that restricted discretionary activity status would also be appropriate for off-site signs within Large Format Retail Zones given the amenity and character of these areas, but not any other Commercial Zones. The further submission from Waka Kotahi [FS110] considers appropriate standards, including traffic safety, should be imposed if off-site signs were restricted discretionary activities within Commercial Zones.
114. In considering the views put forward in the submissions along with the expert evidence provided by Mr Nicholson and Mr Binder, along with the further submission from Waka Kotahi, I consider that the approach for off-site signs should be amended to also allow for off-site signs as a restricted discretionary activity within Large Format Retail Zones. This is on the basis that Mr Nicholson considers they would not adversely affect the character and amenity of this zone, and the relatively limited nature of this zone⁶ throughout the District minimising the overall impact on transport safety. I do not consider that this amended rule should contain a non-notification clause given these signs typically face roads or public spaces therefore their effects are typically external.
115. I consider it is reasonable to continue to restrict these signs as non-complying activities within the other Commercial Zones (Town Centre Zone, Neighbourhood Centre Zone, Local Centre Zone, and Mixed Use Zone), along with Residential Zones, Rural Zones, Open Space Zones, and Special Purpose Zones given their potential effects, both individually and cumulatively, on amenity values, character, and transport safety.

3.4.3 Summary of recommendations

116. I recommend the submissions from the following submitters be **accepted in part**:

- Go Media [234.6];
- Waka Kotahi [275.67]; and
- Ravenswood [347.18 and 347.19].

117. I recommend the submissions from the following submitter be **rejected**:

⁶ There are only three areas within the District in the Large Format Retail Zone - one in Kaiapoi adjoining State Highway 1 (Smith St), one in Rangiora adjoining State Highway 71 (Lineside Road), and another in Rangiora adjoining Southbrook Road.

- Go Media [234.2, 234.4, 234.5, 234.7, 234.8].
118. My recommendations in relation to further submissions are outlined in **Appendix B** and reflect my recommendations on submissions.
119. I recommend amendment of SIGN-P3(2) and SIGN-P3(3), in response to submission [234.5], as shown below and in **Appendix A**:
- “.....
1. managing the size, number, location, content, illumination, and design of signs; and
 2. limiting digital signs and off-site signs; ~~and~~
 3. ~~managing off-site signs in Industrial Zones, and avoiding off-site signs in all other zones.~~”
120. I recommend amendment of SIGN-P4(5), in response to submissions [234.6] and [347.18], as shown below and in **Appendix A**:
- “(5) limiting proliferation of off-site signs by:
- (a) managing such signs in Industrial Zones and any Large Format Retail Zone including the interface with non-industrial zones; and
 - (b) avoiding such signs in any Neighbourhood Centre Zone, Local Centre Zone, Mixed Use Zone, Town Centre Zone, Residential Zones, Rural Zones, ~~Commercial and Mixed Use Zones~~, Open Space and Recreation Zones, and Special Purpose Zones;...”
121. I recommend amendment of SIGN-R7 to include Large Format Retail Zone within the restricted discretionary activity for off-site signs, in response to submission [347.19], as shown in **Appendix A**.
122. I recommend amendment of Table SIGN-S2 of SIGN-S2 to add Large Format Retail Zone in reference to the applicable zones for SIGN-R7, in response to submission [347.19], as shown in **Appendix A**.

3.4.4 Section 32AA evaluation

123. In my opinion, the recommended amendments to SIGN-P4, SIGN-R7 and Table SIGN-S2 of SIGN-S2 that provide for off-site signs within the Large Format Retail Zone as a restricted discretionary activity, will strike a balance of providing for these signs while limiting their overall abundance within the District in order to reduce effects on transport safety, and continuing to avoid them within zones where they would adversely affect amenity values and character.
124. While resource consent would still be required for an off-site sign within the Large Format Retail Zone, amending the activity status from non-complying to restricted discretionary will streamline this process and therefore improve efficiency. It could result in an increase in off-site signs within Large Format Retail Zones (of which there are currently three within the District – two in Rangiora and one in Kaiapoi), however as this will be via a resource consent pathway, this may not be a significant increase.
125. I consider the recommended amendment to SIGN-P3 will add clarity that limiting off-site signs throughout the District by providing for them in particular zones contributes to transport safety. This will improve plan interpretation and remove the incorrect perception that transport safety is a zone related issue.

126. I consider that the recommended amendments will be more efficient and effective than the notified provisions in achieving the objectives of the PDP.

3.5 Off-site directional sign related submissions

3.5.1 Matters raised by submitters

127. Three submissions relate to off-site directional signs; all of which are from Waka Kotahi.
128. Waka Kotahi [275.65] considers there is no sound basis for differentiating between off-site directional signs and off-site signs, as the effects are the same from a road safety perspective and therefore permitting off-site directional signs conflicts with the Signs chapter's direction that off-site signs are generally a non-complying activity.
129. Waka Kotahi [275.65 and 275.69] seek removal of all provisions relating to off-site directional signs. It seeks deletion of reference to 'off-site directional signs' from SIGN-P1(1) [275.65 and 275.67]. It seeks deletion of the 'off-site directional sign' definition, deletion of the associated rule SIGN-R5, and deletion of any reference to off-site directional signs within other rules, and Table SIGN-S2 [275.65].

3.5.2 Assessment

130. I understand the purpose of the off-site directional signs provisions was to enable small scale signs (maximum sign display area of 0.6m²) to assist with providing the location of an activity, such as rural produce for sale on a 'side' road.
131. I sought expert transport advice on this matter from Shane Binder. He considers in his memo that *"off-site directional signs would adversely affect traffic safety because, similar to other off-site signs, they contribute to driver distraction (especially when they relate to an activity that is not collocated with the sign, requiring more cognition on the part of the driver) and depending on placement relative to intersections or driveways, may block visibility"*.
132. I rely on the advice of Mr Binder and that the relief sought by Waka Kotahi to delete all provisions relating to off-site directional signs is appropriate, as while they may provide some assistance to the public to locate a business, they could adversely affect transport safety, both individually and cumulatively if enabled as permitted activities. Off-site directional signs would also increase the overall abundance of signs throughout the District, which could contribute to a reduction in amenity values. While a standard requiring these signs to be setback from intersections would support transport safety at intersections, it would not address the issue of proliferation of these signs elsewhere which could contribute to cumulative effects on amenity, character, and transport safety.

3.5.3 Summary of recommendations

133. I recommend that the submissions from the following submitter be **accepted**:
- Waka Kotahi [275.65 and 275.69].
134. I recommend that the submissions from the following submitter be **accepted in part**:
-

⁷ The notified version of the summary of submissions incorrectly numbered this submission 275.6, when it should be 275.60. For the purpose of this report, I have retained the notified numbering of 275.6.

- Waka Kotahi [275.6].

135. I recommend the following amendments to the PDP in response to submissions 275.6, 275.65, and 275.69, as summarised below and provided in **Appendix A**:

- Remove reference to 'off-site directional signs' within SIGN-P1(1);
- Delete rule SIGN-R5 (off-site directional signs);
- Delete definition of 'off-site directional sign';
- Delete reference to 'off-site directional sign' in exclusions outlined in definition of 'off-site sign'; and
- Delete reference to 'off-site directional sign' and associated rule reference and applicable zone, maximum number of signs, maximum sign display area, and maximum height limits in Table SIGN-S2 within SIGN-S2.

3.5.4 **Section 32AA evaluation**

136. In my opinion, the recommended amendments to remove all provisions relating to off-site directional signs are more appropriate in achieving the objectives of the PDP than the notified provisions. In particular, I consider that this will mean these signs will no longer contribute to the permitted baseline of signs within the District, and will reduce the overall abundance of signs within the District.

137. This will mean transport safety and amenity and character will not be affected by these signs. It also means the PDP's overall stance of precluding off-site signs outside Industrial Zones (and Large Format Retail Zones as recommended in this report) would not be contradictory to the approach of permitted off-site directional signs. However, I consider that businesses or activities that are located off major roads may be affected as they can no longer advertise their location and provide directions as a permitted activity. Instead, such signs would be considered an off-site sign so rule SIGN-R7 would apply which would have an activity status of either restricted discretionary or non-complying depending on zoning.

138. I consider that overall, the amendments are more efficient and effective than the notified provisions in achieving the objectives of the PDP.

3.6 **Digital sign related submissions**

3.6.1 **Matters raised by submitters**

139. Five submissions related to digital signs. The PDP defines digital signs as "*any sign that displays changeable electronic messages or images via LED, neon, or electronic projection*".

140. Go Media [234.5] oppose how SIGN-P3(2) limits digital signs in relation to zones as transport safety is not a zone related issue.

141. Go Media [234.6] oppose SIGN-P4(6) as it considers 'limiting digital signs' is unjustified in terms of effects and considers 'managing the effects of digital signs' would be more appropriate. It also notes the proposed digital sign limitation is not reflected in the rules.

142. As outlined in section 3.4 of this report, Go Media [234.7] seeks addition of specific permitted activity rule for billboards within Industrial Zones, and Commercial and Mixed Use Zones subject to activity standards, including additional standards for digital display billboards. These digital

standards include a lux spill limit, and a requirement for lighting control to adjust brightness with ambient light levels. The requested standards also preclude sound, image movement or animation, flashing images and retro-reflective material, and any transitions between images (except for a maximum cross-dissolve of 0.5 seconds). This submission was not specifically on SIGN-S3, it was on SIGN-R7 (off-site signs rule). Waka Kotahi [FS110] oppose [234.7] as it does not align with conditions sought by Waka Kotahi to manage signage, particularly digital billboards.

143. Go Media [234.9] oppose SIGN-S3(2) as the maximum display area limits for digital signs differ from those which apply to non-digital signs. It also opposes the limits for the number of images per sign SIGN-S3(5), and the minimum duration of image display in SIGN-S3(6). It considers there are no effects-based reasons for these limitations and seeks deletion of these clauses. Waka Kotahi oppose this via further submission [FS110] on the basis that Go Media does not propose any alternative standards.
144. Waka Kotahi [275.70] seek amendment of SIGN-S3 to mitigate effects on transport safety, particularly during image transitions. It seeks the addition of a matter relating to transitions between still images through a clause limiting transition between still images to a cross-dissolve of a maximum of 0.5 seconds. It also seeks the addition of a matter relating to lighting control through a clause requiring the screen to incorporate lighting control to adjust brightness in line with ambient light levels.

3.6.2 Assessment

145. In relation to digital signs in general, I understand they are currently relatively expensive thus their viability makes them relatively self-limiting which makes it unlikely provisions enabling them will result in proliferation of them as such. However, this may change during the life of the PDP as technology develops. I also appreciate the sustainability benefits of digital signs in that their digital nature means replacing sign content does not generate solid waste.
146. I sought advice from both Hugh Nicholson (Urban Design and Landscape – evidence in **Appendix C**) and Shane Binder (Transport – expert advice in **Appendix D**) in relation to these submissions.
147. Regarding Go Media [234.5], Mr Binder states in his memo that limiting digital signs is appropriate from a transport safety perspective given they are known to cause driver distraction. I note that SIGN-S3 limits signs not only by limiting zones they are permitted, but also maximum permitted display area, number of signs per site, number of images, and limits them to static images only. This matter is also discussed in section 3.8 of this report in relation to the transport safety subtopic.
148. While Go Media [234.6] is correct that the rules do not limit digital signs, this is because SIGN-S3 does. I understand the reason digital signs are limited via a standard, not via rules, is that the digital aspect of a sign is more of a design aspect as opposed to a type of sign with a particular function as all types of signs covered by rules SIGN-R1 to SIGN-R9 could be either digital or static (e.g., a digital on-site sign, a digital community sign). However, I realise that off-site signs would be the most likely to be digital given they generate direct revenue that makes their higher costs viable.
149. SIGN-P4 relates to amenity values and character. In terms of Go Media's request [234.6] to amend SIGN-P4(6) to 'managing the effects of digital signs', Mr Nicholson notes in his evidence (in section 7 of his evidence) that the changing images and more uniform and higher levels of

luminance (brightness) of digital signs means they have additional visual effects to static signs. Mr Nicholson considers it is appropriate to limit the size, location, and frequency of changing images to manage effects. I agree with this assessment and consider the notified 'limiting digital signs' is appropriate given their additional effects.

150. Mr Binder has provided an assessment of the digital sign standards proposed by [234.7]. However, I do not consider there is scope to include any of these standards, as proposed or as recommended to be amended by Mr Binder, because they were part of Go Media's proposed rule framework for permitted activity digital billboards and were not specifically on SIGN-S3. Go Media proposed them to enable digital billboards (off-site signs) as a permitted activity (so a more permissive environment) however if they were added to SIGN-S3 they would be additional restrictions on a permitted activity standard for small scale digital signs. Go Media submitted in SIGN-S3 via [234.9]. For these reasons, I do not consider there is scope to include the content of 234.7 in relation to SIGN-S3, which is the digital sign standard of the Signs chapter. The content of [234.7] is assessed in section 3.4 of this report, which does not recommend permitted off-site signs in any zone.
151. Regarding Go Media's requested amendments [234.9] to SIGN-S3 (digital signs standard), Mr Binder's advice notes that *"digital billboards draw attention away from the road by design with active transitions and the perceived need to understand content that "disappears" in front of a motorist. While digital billboards are a recent development and there is not sufficient research to tie explicitly to crash rates, the consensus on causing distraction is well established, so digital billboard size and content should be limited to manage the effects of driver distraction"*.
152. Regarding Go Media's submission [234.9], Mr Nicholson considers the 3m² permitted maximum display size in SIGN-S3(2) for digital signs would appropriately provide for the small-scale digital signs showing prices or specials at service stations and supermarkets and provides an appropriate resource consent pathway for larger signs where the adverse effects may be greater. Mr Nicholson agrees with Go Media that the limit of two signs per 24 hours in SIGN-S3(5), and one hour minimum display time in SIGN-S3(6), are unduly restrictive. He notes that *"visual effects derive from the changing images rather than the number of images, and in these environments, it is unlikely that the signs will be visible to individual viewers for longer than a few minutes."* He recommends that SIGN-S3 be amended to have no limitation on the number of images and include a minimum two minute dwell time during the day and 15 minutes at night, which aligns with Christchurch City Council's Practice Note - Billboards⁸. I rely on Mr Nicholson's expert opinion in this regard.
153. Mr Nicholson also notes that digital signs outside the zones listed in SIGN-S3(1) that also do not meet any standards in SIGN-S3(2) to SIGN-S3(10) should be non-complying activities, not restricted discretionary activities. I do not consider there is scope within these submissions to implement this recommendation.
154. Mr Nicholson also notes (in section 7 of his evidence) that the LIGHT chapter's lack of luminance (brightness) limits for digital signs is a shortcoming of the provisions. He notes that while LIGHT-S2 controls the glare of outdoor lighting through orientation requirements, this is not particularly relevant to digital signs as they are intended to be visible from public spaces. He

⁸ <https://ccc.govt.nz/consents-and-licences/resource-consents/resource-consent-activities/general-rules-and-information/billboards>

considers a maximum luminance level would better control their brightness. Mr Nicholson recommends amending LIGHT-S2 to add a maximum luminance for digital signs of 3,000cd/m² during the day and 125cd/m² at night if there is scope within submissions. These limits are based on the 'Christchurch City Council's Practice Note – Billboards'⁹, which he authored.

155. I do not consider there is scope within submissions to address this matter. The s42A Officer for the Light Chapter also does not consider she has scope within Light Chapter submissions to make this amendment. However, I wish to if the Hearings Panel is minded to address this matter in the LIGHT provisions¹⁰, then I consider Mr Nicholson's recommended luminance limits would be a suitable and effective way of controlling the brightness of digital signs as they are based on recommendations by a lighting engineer and landscape architect. Light spill from outdoor lighting is controlled by LIGHT-S1 in the LIGHT chapter; and are designed specifically for outdoor lighting for night-time activities, safety, and security. The lux limits specified in LIGHT-S1 for Industrial Zones and Commercial and Mixed Use Zones are 10 during the day and 20 during the night.
156. Regarding Waka Kotahi's request [275.70] to amend SIGN-S3 to add controls on brightness, Mr Binder agrees in his memo with this request as this will limit the transport safety effects of digital signs. I rely on Mr Binder's expert opinion in this regard.
157. Regarding Waka Kotahi's request [275.70] to amend SIGN-S3 to add controls on transitions, Mr Binder agrees in his memo with this request as these additional controls will limit the transport safety effects of digital signs. However, he recommends that a 0.5 second transition should be required (not a maximum) to provide a subtler change in image as sudden still image transitions cause distraction in drivers' peripheral vision so should be avoided. I rely on Mr Binder's expert opinion in this regard.

3.6.3 Summary of recommendations

158. I recommend that the submission from the following submitter be **accepted**:
- Waka Kotahi [275.70].
159. I recommend that the submission from the following submitter be **accepted in part**:
- Go Media [234.9].
160. I recommend that the submissions from the following submitter be **rejected**:
- Go Media [234.4, 234.6, 234.7].
161. I recommend the following amendments to SIGN-S3, in response to submission 234.9 and 275.70, as shown below and in **Appendix A**:
1. "The digital sign shall only be located within any Commercial and Mixed Use Zones, Industrial Zones, Sport and Active Recreation Zone, Special Purpose Zone (Museum and Conference Centre), Special Purpose Zone (Hospital),

⁹ <https://ccc.govt.nz/consents-and-licences/resource-consents/resource-consent-activities/general-rules-and-information/billboards>

¹⁰ The National Planning Standards state that the LIGHT chapter shall contain provisions for managing light including light spill and glare (including light spill limits) and specific requirements for common significant light generating activities.

- Special Purpose Zone (Kaiapoi Regeneration), or Special Purpose Zone (Pegasus Resort);
2. The digital sign shall have a maximum sign display area of 3m² per site;
 3. There shall be a maximum of one digital sign per site;
 4. The digital sign shall display static images or messages only;
 5. ~~The digital sign shall display maximum of two different images or messages within a 24 hour period;~~
 6. The display time for each image or message on the digital sign shall be a minimum of two minutes during the day and 15 minutes during the night ~~one hour~~;
 7. Transitions between still images shall be via a cross-dissolve of 0.5 seconds. There shall be no other transitions between still images;
 8. The screen shall incorporate lighting control to adjust brightness in line with ambient light levels;
 9. The digital sign shall be operated with a fail-safe feature where in the event of a malfunction, the images or messages will be replaced by a solid black colour until the malfunction is resolved;
 10. The digital sign shall not be located within any natural character of scheduled freshwater body setback;
 11. The digital sign shall not be located within any ONF, ONL, SAL, HNC, VHNC or ONC; and
 12. The digital sign shall be set back a minimum of 20m from any Residential Zones, Rural Zones, Open Space Zone, Natural Open Space Zone, any natural character of scheduled freshwater body setback, ONL, ONF, SAL, HNC, VHNC, or ONC.
162. My recommendations in relation to further submissions are outlined in **Appendix B** and reflect my recommendations on submissions.

3.6.4 Section 32AA evaluation

163. In my opinion, the recommended amendments to SIGN-S3 are more appropriate in achieving the objectives of the PDP than the notified provisions as it adds in additional transport safety requirements while reducing the permitted image display time to a more reasonable period. I consider that these amendments will therefore be more efficient and effective than the notified provisions in achieving the objectives of the PDP.

3.7 Commercial sign related submissions

3.7.1 Matters raised by submitters

164. Three submissions raised matters related to commercial signs, particularly supermarket signs.
165. Foodstuffs South Island Limited and Foodstuffs (South Island) Properties Limited (Foodstuffs) [267.20] opposes the area, dimension, and quantity limits in SIGN-S2, Table SIGN-2 and Figures SIGN-1 to SIGN-4 as they are unjustified in terms of effects and unnecessarily constrain Foodstuffs' signs standardised branding and design (including type, quantity, and sizing), for which nationwide consistency is important. It notes the importance of providing for a range, type, size, and quantity of signage to identify the supermarket's location, entry, and exit for visibility and safety purposes.
166. It seeks amendment of SIGN-S2 to acknowledge supermarket's specific operational and functional requirements, and the practical realities of site-specific constraints that influence the siting and design of new, and the expansion of existing, supermarkets. Alternatively, it seeks

amendment to include exemptions for supermarkets in recognition of their operational and functional requirements and their essential service.

167. A further submission from Waka Kotahi [FS110] opposes Foodstuffs [267.20] as these types of signs should not be treated differently to other commercial signs as potential effects are no different.
168. Woolworths New Zealand Limited (Woolworths) [282.80] considers the Light Industrial Zone, General Industrial Zone, and Large Format Retail Zone can accommodate a greater level of signage without detriment due to their lower amenity and the larger scale of buildings. It considers other Commercial and Mixed Use Zones can also accommodate an increase in the scale and dominance of signs given their commercial and intensive character. It seeks amendment of Table SIGN-S2 to increase the permitted maximum sign display area for supermarkets in all zones, and for freestanding signs within the Light Industrial Zone, General Industrial Zone, and Large Format Retail Zone to 27m².
169. Waka Kotahi [FS110] oppose Woolworths [282.80] as it does not consider supermarket signs should be treated differently to other commercial signage as the potential effects are no different.
170. Woolworths [282.88] consider the sign's limits too prescriptive and restrictive for the Industrial Zones and Commercial and Mixed Use Zones, particularly the Large Format Retail Zone, which can accommodate a larger scale of signage while maintaining zone character. It notes the importance of signs for raising brand awareness, consistency, and legibility.
171. Woolworths [282.88] supports restricted discretionary activity status for signs that breach limits provided the matters for discretion are relevant, limited, and include consideration of operational and functional requirements and the importance of corporate branding for consistency and coherence for achieving centre character. It also seeks an increase of the permitted sign display area for freestanding signs in Commercial and Mixed Use Zones and Industrial Zones.

3.7.2 Assessment

172. Mr Nicholson has provided urban design advice on these submissions.
173. Mr Nicholson notes in his evidence (section 8 of his evidence) that he considers the standards for on-site signs in Industrial Zones, Large Format Retail Zone, Commercial and Mixed Use Zones are an appropriate baseline for permitted activities that broadly reflect the amount of signage observed in his review of signs within the District (as outlined in the appendix of his evidence which is provided in **Appendix C**).
174. Mr Nicholson considers there is no justification for treating supermarket signage differently from other on-site signage.
175. Mr Nicholson considers the default restricted discretionary activity status for on-site signs that do not meet the SIGN-S2 permitted standards is an appropriate pathway for large scale supermarket signage applications to appropriately consider benefits and adverse effects. Matter of discretion SIGN-MD2(1)(a) includes consideration of '*the character, form, or function of the site and the surrounding area*', which Mr Nicholson considers would enable consideration of supermarket's functional requirements. Mr Nicholson does not support an additional matter

of discretion relating to corporate branding and notes that the provisions do not control the use of corporate colours, and the use of these is widespread.

176. I rely on Mr Nicholson's expert opinion above and concur with the point raised by Waka Kotahi's further submission that the effects of supermarket signs are no different to other commercial signs. In addition, there are no special character areas within our District that require any additional management. I am aware this approach is relatively consistent to other District Plans.

3.7.3 Summary of recommendations

177. I recommend that the submissions from the following submitters be **rejected**:

- Foodstuffs [267.20]; and
- Woolworths [282.80 and 282.88].

178. My recommendations in relation to further submissions are outlined in **Appendix B** and reflect my recommendations on submissions.

179. I recommend that no amendments are made to the PDP as a result of these submissions.

3.8 Transport safety related submissions

3.8.1 Matters raised by submitters

180. Three submissions relate to transport safety in general.

181. Waka Kotahi [275.62] seek amendment to SIGN-P3 so potential effects of signs on transport safety can be considered more broadly in relation to how they affect the safe, efficient, and effective operation of the transport system, rather than being limited to distraction or obstruction. This is supported by a further submission from Kiwirail Holdings Ltd (KiwiRail) [FS99].

182. Waka Kotahi [275.68] seeks a range of amendments to SIGN-S1. It seeks replacement of 'transport sign' with 'an official sign used for transport purposes' as 'transport sign' is not a term that has been used throughout the PDP, nor is it defined. It seeks deletion of reference to 'transport signal' which is a traffic control device, not a sign. It seeks that intermittently illuminated lights also be precluded. It also seeks inclusion of minimum lettering sizes for 50km/hr and 60km/hr speed zones as there are several sections of strategic or arterial roads with these lower speed limits.

183. Waka Kotahi [275.72] seeks amendment of SIGN-MD1 to provide for a broader consideration of transport safety effects in terms of the safe, efficient, and effective operation of the transport system, rather than being limited to distraction or obstruction. It also seeks that SIGN-MD1 be amended to provide for a broader consideration of operational effects of digital signs in their entirety, rather than being limited to transitions. A further submission from KiwiRail [FS99] supports the broadening of the effects on transport safety.

3.8.2 Assessment

184. Waka Kotahi's submissions [275.62 and 275.72] seek similar amendments to SIGN-P3 and SIGN-MD1 respectively via deletion of reference to signs affecting transport safety by causing a distraction, confusion, or an obstruction, and replacing this with *'the safe, efficient and effective*

operation of the transport system'. It also seeks SIGN-MD1 be amended to replace digital 'transitions' with digital 'operation'.

185. Mr Binder does not support this requested amendment, noting in his memo that it is too vague as a performance-based outcome and does not provide any basis for an evaluation, compared to the notified wording, which is more detailed in terms of actions. In light of this, I consider a combination of the notified version and the wording sought by Waka Kotahi would provide a balance of both breadth and detailed actions.
186. I sought advice from Mr Binder regarding Waka Kotahi's various amendments to SIGN-S1 [275.68]. Mr Binder agrees in his memo with the amendment to SIGN-S1(1)(b) to preclude intermittently illuminated light, and also the amendment to SIGN-S1(1)(j) to add minimum lettering sizes for 50km/hr and 60km/hr speed limit areas, as both are based on Waka Kotahi's well-founded standards. I rely on Mr Binder's expert advice in this regard and this is reflected in my recommendations below.
187. Regarding Waka Kotahi's request to replace 'transport sign' with 'an official sign used for transport purposes', and delete reference to 'transport signal'; Mr Binder considers 'official traffic control device' would be a more appropriate replacement for both terms as *'the Land Transport Rule Traffic Control Devices 2004 defines a "traffic control device" as a device used on a road for the purpose of traffic control; and includes any sign, signal, or notice'*.
188. I referred to the Traffic Control Devices manual¹¹ and note the definition of 'traffic control device'¹² also includes traffic calming devices, and marking or road surface treatment. Given this, I consider using the term 'traffic control device' to replace 'transport sign' and 'transport signal' would not be suitable as it would include traffic calming devices, marking or road surface treatment. I consider the relief sought by Waka Kotahi is clearer and therefore more user friendly and it ensures it only includes transport signs that are official signs.

3.8.3 Summary of recommendations

189. I recommend the submissions from the following submitter be **accepted**:
 - Waka Kotahi [275.68]
190. I recommend the submissions from the following submitter be **accepted in part**:
 - Waka Kotahi [275.62 and 275.72]
191. My recommendations in relation to further submissions are outlined in **Appendix B** and reflect my recommendations on submissions.
192. I recommend the following amendment to SIGN-P3, in response to submission 275.62, as shown below and in **Appendix A**:

¹¹ <https://www.nzta.govt.nz/resources/traffic-control-devices-manual/definitions/#t>

¹² Traffic control device (TCD) - A device used on a road for the purpose of traffic control; and includes a:

1. sign, signal or notice; or
2. traffic calming device; or
3. marking or road surface treatment.

"Ensure signs do not adversely affect the safe, efficient, and effective operation of the transport system, including transport safety by causing a distraction or obstruction to road users and pedestrians by:...."

193. I recommend the following amendment to SIGN-S1, in response to submission 275.68, as shown below and in **Appendix A**:

"1. Any sign, other than an official sign used for transport purposes ~~a transport sign or signal~~, shall:

- a. not have movable parts, including captive blimps or balloons, but excluding flags and banners;
- b. not have contain flashing, ~~or-revolving~~ or intermittently illuminated lights;
- c. not be reflective upon exposure to artificial light;
- d. not have sound effects;
- e. not resemble ~~a transport sign~~ an official sign used for transport purposes or traffic signal;
- f. not be located in a position that impairs a road user's view of any ~~transport sign~~ official sign used for transport purposes or traffic signal;
- g. not overhang the road reserve of a State Highway; or
- h. not obstruct the movement of any pedestrian, motorist, or cyclist;
- i. not be located within any road corridor;
- j. comply with the following minimum lettering sizes in Table SIGN-1 where visible from a strategic road or arterial road with the following speed limits:

Table SIGN-1: Minimum lettering sizes

Regulatory speed limit of adjoining road	Business / property name	Main message	Secondary message
Km/h	Minimum lettering height (mm)		
<u>50</u>	<u>100</u>	<u>150</u>	<u>75</u>
<u>60</u>	<u>125</u>	<u>175</u>	<u>90</u>

194. I recommend the following amendment to SIGN-MD1, in response to submission 275.72, as shown below and in **Appendix A**:

"1. The extent to which the sign's size, location, design, content, illumination, and any digital operation, including transitions, could adversely affect the safe, efficient and

effective operation of the transport system transport safety, including cause causing confusion, distraction or an obstruction to any road user...."

3.8.4 **Section 32AA evaluation**

195. In my opinion, the amendments to SIGN-P3, SIGN-S1, and SIGN-MD1 are more appropriate in achieving the objectives of the PDP than the notified provisions. In particular, I consider that the amendments to SIGN-S1 will provide additional transport safety requirements which should contribute to improving transport safety.
196. I consider that the amendments to SIGN-P3 and SIGN-MD1 will improve clarity in relation to the overarching objective for the transport system in relation to signs, while ensuring specific effects (distraction, confusion, obstruction) are still considered.
197. Consequently, the amendments are more efficient and effective than the notified provisions in achieving the objectives of the PDP.

3.9 Temporary sign related submissions

3.9.1.1 **Matters raised by submitters**

198. Four submissions relate to temporary signs.
199. HortNZ [295.116] notes that signs are an important means of notifying the public about agrichemical spraying thus seeks provision for signs relating to agrichemical spraying or other matters that may impact the health and safety of people or animals. It seeks amendment of SIGN-R4 to add a clause providing for *'any temporary signs relating to the notification of agrichemical spraying or other risks to the health and safety of people and animals shall be permitted'*.
200. Waka Kotahi [275.61] seek amendment to SIGN-P2 to add consideration of the location of temporary signs.
201. Waka Kotahi [275.64] consider SIGN-R4 is extensive and seeks reconsideration of the framework for the management of temporary signs to simplify and clarify it. It seeks the addition of a definition of temporary sign. It seeks simplification of SIGN-R4 noting that it currently refers to signs that promote, advertise, or relate to a temporary activity. It seeks clarification of whether a temporary sign can include the promotion of a commercial activity, such as a retail sales event. It seeks clarification on the relationship between temporary signs and off-site signs of a temporary nature, such as trailer signs used to promote a temporary activity.
202. Waka Kotahi [275.69] support SIGN-S2's management of the number, area, and height of signs to ensure the safe, effective and efficient operation of the State Highway network. However, it seeks consideration to the structure and details of SIGN-S2 to align with its request to improve the simplicity and clarity of provisions relating to temporary signs.

3.9.1.2 **Assessment**

203. Regarding HortNZ's request [295.116] to amend SIGN-R4 to enable signs relating to agrichemical spraying or other matters that may impact the health and safety of people or animals, I consider that these types of signs would fall within the definition of 'official sign' as they would relate to public safety and would therefore be permitted under SIGN-R1. I therefore do not consider this relief sought is necessary.

204. Regarding Waka Kotahi's request [275.61] to add in consideration of a temporary signs location to SIGN-P2. I agree with this request as the corresponding rule SIGN-R4 does include standards that relate to the location of these signs.
205. Regarding Waka Kotahi's request [275.64] to clarify whether a temporary sign can include the promotion of a commercial activity such as a retail sales event, clause (1) and (2) of SIGN-R4 both relate to a sign promoting or relating to a 'temporary activity', which is a defined term. I do not consider a commercial activity such as a retail sales event would fall within this definition of 'temporary activity'¹³ as it would not be of a similar character to the activities listed in (a) to (i) of the definition. Signs for such activities would be included within SIGN-R6 (on-site sign) or SIGN-R7 (off-site sign) depending on whether they are located on-site or off-site.
206. Regarding Waka Kotahi's request [275.64] to clarify the relationship between temporary signs and off-site signs of a temporary nature, such as trailer signs used to promote a temporary event or activity, I note that the definition of off-site sign excludes temporary signs. This 'off-site sign' definition also includes *'signs connected to a parked trailer or vehicle where the primary function of the trailer or vehicle is to display advertising material'*. I understand the purpose of this was to include trailer signs given the definition of 'sign' includes *'is projected onto, or fixed or attached to, any structure or natural object...'* which would not include a trailer given it is not a structure as it is not fixed to land (as per the PDP's definition of 'structure').
207. The definition of 'freestanding sign' includes *"includes any sign affixed to a trailer or vehicle that has the primary purpose of advertising"*. The standards SIGN-S2, SIGN-S4, and SIGN-S5 all contain controls for freestanding signs and must be complied with for rule SIGN-R4. Therefore, a sign promoting a temporary activity on a trailer would be considered under this rule and these associated standards. Any type of signs provided for in SIGN-R1 to SIGN-R9 could be freestanding, or attached to a structure, so it relates to sign design not sign type/function. Thus, while this matter is covered by the provisions, I consider they could be made clearer by including reference to signs on trailers/vehicles within the recommended definition of 'temporary sign' (discussed further below) as I consider such signs on trailers/vehicles would typically be for either promoting a temporary activity or an off-site activity. This would align with the relief sought by Waka Kotahi [275.61] and assist in simplifying SIGN-R4.
208. Regarding Waka Kotahi's request [275.64] to clarify the reference in SIGN-R4 to signs that promote, advertise, or relate to a temporary activity, I agree that use of both 'advertising' and 'promoting' is unnecessary given the terms are of a relatively similar meaning¹⁴. The definition of signs, which is from the National Planning Standards, uses the term 'promoting' within its definition and therefore I consider this is the most appropriate term to use. The reference to signs 'relating to' a temporary activity within SIGN-R4(2)(b) provides for signage at temporary activities (e.g., signs for food, parking, toilets at a community fair), as the on-site sign limits for

¹³ PDP definition of 'Temporary activity' - means an activity or event and any ancillary structures that: is infrequent, temporary, of short duration with a defined end time; and creates no, or only negligible, lasting alteration or disturbance to any site, building or vegetation; it includes: (a) performances, celebrations, concerts; (b) exhibitions; (c) circuses; (d) parades; (e) holiday observances; (f) fetes, fairs and carnivals; (g) festivals; (h) recreation and sporting events; (i) filming; (j) and other types of activities of similar character; Temporary activity excludes markets and other activities held on a regular basis such as daily, weekly, fortnightly, or monthly, and temporary events ancillary to domestic scale residential activities.

¹⁴ Cambridge Dictionary definitions: Advertise - to make something known generally or in public, especially in order to sell it. Promote - to advertise something in order to sell it.

these would likely be too limiting. I consider this should be amended to clarify it is for signs at a temporary activity.

209. Regarding Waka Kotahi's request [275.64] to simplify SIGN-R4, I agree that SIGN-R4 is a lengthy rule and would benefit from simplification. I agree adding a definition for 'temporary sign' would assist. I consider a way of streamlining it would be to:

- Remove the real estate and subdivision development signs and move them to their own rule, given they are related and quite specific;
- Delete the definition of 'local election sign' and add a new defined term for 'temporary sign' that includes signs promoting a temporary activity, signs at a temporary activity, and signs relating to local elections (and include the content of the 'local election sign' definition here);
- Remove duplication of activity standards within SIGN-R4 that apply to all three types of signs (promoting a temporary activity, at a temporary activity, and relating to a local body election) by making them apply to all temporary signs; and
- Merge subclauses relating to duration where one outlines when a sign shall commence, and one outlines when it must be removed.

210. Regarding Waka Kotahi's request [275.69] to reconsider the structure and details of SIGN-S2 to align with its request to improve the simplicity and clarity of temporary sign provisions, I agree that this is needed. I consider this could be achieved by deleting the two rows relating to SIGN-R4 for '*Any temporary sign for real estate, advertising the sale, lease or rent of a site*', and '*Any temporary sign advertising a subdivision under development*', and merging the content of these rows into a new row for the new rule SIGN-R5 '*Any real estate sign or subdivision sign*'. This would reduce the overall number of sign types listed in SIGN-S2 and improve clarity. In my opinion, while further merging of the content of the rows in Table SIGN-S2 relating to temporary signs would reduce the overall length of Table SIGN-S2 and consolidate these standards, it may make interpreting them more complex as the various standards (e.g., maximum sign display area) vary between these types of signs.

211. I note that SIGN-S5 limits a maximum of three freestanding signs per site at any time, and this conflicts with the provision for temporary signs at a temporary event to be unlimited (both freestanding signs and signs on structures). I consider that there is scope within Waka Kotahi's submission [275.64] to address this issue as it would assist with improving the clarity of the approach for temporary signs. I therefore recommend SIGN-S5 is amended to exclude temporary signs at a temporary activity.

3.9.1.3 Summary of recommendations

212. I recommend that the submissions from the following submitter be **accepted**:

- Waka Kotahi [275.61 and 275.69].

213. I recommend that the submission from the following submitter be **rejected**:

- HortNZ [295.116].

214. I recommend the following amendment to SIGN-P2, in response to submission 275.61, as shown below and in **Appendix A**:

"Provide for temporary signs relating to temporary activity, real estate including subdivisions under development, and local elections while managing their location, size, height, duration and number in order to maintain amenity values and transport safety."

215. I recommend the following amendment to the PDP via the addition of the following defined term, in response to submission 275.64, as shown below and in **Appendix A**:

Temporary sign - means any sign:

- a. promoting a temporary activity;
 - b. at a temporary activity; or
 - c. relating to a local election with the purpose of encouraging or persuading voters to vote for a particular party or candidate for a local election, or increasing awareness of how, when or where people can participate in local elections.
- It includes signs connected to a parked trailer or vehicle where the primary function of the trailer or vehicle is to display advertising material.

216. I recommend deleting the activity standards for SIGN-R4 as notified and replacing them with the activity standards below, along with a new rule for real estate and subdivision signs, in response to submission [275.64], as shown below and in **Appendix A**:

"SIGN-R4 Temporary sign – Activity status: PER

Where:

1. there shall be a maximum of one type of temporary sign per site at any one time;
2. any temporary sign promoting any temporary activity may be erected a maximum of six weeks prior to the first day of the temporary activity and shall be removed within one week of the temporary activity ending;
3. any temporary sign at any temporary activity shall be:
 - a. at a temporary activity that is a permitted activity under TEMP-R9;
 - b. in place for a maximum duration of that temporary activity as per TEMP-R9(1);
 - c. located within the part of the site that is being used for the temporary activity;
4. any temporary sign relating to a local election may be erected a maximum of eight weeks prior to the election date and shall be removed within one week of the election date;
5. if located adjacent to a road with a speed limit greater than 60km/hr, any temporary sign shall be separated a minimum of 200m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority;
6. the temporary sign is not located within any natural character of scheduled freshwater body setback;
7. the temporary sign is not located within any ONF, ONL, SAL, HNC, VHNC or ONC¹⁵; and
8. SIGN-S1 to SIGN-S5 are met."

"SIGN-R5 Any real estate or subdivision sign - Activity status: PER

Where:

¹⁵ Note these acronyms will be hyperlinked and defined in the PDP ePlan.

1. any real estate sign advertising the sale, lease or rent of a site shall meet SIGN-S1 to SIGN-S5;
2. any sign advertising a subdivision under development shall:
 - a. be located on a site owned by the developer of the subdivision development being advertised;
 - b. relate to a subdivision development with an approved subdivision consent;
 - c. be removed within two weeks of the completion of the sale of all the sites within that respective stage of the development that the sign relates to;
 - d. if located adjacent to a road with a speed limit greater than 60km/hr, shall be separated a minimum of 200m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority; and
 - e. meet SIGN-S1 to SIGN-S5.

Activity status when compliance not achieved: RDIS

Matters of discretion are restricted to:

SIGN-MD1 - Transport safety

SIGN-MD2 - Amenity values and character

SIGN-MD4 - Natural and landscape values"

217. I also recommend amending Table SIGN-S2 within SIGN-S2 in response to submission [275.69], as summarised below and shown in **Appendix A:**

- Delete in full the rows in Table SIGN-S2 relating to SIGN-R4 for 'Any temporary sign for real estate, advertising the sale, lease or rent of a site', and 'Any temporary sign advertising a subdivision under development'.
- Add a new row in Table SIGN-S2 relating to SIGN-R5 for a 'Any real estate or Subdivision sign' as shown below, and in **Appendix A:**

<u>Any real estate or Subdivision sign</u>	<u>SIGN-R5 All Zones</u>	<u>Either any freestanding sign or sign on structure:</u> <u>One sign advertising a subdivision under development per road frontage per site.</u> <u>Two real estate signs advertising the sale, lease or rent of a site per road</u>	<u>Either any freestanding sign or sign on structure:</u> <u>Signs advertising a subdivision under development - maximum sign display area of 18m².</u> <u>Signs advertising the sale, lease or rent of a site - maximum sign</u>	<u>Maximum height of freestanding sign advertising a subdivision under development when measured from ground level: 3m.</u> <u>Maximum height of freestanding sign advertising the sale, lease or rent of a site when measured from ground level: 2m.</u> <u>Signs on buildings or structures:</u>
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		<u>boundary per site.</u>	<u>display area of 2.2m².</u>	<ul style="list-style-type: none"> Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).
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218. I recommend SIGN-S5 be amended in response to submission [275.64], as shown below and in Appendix A:

SIGN-S5 - Maximum number of freestanding signs	
1. The maximum number of freestanding signs per site at any one time shall be three <u>(excluding temporary signs at a temporary activity)</u> .	Activity status when compliance not achieved: RDIS Matters of discretion are restricted to: SIGN-MD1 - Transport safety SIGN-MD2 - Amenity values and character

3.9.2 Section 32AA evaluation

219. In my opinion, the amendments to SIGN-P2, SIGN-R4, and Table SIGN-S2 within SIGN-S2 are a more appropriate in achieving the objectives of the PDP than the notified provisions. I consider that they will add greater clarity regarding the approach for managing temporary signs and better streamline the rules, activity standards, and sign standards which will improve both plan interpretation and plan administration.

3.10 Subdivision development entrance sign related submissions

3.10.1 Matters raised by submitters

220. Two submissions seek amendments that relate to subdivision development entrance signs.
221. Bellgrove Rangiora (Bellgrove) [408.28] seek deletion of SIGN-P4(7), which seeks to avoid permanent subdivision signage. It considers 'avoid' is too restrictive and does not reflect that large comprehensive development areas will establish their own neighbourhood, character and identity and appropriate entrance signs assist with wayfinding and community identity. It notes that if SIGN-P4(7) is retained then it seeks replacement of 'avoiding' with 'limiting' to enable for exemptions and appropriately sized signage.

222. Bellgrove [408.29] oppose the non-complying activity status of SIGN-R9, which relates to subdivision development entrance signs. It considers this is overly restrictive and unjustified from a resource management or environmental effects perspective. It seeks these signs to be provided for as a permitted activity with limits on size and number, with non-compliance's provided as a controlled activity or restricted discretionary activity; with matters of control/discretion limited to visual clutter, length of road frontage, and impacts on amenity values.
223. A further submission from Waka Kotahi [FS110] supports [408.29] in part noting while it agrees that the non-complying activity status is restrictive, it does not support a permitted activity status as this could lead to a proliferation of signs visible from the State Highways. It notes that if the activity status is amended, appropriate standards and cumulative effects should be considered.

3.10.2 Assessment

224. I understand the purpose of controlling subdivision development signs is to support the integration of new developments with surrounding areas, as outlined in SIGN-P4(7). The section 32 evaluation report (page 24) for Signs notes that these signs '*reduce residential neighbourhood cohesion and integration (character)*'. I am also aware that as these signs are typically located within road reserve, they can become a burden for Council in terms of ongoing maintenance requirements.
225. I sought advice from urban design expert Hugh Nicholson on this matter. In his evidence Mr Nicholson noted¹⁶:
- *"While poor subdivision design can lead to a lack of integration with adjacent communities and a loss of social cohesion, I am not aware of any evidence that subdivision development entrance signs contribute to these effects and I note that they are often integrated with landscape features and planting which can support a sense of identity.*
 - *I consider that there is no justification for treating subdivision development entrance signs differently from other on-site signs.*
 - *Given that the maximum display area for an on-site sign in a residential zone is 0.6m² most subdivision entrance signs will default to a restricted discretionary activity status with the listed matters of discretion including SIGN-MD1 Transport Safety, SIGN-MD2 Amenity Values and Character, and SIGN-MD4 Natural and Landscape Values.*
 - *I note that SIGN-MD2 Amenity Values and Character includes a matter of discretion referring to 'the extent to which the sign would detract from the integration of new subdivision developments with their surrounding areas'. This would allow some discussion of the level of integration with surrounding areas and the contribution of the sign to this matter."*
226. I agree with Mr Nicholson's points. I concur that the non-complying activity status for these signs is overly restrictive. I consider deleting the specific rule for subdivision development

¹⁶ Section 9 of Statement of Evidence of Hugh Anthony Nicholson on behalf of Waimakariri District Council – Urban design and landscape – 24 May 2023 (refer to **Appendix C**)

entrance signs (SIGN-R9) and instead relying on the on-site sign rule (SIGN-R6) and matter of discretion SIGN-MD2(3) would be a suitable way of managing these signs. This amendment would require removing the rule SIGN-R9 and clause (7) from policy SIGN-P4.

3.10.3 Summary of recommendations

227. I recommend that the submissions from the following submitters be **accepted**:

- i. Bellgrove Rangiora [408.28].

228. I recommend that the submissions from the following submitters be **accepted in part**:

- i. Bellgrove Rangiora [408.29].

229. My recommendations in relation to further submissions are outlined in **Appendix B** and reflect my recommendations on submissions.

230. I recommend SIGN-R9 be deleted, in response to 408.29, as shown in **Appendix A**.

231. I recommend SIGN-P4(7) be deleted, in response to 408.28, as shown below and in **Appendix A**.

“SIGN-P4 - Amenity values and character

Maintain the character and amenity values of zones by:

1. limiting the size, height and the number of freestanding signs;
2. ensuring signs do not protrude above the roofline or fence line where attached to a building or fence;
3. limiting the height of signs on verandahs in any Town Centre Zone, Local Centre Zone, Neighbourhood Centre Zone or Mixed Use Zone;
4. limiting the extent of signs on windows in any Town Centre Zone;
5. limiting proliferation of off-site signs by:
 - a. managing such signs in Industrial Zones including the interface with non-industrial zones; and
 - b. avoiding such signs in Residential Zones, Rural Zones, Commercial and Mixed Use Zones, Open Space and Recreation Zones, and Special Purpose Zones; and
6. limiting digital signs; and
7. ~~avoiding permanent signs identifying a subdivision development to support the integration of new developments with surrounding areas.~~

3.10.4 Section 32AA evaluation

232. In my opinion, the amendments to SIGN-R9 and SIGN-P4(7) are more appropriate in achieving the objectives of the PDP than the notified provisions. I consider that the recommended amendments are a more appropriate way of managing these types of signs in terms of the scale and significance of their potential effects. Thus, they are more efficient and effective than the notified provisions in achieving the objectives of the PDP.

3.11 Electricity transmission related submissions

3.11.1 Matters raised by submitters

233. Two submissions related to electricity transmission and signs.

234. Transpower New Zealand Ltd (Transpower) [195.107] considers there is a lack of clarity that the rules relating to activities within the National Grid Yard apply to signs. It seeks an amendment

of the Signs Introduction's 'Other Potentially relevant District Plan provisions' subsection to address this and give effect to Policy 10 of the National Policy Statement in Electricity Transmission via inserting reference to rules EI-R51, EI-R52, and EI-R53, which apply to signs in the National Grid Yard.

235. Transpower [195.109] seeks amendment of SIGN-AN1 to add reference to the NZECP 34:2001 New Zealand Electricity Code of Practice for Electricity Safe Distances which applies to signs located in the vicinity of electricity lines, to give effect to Policies 10 and 11 of the National Policy Statement on Electricity Transmission and provide for the health and safety.

3.11.2 Assessment

236. Regarding Transpower's request [195.107] to add reference in the Signs Introduction's 'Other potentially relevant District Plan provisions' to EI-R51, EI-R52, and EI-R53 that apply to signs in the National Grid Yard, I note that EI-R51 relates to activities and development (other than earthworks) within a National Grid Yard, while EI-R52 relates to earthworks (other than quarry or landfill) within a National Grid Yard, and EI-R53 relates to any quarry or landfill on the same site as a National Grid support structure.
237. I do not consider it necessary to include reference to EI-R53 as this relates to quarry or landfill, thus would not apply to signs. I agree that EI-R51 is relevant to signs, and EI-R52 is also relevant to the extent that it may be triggered if earthworks are required to install a sign. I agree that reference to these should be added to the 'Other potentially relevant District Plan provisions' to ensure the electricity transmission network is not compromised, and better give effect to Policy 10 of the National Policy Statement in Electricity Transmission, which requires avoidance of reverse sensitivity effects on the electricity transmission network.
238. Regarding Transpower's request [195.109] to add a clause to SIGN-AN1 about NZECP 34:2001, I agree with this as it will give effect to Policy 10 of the NPSET which aims to manage adverse effects of third parties on the transmission network.
239. I have discussed this with the s42A Reporting Officer for the Energy and Infrastructure chapter who agreed with these amendments.

3.11.3 Summary of recommendations

240. I recommend that the submission from the following submitter be **accepted**:

- Transpower [195.109].

241. I recommend that the submission from the following submitter be **accepted in part**:

- Transpower [195.107].

242. I recommend the following amendment to Signs Introduction's 'Other potentially relevant District Plan provisions' (in response to 195.107) as shown below and in **Appendix A**:

"As well as the provisions in this chapter, other District Plan chapters that contain provisions that may also be relevant to signs include:

...

- Any other District wide matter that may affect or relate to the site including EI-R51 and EI-R52 that apply to signs and any associated earthworks within a National Grid Yard."

243. I recommend adding the following clause to SIGN-AN1 (in response to 195.109) as shown below and in **Appendix A**:

“10. NZECP 34:2001 - New Zealand Electricity Code of Practice for Electricity Safe Distances applies to signs located in the vicinity of electricity lines.”

3.11.4 Section 32AA evaluation

244. In my opinion, the amendments to the Signs chapter Introduction and SIGN-AN1 are minor and will have the benefit of providing plan users with additional guidance in relation to electricity safe distances and signs. I consider this is a more appropriate in achieving the objectives of the PDP than the notified provisions. It will improve plan interpretation and efficiency in plan administration by bringing these requirements to the attention of plan users and thereby reducing the risk that these matters are overlooked.

3.12 Submissions on policies not related to a subtopic

245. The section assesses submissions relating to policies that do not fit into a subtopic grouping above.

3.12.1 Policy SIGN-P1

3.12.1.1 Matters raised by submitters

246. Waka Kotahi [275.6] seeks removal of provisions relating to off-site directional signs. This aspect of the submission is discussed in section 3.5 of this report.
247. Waka Kotahi [275.6]¹⁷ considers SIGN-P1 lacks clarity thus seeks its deletion and replacement with policies on official signs, community signs, and on-site signs. It notes official signs are permitted and not subject to any standards thus SIGN-P1's reference to 'managing' them is incorrect. It also questions how community signs relate to the safe functioning of activities. It supports enabling on-site signs which contribute to the economic viability and functionality of activities, where their effects on transport safety are adequately managed. It seeks deletion of reference to Industrial and Commercial Zones as the on-site sign rule relates to all zones. However, it notes there should be reference to how zone standards differ between zones to reflect their varying amenity values.
248. Waka Kotahi [275.6] seeks the replacement of SIGN-P1 with the following three policies:
- “Official signs - Support the safe functioning of activities by enabling official signs.
- Community signs - Enable community signs while managing their adverse effects.
- On-site signs - Enable on-site signs to support the economic viability and functionality of activities, while managing their adverse effects as appropriate to the surrounding environment.”

¹⁷ The notified version of the summary of submissions incorrectly numbered this submission 275.6, when it should be 275.60. For the purpose of this report, I have retained the notified numbering of 275.6.

3.12.1.2 Assessment

249. Regarding Waka Kotahi's [275.6] reference to 'managing' official signs, I agree with the submitter that this is an inappropriate term given there are no compliance requirements for official signs, and therefore 'support' is more appropriate.
250. Regarding Waka Kotahi's [275.6] query about how community signs can contribute to safe functioning of activities, I understand the provision's basis for this relates to the community sign's provision for signs relating to access and community facilities (via its definition). However, I agree that not all aspects of signs covered by the 'community sign' definition would be considered to contribute to safe functioning of activities (e.g., heritage item name signs) so concur that amendments are needed.
251. I also agree with Waka Kotahi's [275.6] point regarding on-site signs being provided for within all zones thus SIGN-P1(2)'s reference to just industrial and commercial zones is not appropriate.
252. I agree with Waka Kotahi's [275.6] relief sought as these new policies correctly cover the Signs chapter's direction for official signs, community signs, and on-site signs. However, I consider that the three policies should be merged into one for brevity purposes.

3.12.1.3 Summary of recommendations

253. I recommend the submission from the following submitter be **accepted in part**:
- Waka Kotahi [275.6¹⁸].
254. I recommend amendment of the PDP via deletion of SIGN-P1 and replacing it with the following new policy, in response to submission [275.6], as shown below and in **Appendix A**:

"SIGN-P1 Enable specific signs**Ensure that:**

1. official signs are enabled to support the safe functioning of activities;
2. community signs are enabled while managing their adverse effects; and
3. on-site signs that support the economic viability and functionality of activities are enabled, while managing their adverse effects."

3.12.2 Section 32AA evaluation

255. In my opinion, the recommended amendment to SIGN-P1 is more appropriate and effective in achieving the objectives of the PDP than the notified provisions. I consider that it clarifies the PDP's approach for enabling official signs, community signs and on-site signs, thereby improving plan interpretation.

¹⁸ The notified version of the summary of submissions incorrectly numbered this submission 275.6, when it should be 275.60. For the purpose of this report, I have retained the notified numbering of 275.6.


4 Conclusions

256. Submissions have been received in support, opposition, and seeking amendments to the PDP in relation to the Signs chapter. I have considered all the submissions and reviewed all relevant statutory and non-statutory documents and recommend that the PDP be amended as set out in **Appendix A** of this report.
257. For the reasons set out in the Section 32AA evaluation included throughout this report, I consider that the proposed provisions with the recommended amendments are the most appropriate means to achieve the relevant objectives of the PDP.

Recommendations:

258. I recommend that:
- The Hearing Commissioners accept, accept in part, or reject submissions (and associated further submissions) as outlined in **Appendix B** of this report; and
 - The PDP is amended in accordance with the changes recommended in **Appendix A** of this report.

Signed:

Name and Title		Signature
Report Author	Shelley Milosavljevic <i>Senior Policy Planner – Waimakariri District Council</i>	

Appendix A. Recommended Amendments to Signs chapter

Where I recommend changes in response to submissions, these are shown as follows:

- Text recommended to be added to the PDP is underlined.
- Text recommended to be deleted from the PDP is ~~struck through~~.

THIS SECTION HAS RULES THAT HAVE LEGAL EFFECT. PLEASE CHECK THE EPLAN TO SEE WHAT THE LEGAL EFFECT IS OR SUBJECT TO APPEAL.

SIGN - Ngā tohu - Signs

Introduction

Signs support the economic and community well-being of the District by promoting commercial and temporary activities, directing, warning and informing the public. However, signs can cause a distraction or obstruction to road users and pedestrians; which is a particular issue for signs adjacent to a strategic or arterial road given traffic volumes. Signs can also create visual clutter and detract from the amenity values and character of an area, along with any landscape values, natural values or heritage values. This chapter provides for signs while managing adverse effects.

The Waimakariri District Council Signage Bylaw 2019 provides additional controls for signs located on Council-owned sites, primarily footpaths and road reserve, with the purpose of avoiding signs that create a nuisance or a danger to pedestrians or road users. Signs controlled by this bylaw are considered official signs.

The provisions in this chapter are consistent with the matters in Part 2 - District Wide Matters - Strategic Directions and give effect to matters in Part 2 - District Wide Matters - Urban Form and Development.

Other potentially relevant District Plan provisions

As well as the provisions in this chapter, other District Plan chapters that contain provisions that may also be relevant to signs include:

- Light: this chapter contains standards for light spill and glare that apply to illuminated signs, including digital signs.
- Earthworks: this chapter contains provisions for the earthworks associated with the erection of a freestanding sign within a site or area of significance to Māori.
- Any other District wide matter that may affect or relate to the site including EI-R51 and EI-R52 that apply to signs and any associated earthworks within a National Grid Yard.¹⁹
- Zones: the zone chapters contain provisions about what activities are anticipated to occur in the zones.

Objectives	
SIGN-O1	Safety, well-being and amenity Signs provide for the District's economic and community well-being without compromising transport safety, character and amenity values, landscape values, natural values or heritage values.
Policies	
SIGN-P1	Enable specific signs

¹⁹ Transpower [195.107]

	<p>Support:</p> <ol style="list-style-type: none"> the safe functioning of activities by enabling, while managing the effects of, official signs, off-site directional signs, and community signs; and the economic viability and functionality of activities within Commercial and Mixed Use Zones and Industrial Zones by enabling, while managing the effects of, on-site signs.²⁰ <p>Ensure that:</p> <ol style="list-style-type: none"> <u>official signs are enabled to support the safe functioning of activities;</u> <u>community signs are enabled while managing their adverse effects; and</u> <u>on-site signs that support the economic viability and functionality of activities are enabled, while managing their adverse effects.</u>²¹
SIGN-P2	<p>Temporary signs</p> <p>Provide for temporary signs relating to a temporary activity, real estate including subdivisions under development, and local elections while managing their size, height, duration and number in order to maintain amenity values and transport safety.</p>
SIGN-P3	<p>Transport safety</p> <p>Ensure signs do not adversely affect <u>the safe, efficient, and effective operation of the transport system, including transport safety by</u>²² causing a distraction or obstruction to road users and pedestrians by:</p> <ol style="list-style-type: none"> managing the size, number, location, content, illumination, and design of signs; <u>and</u>²³ limiting digital signs <u>and off-site signs;</u> and managing off-site signs in Industrial Zones, and avoiding off-site signs in all other zones.
SIGN-P4	<p>Amenity values and character</p> <p>Maintain the character and amenity values of zones by:</p> <ol style="list-style-type: none"> limiting the size, height and the number of freestanding signs; ensuring signs do not protrude above the roofline or fence line where attached to a building or fence; limiting the height of signs on verandahs in any Town Centre Zone, Local Centre Zone, Neighbourhood Centre Zone or Mixed Use Zone; limiting the extent of signs on windows in any Town Centre Zone; limiting proliferation of off-site signs by: <ol style="list-style-type: none"> managing such signs in Industrial Zones <u>and any Large Format Retail Zone</u>^{24,25} including the interface with non-industrial zones; and avoiding such signs in any <u>Neighbourhood Centre Zone, Local Centre Zone, Mixed Use Zone, Town Centre Zone,</u>^{26,27} Residential

²⁰ Waka Kotahi [275.6 & 275.65]

²¹ Waka Kotahi [275.6]

²² Waka Kotahi [275.62]

²³ Go Media [234.5]

²⁴ Ravenswood [347.18]


²⁵ Go Media [234.6]

²⁶ Ravenswood [347.18]

²⁷ Go Media [234.6]

	<p>Zones, Rural Zones, Commercial and Mixed Use Zones, Open Space and Recreation Zones, and Special Purpose Zones; <u>and</u>^{28, 29}</p> <p>6. limiting digital signs; and</p> <p>7. avoiding permanent signs identifying a subdivision development to support the integration of new developments with surrounding areas.³⁰</p>
SIGN-P5	<p>Signs in sensitive areas</p> <p>Limit the type of signs:</p> <ol style="list-style-type: none"> 1. within, or adjacent to, any Natural Open Space Zone, ONL, ONF, SAL, HNC, VHNC, ONC, or natural character of scheduled freshwater body setback, in order to maintain their associated natural values, natural character values or landscape values; and 2. within any historic heritage item or heritage setting in order to maintain their heritage values.

Activity Rules




SIGN-R1	Any official sign	
All Zones	Activity status: PER	Activity status when compliance not achieved: N/A
SIGN-R2	Any internalised sign	
All Zones	Activity status: PER	Activity status when compliance not achieved: N/A
SIGN-R3	Any community sign	
All Zones	<p>Activity status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> 1. SIGN-S1 to SIGN-S5 are met. 	<p>Activity status when compliance not achieved: RDIS</p> <p>Matters of discretion are restricted to:</p> <ul style="list-style-type: none"> SIGN-MD1 - Transport safety SIGN-MD2 - Amenity values and character SIGN-MD3 - Heritage values SIGN-MD4 - Natural and landscape values
	<p>Advisory Note</p> <ul style="list-style-type: none"> • Signs on historic heritage items shall not damage the item and sign fixing points shall be limited to the minimum necessary. 	
SIGN-R4	Any temporary sign	
All Zones	<p>Activity status: PER</p> <p>Where:</p>	<p>Activity status when compliance not achieved: RDIS</p> <p>Matters of discretion are restricted to:</p>




²⁸ Go Media [234.5]



²⁹ Bellgrove Rangiora [408.28]


³⁰ Bellgrove Rangiora [408.28]

	<ol style="list-style-type: none"> 1. <u>there shall be a maximum of one type of temporary sign per site at any one time;</u> 2. <u>any temporary sign promoting any temporary activity may be erected a maximum of six weeks prior to the first day of the temporary activity and shall be removed within one week of the temporary activity ending;</u> 3. <u>any temporary sign at any temporary activity shall be:</u> <ol style="list-style-type: none"> a. <u>at a temporary activity that is a permitted activity under TEMP-R9;</u> b. <u>in place for a maximum duration of that temporary activity as per TEMP-R9(1);</u> c. <u>located within the part of the site that is being used for the temporary activity;</u> 4. <u>any temporary sign relating to a local election may be erected a maximum of eight weeks prior to the election date and shall be removed within one week of the election date;</u> 5. <u>if located adjacent to a road with a speed limit greater than 60km/hr, any temporary sign shall be separated a minimum of 200m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority;</u> 6. <u>the temporary sign is not located within any natural character of scheduled freshwater body setback;</u> 7. <u>the temporary sign is not located within any ONF, ONL, SAL, HNC, VHNC or ONC; and</u> 8. <u>SIGN-S1 to SIGN-S5 are met.</u> 1. there shall be a maximum of one type of temporary sign, as listed in (2)(a) to (2)(e) below, per site at any one time; and 	<p>SIGN-MD1 - Transport safety</p> <p>SIGN-MD2 - Amenity values and character</p> <p>SIGN-MD4 - Natural and landscape values</p>
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	<p>2. the temporary sign shall be limited to one of the following:</p> <p> a. any sign promoting any temporary activity where:</p> <ul style="list-style-type: none"> i. the sign shall be erected a maximum of six weeks prior to the first day of the temporary activity; ii. the sign shall be removed within one week of the temporary activity ending; iii. if located adjacent to a road with a speed limit greater than 60km/hr, shall be separated a minimum of 200m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority; iv. the sign is not located within any natural character of scheduled freshwater body setback;  v. the sign is not located within any ONE, ONL, SAL, HNC, VHNC or ONG; and vi. SIGN-S1 to SIGN-S5 are met. <p> b. any sign relating to any temporary activity where:</p> <ul style="list-style-type: none"> i. the temporary activity is a permitted activity under TEMP-R9; ii. the sign is in place for a maximum duration of that temporary activity as per TEMP-R9(1); iii. the sign is located within the part of the site that is being used for the temporary activity; 	
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	<p>iv. if located adjacent to a road with a speed limit greater than 60km/hr, shall be separated a minimum of 200m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority;</p> <p>v. the sign is not located within any natural character of scheduled freshwater body setback;</p> <p></p> <p>vi. the sign is not located within any ONF, ONL, SAL, HNC, VHNC or ONG; and</p> <p>vii. SIGN S1 to SIGN S5 are met.</p> <p></p> <p>c. any real estate sign advertising the sale, lease or rent of a site where:</p> <p>i. SIGN S1 to SIGN S5 are met.</p> <p></p> <p>d. any sign advertising a subdivision under development where:</p> <p>i. any sign is located on a site owned by the developer of the subdivision development being advertised;</p> <p>ii. any sign shall only relate to a subdivision development that has an approved subdivision consent;</p> <p>iii. any sign shall be removed within two weeks of the completion of the sale of all the sites within that respective stage of the development that the sign relates to;</p>	
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	<p>iv. if located adjacent to a road with a speed limit greater than 60km/hr, shall be separated a minimum of 200m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority; and</p> <p>v. SIGN S1 to SIGN S5 are met.</p> <p></p> <p>e. any local election sign where:</p> <p>i. the sign shall be erected a maximum of eight weeks prior to the election date;</p> <p>ii. the sign shall be removed within one week of the election date;</p> <p>iii. if located adjacent to a road with a speed limit greater than 60km/hr, shall be separated a minimum of 200m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority;</p> <p>iv. the sign is not located within any natural character of scheduled freshwater body setback;</p> <p></p> <p>v. the sign is not located within any ONF, ONL, SAL, HNC, VHNC or ONG; and</p> <p>vi. SIGN S1 to SIGN S5 are met.</p>	
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	Advisory Note <ul style="list-style-type: none"> Local election signs are not permitted on District Council land or buildings as per the District Council Policy on Political Hoardings on Council Land and Buildings. 	
SIGN-R5³²	<u>Any real estate sign or subdivision sign³³</u>	
<u>All Zones</u>	<u>Activity status: PER</u> <u>Where:</u> <ol style="list-style-type: none"> <u>any real estate sign advertising the sale, lease or rent of a site shall meet SIGN-S1 to SIGN-S5;</u> <u>any sign advertising a subdivision under development shall:</u> <ol style="list-style-type: none"> <u>be located on a site owned by the developer of the subdivision development being advertised;</u> <u>relate to a subdivision development with an approved subdivision consent;</u> <u>be removed within two weeks of the completion of the sale of all the sites within that respective stage of the development that the sign relates to;</u> <u>if located adjacent to a road with a speed limit greater than 60km/hr, shall be separated a minimum of 200m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority; and</u> 	<u>Activity status when compliance not achieved: RDIS</u> <u>Matters of discretion are restricted to:</u> <u>SIGN-MD1 - Transport safety</u> <u>SIGN-MD2 - Amenity values and character</u> <u>SIGN-MD4 - Natural and landscape values³⁵</u>



³¹ Waka Kotahi [275.64]³² Waka Kotahi [275.64]³³ Waka Kotahi [275.64]³⁵ Waka Kotahi [275.64]

	e. <u>meet SIGN-S1 to SIGN-S5.</u> ³⁴	
SIGN-R5 ³⁶	Any off-site directional sign ³⁷	
All Zones ³⁸	Activity status: PER Where: <ol style="list-style-type: none"> 1. there shall be a maximum of two off-site directional signs per business throughout the District; 2. if located adjacent to a road with a speed limit greater than 60km/hr, shall be separated a minimum of 200m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority; 3. the sign is not located within any natural character of scheduled freshwater body setback; 4. the sign is not located within any ONF, ONL, SAL, HNC, VHNC or ONC; and 5. SIGN S1 to SIGN S5 are met.³⁹ 	Activity status when compliance not achieved: NC ⁴⁰
SIGN-R6	Any on-site sign	
	<i>This rule does not apply to any community signs provided for under SIGN-R3.</i>	
Residential Zones Commercial and Mixed Use Zones Rural Zones Industrial Zones Open Space and	Activity status: PER Where: <ol style="list-style-type: none"> 1. the sign is not located within any natural character of scheduled freshwater body setback if greater than 6m²; 2. the sign is not located within any ONF, ONL, SAL, HNC, 	Activity status when compliance not achieved: RDIS Matters of discretion are restricted to: SIGN-MD1 - Transport safety SIGN-MD2 - Amenity values and character SIGN-MD4 - Natural and landscape values

³⁴ Waka Kotahi [275.64]³⁶ Waka Kotahi [275.65]³⁷ Waka Kotahi [275.65]³⁸ Waka Kotahi [275.65]³⁹ Waka Kotahi [275.65]⁴⁰ Waka Kotahi [275.65]

Recreation Zones Special Purpose Zone (Pines Beach and Kairaki Regeneration) Special Purpose Zone (Museum and Conference Centre) Special Purpose Zone (Kāinga Nohoanga) Special Purpose Zone (Pegasus Resort)	VHNC or ONC if greater than 6m ² ; and 3. SIGN-S1 to SIGN-S5 are met. 	
Special Purpose Zone (Hospital)	Activity status: PER	Activity status when compliance not achieved: N/A
SIGN-R7	Any off-site sign	
Industrial Zones <u>Large Format Retail Zone</u> ⁴¹	Activity status: RDIS Where: 1. the off-site sign shall be set back a minimum of 20m from: a. any adjoining zone boundary of <u>Neighbourhood Centre Zone, Local Centre Zone, Mixed Use Zone, Town Centre Zone</u> Commercial and Mixed Use Zones ⁴² , Rural Zones, any Residential Zones, any Open Space and Recreation Zones, Special Purpose Zones; b. any natural character of scheduled freshwater body setback;	Activity status when compliance not achieved: NC

⁴¹ Ravenswood [347.19]⁴² Ravenswood [347.19]

	 <p>c. any ONF, ONL, SAL, HNC, VHNC or ONC;</p> <p>2. if located adjacent to a road with a speed limit greater than 60km/hr, shall be separated a minimum of 200m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority; and</p> <p>3. SIGN-S1 to SIGN-S5 are met.</p>  <p>Matters of discretion are restricted to: SIGN-MD1 - Transport safety SIGN-MD2 - Amenity values and character</p>	
Commercial and Mixed Use Zones <u>Neighbourhood Centre Zone</u> <u>Local Centre Zone</u> <u>Mixed Use Zone</u> <u>Town Centre Zone</u> ⁴³ Rural Zones Residential Zones Open Space and Recreation Zones Special Purpose Zone (Pines Beach and Kairaki Regeneration) Special Purpose Zone (Kāinga Nohoanga)	Activity status: NC	Activity status when compliance not achieved: N/A

⁴³ Ravenswood [347.19]

Special Purpose Zone (Hospital) Special Purpose Zone (Pegasus Resort) Special Purpose Zone (Museum and Conference Centre)		
SIGN-R8	Any sign other than a community sign fixed on a historic heritage item or within a historic heritage setting	
Heritage Building or Item Overlay Heritage Area Overlay	Activity status: RDIS Matters of discretion are restricted to: SIGN-MD1 - Transport safety SIGN-MD2 - Amenity and character SIGN-MD3 - Heritage values	Activity status when compliance not achieved: N/A
	Advisory Note <ul style="list-style-type: none"> Signs shall not damage any historic heritage item and sign fixing points shall be limited to the minimum necessary. 	
SIGN-R9⁴⁴	Any subdivision development entrance sign⁴⁵	
All Zones⁴⁶	Activity status: NC⁴⁷	Activity status when compliance not achieved: N/A⁴⁸

Sign Standards

SIGN-S1 - Transport safety	
1. Any sign, other than <u>an official sign used for transport purposes</u> a transport sign or signal ⁴⁹ , shall: <ol style="list-style-type: none"> not have movable parts, including captive blimps or balloons, but excluding flags and banners; 	Activity status when compliance not achieved: NC Matters of discretion are restricted to: SIGN-MD1 - Transport safety

⁴⁴ Bellgrove Rangiora [408.29]

⁴⁵ Bellgrove Rangiora [408.29]

⁴⁶ Bellgrove Rangiora [408.29]

⁴⁷ Bellgrove Rangiora [408.29]

⁴⁸ Bellgrove Rangiora [408.29]

⁴⁹ Waka Kotahi [275.68]

<ul style="list-style-type: none"> b. not have contain flashing or revolving <u>or intermittently illuminated</u>⁵⁰ lights; c. not be reflective upon exposure to artificial light; d. not have sound effects; e. not resemble a transport sign <u>an official sign used for transport purposes</u>⁵¹ or <u>traffic</u>⁵² signal; f. not be located in a position that impairs a road user's view of any transport sign <u>official sign used for transport purposes</u>⁵³ or <u>traffic</u>⁵⁴ signal; g. not overhang the road reserve of a State Highway; or h. not obstruct the movement of any pedestrian, motorist, or cyclist; i. not be located within any road corridor; j. comply with the following minimum lettering sizes in Table SIGN-1 where visible from a strategic road or arterial road with the following speed limits: 	
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Table SIGN-1: Minimum lettering sizes

Regulatory speed limit of adjoining road	Business / property name	Main message	Secondary message
km/hr	Minimum lettering height (mm)		
<u>50</u> ⁵⁵	<u>100</u> ⁵⁶	<u>150</u> ⁵⁷	<u>75</u> ⁵⁸
<u>60</u> ⁵⁹	<u>125</u> ⁶⁰	<u>175</u> ⁶¹	<u>90</u> ⁶²
70	150	200	100

⁵⁰ Waka Kotahi [275.68]⁵¹ Waka Kotahi [275.68]⁵² Waka Kotahi [275.68]⁵³ Waka Kotahi [275.69]⁵⁴ Waka Kotahi [275.68]⁵⁵ Waka Kotahi [275.68]⁵⁶ Waka Kotahi [275.68]⁵⁷ Waka Kotahi [275.68]⁵⁸ Waka Kotahi [275.68]⁵⁹ Waka Kotahi [275.68]⁶⁰ Waka Kotahi [275.68]⁶¹ Waka Kotahi [275.68]⁶² Waka Kotahi [275.68]

80	175	250	125
100	200	300	150
SIGN-S2 - Maximum number, area, and height of signs per site			
1. Refer to Table SIGN-2 below.		Activity status when compliance not achieved: RDIS Matters of discretion are restricted to: SIGN-MD1 - Traffic safety SIGN-MD2 - Amenity values and character	

Table SIGN-S2: Signs standards - Maximum number, sign display area and height of signs per site

Type of sign	Rule reference Applicable zone	Maximum number of signs	Maximum sign display area	Maximum height
Any community sign	SIGN-R3 All Zones	Freestanding signs: Two community signs per <u>1ha</u> of ⁶³ site. Signs on structures: Refer to area limit.	Freestanding signs: Maximum sign display area of 6m ² . Signs on structures: Maximum sign display area of 0.6m ² .	Maximum height of freestanding sign when measured from ground level: 3m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).
Any temporary sign advertising promoting ⁶⁴ any temporary activity	SIGN-R4 All Zones	Either freestanding sign and/or sign on structure: Two signs for temporary activities ⁶⁵ per site.	Each sign, either a freestanding sign and/or sign on structure, shall have a maximum sign display area of 3m ² .	Maximum height of freestanding sign when measured from ground level: 2m. Signs on buildings or structures: Any sign attached to a building shall

⁶³ Tūhaitara Trust [113.6]

⁶⁴ Waka Kotahi [275.64 & 275.69]

⁶⁵ Waka Kotahi [275.64 & 275.69]

				not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).
Any temporary sign relating to any at a ⁶⁶ temporary activity	SIGN-R4 All Zones	Either freestanding sign and/or sign on structure: Unlimited.	Each sign, either a freestanding sign and/or sign on structure, shall have a maximum sign display area of 8m ² .	Maximum height of freestanding sign when measured from ground level: 3m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).
Any temporary sign for real estate, advertising the sale, lease or rent of a site ⁶⁷	SIGN-R4 All Zones ⁶⁸	Either freestanding signs and/or signs on structures: Two real estate signs advertising the sale, lease or rent of a site per road boundary per site. ⁶⁹	Each sign, either a freestanding sign and/or sign on structure, shall have a maximum sign display area of 2.2m ² . ⁷⁰	Maximum height of freestanding sign when measured from ground level: 2m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1).

⁶⁶ Waka Kotahi [275.64 & 275.69]

⁶⁷ Waka Kotahi [275.64 & 275.69]

⁶⁸ Waka Kotahi [275.64 & 275.69]

⁶⁹ Waka Kotahi [275.64 & 275.69]

⁷⁰ Waka Kotahi [275.64 & 275.69]

				Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2). ⁷¹
Any temporary sign advertising a subdivision under development ⁷²	SIGN-R4 All Zones ⁷³	Either any freestanding sign or sign on structure: One sign advertising a subdivision under development per road frontage per site. ⁷⁴	Either any freestanding sign or sign on structure: maximum sign display area of 18m ² . ⁷⁵	Maximum height of freestanding sign when measured from ground level: 3m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2). ⁷⁶
Any temporary sign relating to for ⁷⁷ a local election	SIGN-R4 All Zones	Either freestanding signs and/or signs on structures: Three local election signs per site.	Each freestanding sign and/or sign on structure shall have a maximum sign display area of 3m ² .	Maximum height of freestanding sign when measured from ground level: 2m Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the

⁷¹ Waka Kotahi [275.64 & 275.69]⁷² Waka Kotahi [275.64 & 275.69]⁷³ Waka Kotahi [275.64 & 275.69]⁷⁴ Waka Kotahi [275.64 & 275.69]⁷⁵ Waka Kotahi [275.64 & 275.69]⁷⁶ Waka Kotahi [275.64 & 275.69]⁷⁷ Waka Kotahi [275.64 & 275.69]

				height of that fence (refer to Figure SIGN-2).
Any real estate sign or subdivision sign ⁷⁸	<u>SIGN-R5</u> <u>All Zones</u> ⁷⁹	<p><u>Either any freestanding sign or sign on structure:</u></p> <p><u>One sign advertising a subdivision under development per road frontage per site.</u></p> <p><u>Two real estate signs advertising the sale, lease or rent of a site per road boundary per site.</u>⁸⁰</p>	<p><u>Either any freestanding sign or sign on structure:</u></p> <p><u>Signs advertising a subdivision under development - maximum sign display area of 18m².</u></p> <p><u>Signs advertising the sale, lease or rent of a site - maximum sign display area of 2.2m².</u>⁸¹</p>	<p><u>Maximum height of freestanding sign advertising a subdivision under development when measured from ground level: 3m.</u></p> <p><u>Maximum height of freestanding sign advertising the sale, lease or rent of a site when measured from ground level: 2m.</u></p> <p><u>Signs on buildings or structures:</u> <u>Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1).</u> <u>Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).</u>⁸²</p>
Any off-site directional sign ⁸³	<u>SIGN-R5</u> <u>All Zones</u> ⁸⁴	<p><u>Either freestanding sign or sign on structure: One off-site directional sign per site.</u>⁸⁵</p>	<p><u>Either freestanding sign and/or sign on structure shall have maximum sign</u></p>	<p><u>Maximum height of freestanding sign when measured from ground level: 2m.</u></p> <p><u>Signs on buildings or structures:</u></p>

⁷⁸ Waka Kotahi [275.64 & 275.69]⁷⁹ Waka Kotahi [275.64 & 275.69]⁸⁰ Waka Kotahi [275.64 & 275.69]⁸¹ Waka Kotahi [275.64 & 275.69]⁸² Waka Kotahi [275.64]⁸³ Waka Kotahi [275.65]⁸⁴ Waka Kotahi [275.65]⁸⁵ Waka Kotahi [275.65]

			display area of 0.6m ² . ⁸⁶	Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2). ⁸⁷
Any on-site sign	SIGN-R6 Town Centre Zone	Freestanding signs: There shall be a maximum of one freestanding on-site sign facing any road boundary per site; unless the road boundary is greater than 200m in length then the maximum number of freestanding on-site signs facing each road boundary shall be two. Signs on structures: Refer to area limit.	Any freestanding sign shall have a maximum sign display area of 6m ² . All signs on structures shall have a maximum sign display area (m ²) of 1m x length (m) of primary building frontage length, including any signs attached to any verandah that overhangs road reserve.	Maximum height of freestanding sign when measured from ground level: 6m Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2). Any sign within any Town Centre Zone on a window of a structure shall not cover more than 20% of the window or 5m ² , whichever is lesser (refer to Figure SIGN-3). Any sign attached to the face of a verandah shall be a maximum height of 0.5m (refer to Figure SIGN-4).

⁸⁶ Waka Kotahi [275.65]⁸⁷ Waka Kotahi [275.65]

				Any sign attached to the top of a verandah shall be a maximum height of 1.2m and shall not overhang the edge of the verandah (refer to Figure SIGN-4).
	SIGN-R6 Local Centre Zone Mixed Use Zone	Freestanding signs: There shall be a maximum of one freestanding on-site sign facing any road boundary per site; unless the road boundary is greater than 200m in length then the maximum number of freestanding on-site signs facing each road boundary shall be two. Signs on structures: Refer to area limit.	Any freestanding sign: maximum sign display area 6m ² . All signs on structures shall have a maximum sign display area (m ²) of 1m x length (m) of primary building frontage length, including any signs attached to any verandah that overhangs road reserve.	Maximum height of freestanding sign when measured from ground level: 6m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2). Any sign attached to the face of a verandah shall be a maximum height of 0.5m (refer to Figure SIGN-4). Any sign attached to the top of a verandah shall be a maximum height of 1.2m and shall not overhang the edge of the verandah (refer to Figure SIGN-4).
	SIGN-R6 Neighbourhood Centre Zone	Freestanding signs: There shall be a maximum of one freestanding on-site sign facing any road boundary per	Any freestanding sign: maximum sign display area 3m ² . All signs on structures shall have a maximum sign	Maximum height of freestanding sign when measured from ground level: 3m. Signs on buildings or structures: Any sign attached to a building shall

		site; unless the road boundary is greater than 200m in length then the maximum number of freestanding on-site signs facing each road boundary shall be two. Signs on structures: Refer to area limit.	display area (m ²) of 0.5m x length (m) of primary building frontage length, including any signs attached to any verandah that overhangs road reserve.	not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2). Any sign attached to the face of a verandah shall be a maximum height of 0.5m (refer to Figure SIGN-4). Any sign attached to the top of a verandah shall be a maximum height of 1.2m and shall not overhang the edge of the verandah (refer to Figure SIGN-4).
	SIGN-R6 All Industrial Zones Large Format Retail Zone Special Purpose Zone (Museum and Conference Centre) Special Purpose Zone (Pegasus Resort) Sport and Active Recreation Zone	Freestanding signs: There shall be a maximum of one freestanding on-site sign facing any road boundary per site; unless the road boundary is greater than 200m in length then the maximum number of freestanding on-site signs facing each road boundary shall be two. Signs on structures: Refer to area limit.	Any freestanding sign: maximum sign display area 12m ² . All signs on structures shall have a maximum sign display area (m ²) of 1.5m x length (m) of primary building frontage length, including any signs attached to any verandah that overhangs road reserve.	Maximum height of freestanding sign when measured from ground level: 7.5m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).
	SIGN-R6	One on-site sign, either a	Each sign, either a	Maximum height of freestanding sign

	All Residential Zones Special Purpose Zone (Pines Beach and Kairaki Regeneration)	freestanding sign or a sign on structure, facing each road boundary per site.	freestanding sign and/or sign on structure, shall have a maximum sign display area of 0.6m ² .	when measured from ground level: 2m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).
	SIGN-R6 All Rural Zones Special Purpose Zone (Kāinga Nohoanga)	One on-site sign, either a freestanding sign or sign on structure, facing any road boundary per site; unless the road boundary is greater than 200m in length then the maximum number of on-site signs facing each road boundary shall be two.	Each sign, either a freestanding sign and/or sign on structure, shall have a maximum sign display area of 3m ² .	Maximum height of freestanding sign when measured from ground level: 3m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).
	SIGN-R6 Natural Open Space Zone Open Space Zone	Freestanding signs: There shall be a maximum of two freestanding <u>community signs per site or</u> ⁸⁸ , signs per 1ha of site	Any freestanding sign: Maximum sign display area of 6m ² . Signs on structures: Maximum sign display area of 3m ² .	Maximum height of freestanding sign when measured from ground level: 3m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the

⁸⁸ Tūhaitara Trust [1136]

		<p><u>whichever is greater</u>⁸⁹.</p> <p>Signs on structures: There shall be a maximum of two signs per structure.</p>		<p>façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).</p>
Any off-site sign	<p>SIGN-R7 All Industrial Zones <u>Large Format Retail Zone</u>⁹⁰</p>	<p>Freestanding signs: There shall be a maximum of one per site. Signs on structures: There shall be a maximum of one per site.</p>	<p>Each sign, either a freestanding sign and/or sign on structure, shall have a maximum sign display area of 6m².</p>	<p>Maximum height of freestanding sign when measured from ground level: 3m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).</p>

Figure SIGN-1: Signs on buildings shall not protrude above façade of building

⁸⁹ Tūhaitara Trust [113.6]

⁹⁰ Ravenswood [347.19]

Signs on buildings shall not protrude above facade of building

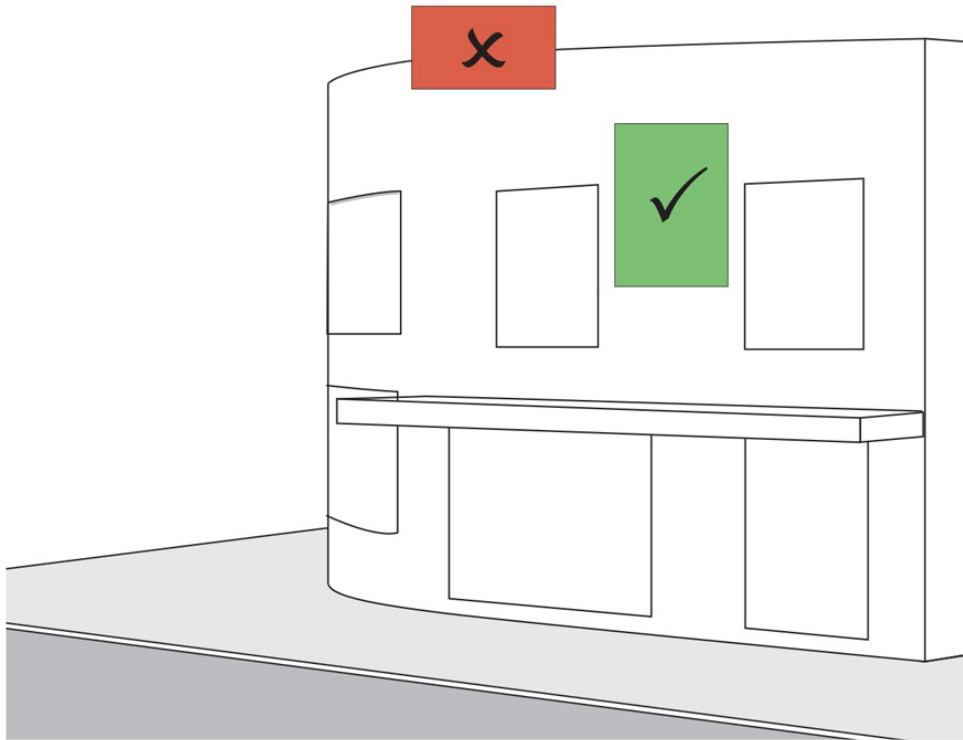


Figure SIGN-2: Signs on fences shall not protrude above height of fence

Signs on fences shall not protrude above height of fence

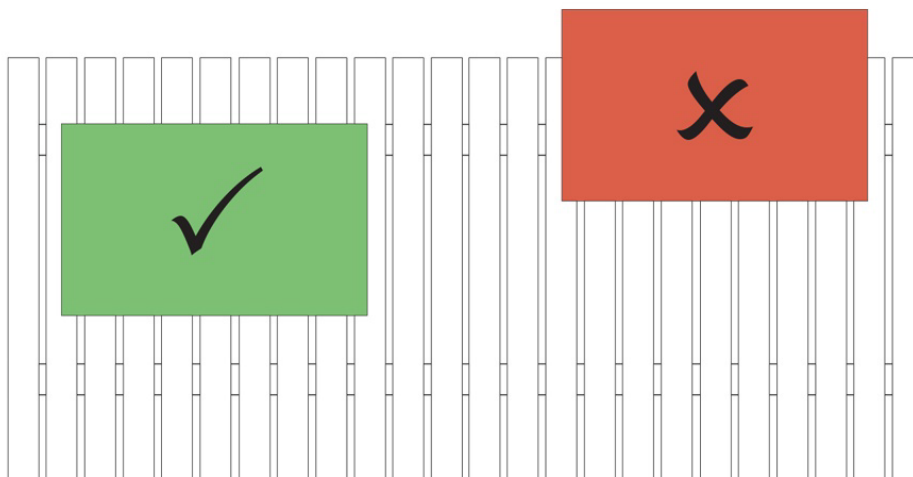
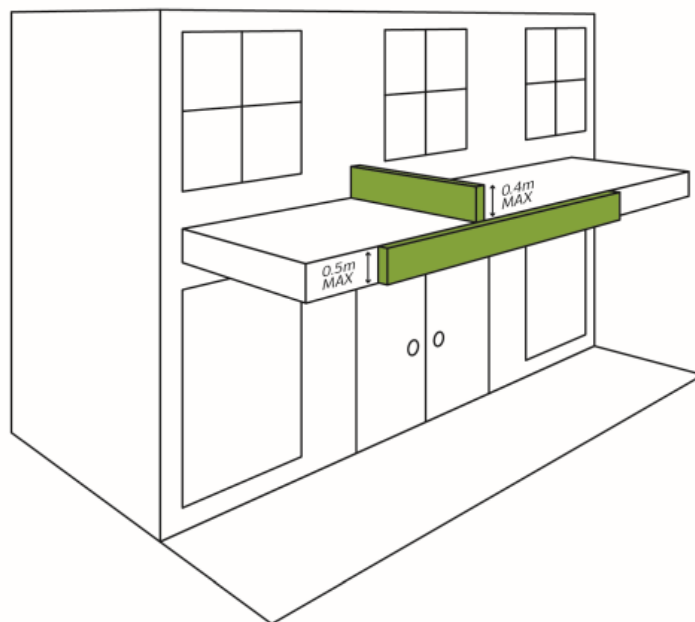


Figure SIGN-3: Signs on windows in any Town Centre Zone

Signs on windows in town centre zones



Figure SIGN-4: Signs on verandahs in any Town Centre Zone, Local Centre Zone, Neighbourhood Centre Zone or Mixed Use Zone



Any sign on the top of a verandah in any Town Centre Zone, Local Centre Zone, Neighbourhood Centre Zone, or Mixed Use Zone shall be a **maximum height of 0.4m**

Any sign on the face of a verandah in any Town Centre Zone, Local Centre Zone, Neighbourhood Centre Zone, or Mixed Use Zone shall be a **maximum height of 0.5m**



SIGN-S3 - Digital	
<ol style="list-style-type: none"> 1. The digital sign shall only be located within any Commercial and Mixed Use Zones, Industrial Zones, Sport and Active Recreation Zone, Special Purpose Zone (Museum and Conference Centre), Special Purpose Zone (Hospital), Special Purpose Zone (Kaiapoi Regeneration), or Special Purpose Zone (Pegasus Resort); 2. The digital sign shall have a maximum sign display area of 3m² per site; 3. There shall be a maximum of one digital sign per site; 4. The digital sign shall display static images or messages only; 5. The digital sign shall display maximum of two different images or messages within a 24 hour period;⁹¹ 5. The display time for each image or message on the digital sign shall be a minimum of <u>two minutes during the day and 15 minutes during the night one hour;</u>⁹² 6. <u>Transitions between still images shall be via a cross-dissolve of 0.5 seconds. There shall be no other transitions between still images;</u>⁹³ 7. <u>The screen shall incorporate lighting control to adjust brightness in line with ambient light levels;</u>⁹⁴ 8. The digital sign shall be operated with a fail-safe feature where in the event of a malfunction, the images or messages will be replaced by a solid black colour until the malfunction is resolved; 9. The digital sign shall not be located within any natural character of scheduled freshwater body setback; 10. The digital sign shall not be located within any ONF, ONL, SAL, HNC, VHNC or ONC; and 11. The digital sign shall be set back a minimum of 20m from any Residential Zones, Rural Zones, Open Space Zone, Natural Open Space Zone, any 	<p>Activity status when compliance not achieved: RDIS</p> <p>Matters of discretion are restricted to:</p> <p>SIGN-MD1 - Transport safety</p> <p>SIGN-MD2 - Amenity values and character</p>

⁹¹ Go Media [234.9]

⁹² Go Media [234.9]

⁹³ Waka Kotahi [275.70]

⁹⁴ Waka Kotahi [275.70]

<p>natural character of scheduled freshwater body setback, ONL, ONF, SAL, HNC, VHNC, or ONC. </p>	
<p>Advisory Note</p> <ul style="list-style-type: none"> The digital sign shall be required to meet the limits for light spill and glare in the Light Chapter. 	
<p>SIGN-S4 - Setbacks for freestanding signs</p>	
<p>1. Any freestanding sign greater than 6m² shall be set back a minimum of 20m from any:</p> <ol style="list-style-type: none"> adjoining zone boundary of any Natural Open Space Zone; natural character of scheduled freshwater body setback;  ONL; ONF; SAL; HNC; VHNC; or ONC. 	<p>Activity status when compliance not achieved: RDIS Matters of discretion are restricted to: SIGN-MD4 - Natural and landscape values</p>
<p>SIGN-S5 - Maximum number of freestanding signs</p>	
<p>2. The maximum number of freestanding signs per site at any one time shall be three (<u>excluding temporary signs at a temporary activity</u>)⁹⁵.</p>	<p>Activity status when compliance not achieved: RDIS Matters of discretion are restricted to: SIGN-MD1 - Transport safety SIGN-MD2 - Amenity values and character</p>

Advice Notes

<p>SIGN-AN1</p>	<p>Signs may also be subject to applicable requirements within other legislation or documents, including the following:</p> <ol style="list-style-type: none"> Waimakariri District Council Signage Bylaw 2019 - applies to signs located within District Council owned land including District Council road reserve including footpaths, District Council parks and reserve, District Council owned buildings or structures; Waimakariri District Council Parking Bylaw 2019 - controls parking on all District Council roads or areas under the care, control or management of the District Council and includes a clause restricting advertising on the road; Waimakariri District Council Reserve Management Plans; Waimakariri District Council Policy on Business Zone 1 & 2 Public Places Policy 2018 (S-CP 0445) additional controls for signs on footpaths and accessways within Business 1 & 2 Zones; Waka Kotahi NZ Transport Agency manages signs on State Highway road reserve. Attention should be given to 'Bylaw 2010 New Zealand Transport Agency (Signs on State Highways) Bylaw' for signs located within State Highway Road Reserve. It is also noted that Waka Kotahi NZ Transport
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⁹⁵ Waka Kotahi [275.64]

	<p>Agency may have an interest in any application for a sign that is visible from a State Highway;</p> <ol style="list-style-type: none"> 6. Resource Management (National Environmental Standards for Electricity Transmission Activities) Regulations 2009 manages the size and area of signs on a transmission line support structure of an existing transmission line to identify the structure or its owner, or to help with safety or navigation; 7. An Archaeological Authority from Heritage New Zealand Pouhere Taonga Act 2014; 8. Waimakariri District Council Policy on Political Hoardings on Council Buildings and Land (S-CP 4460) precludes election signs (general or local body elections) on District Council land or buildings; <u>and</u>⁹⁶ 9. Electoral (Advertisements of a Specified Kind) Regulations 2005 and Electoral Act 1993; <u>and</u> 10. <u>NZEC 34:2001 - New Zealand Electricity Code of Practice for Electricity Safe Distances applies to signs located in the vicinity of electricity lines.</u>⁹⁷
SIGN-AN2	The rules in the Light Chapter apply to any illuminated sign, including any digital sign.

Matters of Discretion

SIGN-MD1	<p>Transport safety</p> <ol style="list-style-type: none"> 1. The extent to which the sign's size, location, design, content, illumination, and any digital operation, including⁹⁸ transitions, could adversely affect <u>the safe, efficient, and effective operation of the transport</u>⁹⁹ system <u>transport safety</u>¹⁰⁰, <u>including causing cause</u>¹⁰¹ confusion, distraction or an obstruction to any road user. 2. The complexity and sensitivity of the receiving environment.
SIGN-MD2	<p>Amenity values and character</p> <ol style="list-style-type: none"> 1. The extent to which the sign's size, height, location, design, illumination and any digital transitions would affect: <ol style="list-style-type: none"> a. the character, form, or function of the site and the surrounding area; and b. the amenity values of the site and surrounding sites, including for the occupants of these surrounding sites. 2. The extent to which the sign would create visual clutter when combined with existing signs on the site or on adjoining sites. 3. The extent to which the sign would detract from the integration of new subdivision developments with their surrounding areas.
SIGN-MD3	Heritage values

⁹⁶ Transpower [195.109]

⁹⁷ Transpower [195.109]

⁹⁸ Waka Kotahi [275.72]

⁹⁹ Waka Kotahi [275.72]

¹⁰⁰ Waka Kotahi [275.72]

¹⁰¹ Waka Kotahi [275.72]

	<ol style="list-style-type: none">1. The extent to which the sign would detract from the heritage values of the historic heritage item.2. The extent to which the design of the sign complements the historic heritage item.3. The extent to which the means of fixing the sign will adversely affect the heritage values of the historic heritage item.
SIGN-MD4	Natural and landscape values <ol style="list-style-type: none">1. The extent to which the sign would detract from the natural and landscape values of the Natural Open Space Zone, ONL, ONF, SAL, HNC, VHNC, ONC, or natural character of scheduled freshwater body setback.

Definitions

Community sign - means any sign associated with one or more of the following purposes:

- a. naming or interpretation of any listed historic heritage item either within its applicable historic heritage setting or affixed to the historic heritage item;
- b. providing information about the historic occupation or use of a site and area of significance to Māori and their associated values as wāhi tapu/wāhi taonga, ngā tūrangā tupuna or ngā wai;
- c. township identification;
- d. community group information noticeboard managed by Waimakariri District Council;
- e. international Symbol of Access;
- f. Council owned public parking locations or public amenities;
- g. hunter, angler access or recreational user access, public park use or interpretation¹⁰² managed by Te Kōhaka o Tūhaitara Trust,¹⁰³ Fish & Game New Zealand, Department of Conservation, Canterbury Regional Council or Waimakariri District Council; or
- h. customary access or relating to a rāhui.

~~**Local election sign** - means:~~

- ~~(a) any sign that has the purpose of encouraging or persuading voters to vote for a particular party or candidate for a local election; or~~
- ~~(b) any sign that has the purpose of increasing awareness of how, when or where people can participate in local elections.¹⁰⁴~~

~~**Off-site directional sign** - means any sign limited to directional related words or symbols along with the name of the activity only that is located on a site that is not where the activity is occurring.¹⁰⁵~~

Off-site sign - means any sign that does not relate to an activity occurring on the site on which the sign is located. It excludes any official sign, community sign, ~~off-site directional sign~~,¹⁰⁶ or temporary sign. It includes signs connected to a parked trailer or vehicle where the primary function of the trailer or vehicle is to display advertising material.

On site sign - means any sign that relates to any activity occurring at the site on which the sign is located.

For any Open Space Zone, Natural Open Space Zone, or Sport and Active Recreation Zone, it may include any acknowledgement of relevant support provided to the maintenance or enhancement of that site.

Primary building frontage - means, in relation to signs only, any building frontage facing a road boundary or parking area.

¹⁰² Tūhaitara Trust [113.4 & 113.5]

¹⁰³ Tūhaitara Trust [113.4 & 113.5]

¹⁰⁴ Waka Kotahi [275.64]

¹⁰⁵ Waka Kotahi [275.65]

¹⁰⁶ Waka Kotahi [275.65]

Sign - means any device, character, graphic or electronic display, whether temporary or permanent, which:

- a. is for the purposes of:
 - i. identification of or provision of information about any activity, property or structure or an aspect of public safety;
 - ii. providing directions; or
 - iii. promoting goods, services or events; and
- b. is projected onto, or fixed or attached to, any structure or natural object; and
- c. includes the frame, supporting device and any ancillary equipment whose function is to support the message or notice.

(National Planning Standard definition)

Sign display area - means the total area of any freestanding sign, or sign that projects from a structure, and excludes any supporting structure provided it does not form part of the sign's message.

Where signs are painted on, or integrated with, a structure, the sign display area is the area enclosing the sign's text, symbols, and/or images.

For any double-sided sign, or V-shaped sign with less than 30° at the apex, the sign display area shall be measured as the area of one side only, being the largest of any one side.

Temporary sign - means any sign:

- a. promoting a temporary activity;
- b. at a temporary activity; or
- c. relating to a local election with the purpose of encouraging or persuading voters to vote for a particular party or candidate for a local election, or increasing awareness of how, when or where people can participate in local elections.

It includes signs connected to a parked trailer or vehicle where the primary function of the trailer or vehicle is to display advertising material.¹⁰⁷

¹⁰⁷ Waka Kotahi [275.64]

Appendix B. Recommended Responses to Submissions and Further Submissions

The recommended responses to the submissions made on this topic are presented in **Error! Reference source not found.** to **Table B31** below.

Table B 1: Recommended responses to submissions - Definition of 'community sign'

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
113.4	Te Kōhaka o Tūhaitara Trust - J Hullen	Definition of community sign	Amend 'community sign' definition to include Te Kōhaka o Tūhaitara Trust.	3.3	Accept in part	See body of report.	Yes

Table B 2: Recommended responses to submissions - Definition of 'on-site sign'

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
113.5	Te Kōhaka o Tūhaitara Trust - J Hullen	Definition of on-site sign	Amend 'community sign' definition to include Te Kōhaka o Tūhaitara Trust.	3.3	Accept in part	See body of report.	Yes

Table B 3: Recommended responses to submissions - Definition of 'primary building frontage'

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
284.19	Clampett Investments Ltd	Definition of primary building frontage	Retain 'primary building frontage' definition as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.20	Rolleston Industrial Developments Ltd	Definition of primary building frontage	Retain definition of 'primary building frontage' as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>

Table B 4: Recommended responses to submissions - Definition of 'sign'

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
284.27	Clampett Investments Ltd	Definition of sign	Retain 'sign' definition as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.28	Rolleston Industrial Developments Ltd	Definition of sign	Retain definition of 'sign' as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>

Table B 5: Recommended responses to submissions - Definition of 'sign display area'

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
234.1	Go Media Limited	Definition of sign display area	Retain 'sign display area' definition as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No

Table B 6: Recommended responses to submissions and further submissions – Signs - General

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
147.20	Kaiapoi-Tuahiwi Community Board	General	Retain Signs provisions as notified.	Not applicable – only addressed	Accept	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
				in this table			
195.107	Transpower New Zealand Limited	General	Amend 'Other potentially relevant District Plan provisions' subsection of SIGN Introduction: " ... As well as the provisions in this chapter, other District Plan chapters that contain provisions that may also be relevant to signs include: ... Any other District wide matter that may affect or relate to the site <u>including Energy and Infrastructure Rules EI-R51, EI-R52 and EI-R53 that apply to signs in the National Grid Yard.</u> ..."	3.11	Accept in part	See body of report.	Yes
234.2	Go Media Limited	General	Insert the following defined term: "Billboard <u>means an off-site sign of not less than 18m² in area which is used to advertise goods, services, products or events that are not directly related to the use or activities occurring at the site on which the board is physically located. It includes both the display board and any associated supporting device whether permanent, temporary or moveable.</u> "	3.4	Reject	See body of report.	No
282.88	Woolworths New Zealand Limited	General	Amend to provide appropriate activity status for signage in certain commercial zones. Support restricted discretionary status for breaches so long as assessment criteria are relevant and restricted in nature, and take into account operational and functional requirements of the activity. Amend to increase the permitted area per sign face for free-standing signs in Commercial and Mixed Use Zones and Industrial Zones. Amend matters of discretion for signs in commercial zones to consider the importance of corporate branding for consistency and coherence.	3.7	Reject	See body of report.	No
325.146	Kainga Ora – Homes and Communities	General	Retain Sign Chapter as notified.	Not applicable – only addressed in this table	Accept	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
FS37	Richard & Geoff Spark		<i>Oppose in part to extent inconsistent with our interests and the relief sought and intent of the R&G Spark submission on the PDP.</i>	<i>Not applicable – only addressed</i>	<i>Reject</i>	<i>I do not consider this further submission, which relates to a submission requesting rezoning, is relevant to the Signs chapter.</i>	<i>No</i>

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
				<i>in this table</i>			
FS46	Miranda Hales		<i>Oppose or support to extent it is inconsistent with interests and relief sought in submission 246 on the PDP.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider this further submission, which relates to a submission requesting rezoning, is relevant to the Signs chapter.</i>	<i>No</i>
FS91	R J Paterson Family Trust		<i>Generally support as it supports rezoning and residential development within the Rangiora West Development Area to increasing housing supply.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider this further submission, which relates to a submission requesting rezoning, is relevant to the Signs chapter.</i>	<i>No</i>
FS41	David Cowley		<i>Oppose or support to extent inconsistent with my interests and the relief sought in submission 244 on PDP.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider this further submission, which relates to a submission requesting rezoning, is relevant to the Signs chapter.</i>	<i>No</i>
284.1	Clampett Investments Limited	General	Amend all controlled and restricted discretionary activity rules: "Applications shall not be limited or publicly notified, on the basis of effects associated specifically with this rule and the associated matters of control or discretion."	Section 3.2	Reject	See body of report.	No
326.1	Rolleston Industrial Developments Limited	General	Amend the Proposed District Plan to delete the use of absolutes such as 'avoid', 'maximise' and 'minimise'.	Section 3.2	Reject	See body of report.	No
FS78	Royal Forest and Bird Protection Society of New Zealand Inc.		<i>Oppose - there may be instances where it is appropriate to notify consents.</i>	3.2	<i>Accept</i>	<i>See body of report.</i>	<i>No</i>
FS119	Andrea Marsden		<i>Oppose & disallow – These absolutes exist to ensure compliance. Removing them would open the system up to potential abuse. They should be included to prevent developers doing as they please.</i>	3.2	<i>Accept</i>	<i>See body of report.</i>	<i>No</i>
FS120	Christopher Marsden		<i>Oppose & disallow – These absolutes exist to ensure compliance so should be included. Removing them would open the system up to potential abuse.</i>	3.2	<i>Accept</i>	<i>See body of report.</i>	<i>No</i>
FS84	Ohoka Residents Association		<i>Oppose & disallow – inconsistent with national policy direction, contrary to objectives and policies of Proposed District Plan and Operative District Plan. Opposed to inappropriate satellite town proposed in Ohoka.</i>	3.2	<i>Accept</i>	<i>See body of report. I do not consider the Ohoka private plan change is not relevant the Signs chapter.</i>	<i>No</i>

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	Accept	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	No
326.2	Rolleston Industrial Developments Limited	General	Amend so that all controlled and restricted discretionary activity rules include the following wording, or words to like effect: "Applications shall not be limited or publicly notified, on the basis of effects associated specifically with this rule and the associated matters of control or discretion."	3.2	Reject	See body of report.	No
FS78	Royal Forest and Bird Protection Society of New Zealand Inc.		<i>Oppose - there may be instances where it is appropriate to notify consents.</i>	3.2	Accept	<i>See body of report.</i>	No
FS119	Andrea Marsden		<i>Oppose & disallow – all applications should be notified and open for consultation to give local communities a voice; removing this requirement would open the system up to exploitation.</i>	3.2	Accept	<i>See body of report.</i>	No
FS120	Christopher Marsden		<i>Oppose & disallow – all applications should be notified and open for consultation to give local communities a voice; removing this requirement would open the system up to exploitation.</i>	3.2	Accept	<i>See body of report.</i>	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	Accept	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	No
326.3	Rolleston Industrial Developments Limited	General	Amend controlled and restricted discretionary activity rules to provide direction regarding non-notification.	3.2	Reject	See body of report.	No
FS78	Royal Forest and Bird Protection Society of New Zealand Inc.		<i>Oppose - There may be instances where it is appropriate to notify consents.</i>	3.2	Accept	<i>See body of report.</i>	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	Accept	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?

Table B 7: Recommended responses to submissions – Signs - Introduction

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
284.324	Clampett Investments Ltd	Introduction	Retain Sign Introduction as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.484	Rolleston Industrial Developments Ltd	Introduction	Retain 'Introduction' section of SIGN Chapter as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	No

Table B 8: Recommended responses to submissions - SIGN-O1

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
234.3	Go Media Limited	SIGN-O1	Retain SIGN-O1 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
275.59	Waka Kotahi NZ Transport Agency	SIGN-O1	Retain SIGN-O1 as notified.	Not applicable – only	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
				addressed in this table			
284.325	Clampett Investments Ltd	SIGN-O1	Retain SIGN-O1 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.485	Rolleston Industrial Developments Ltd	SIGN-O1	Retain SIGN-O1 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	Not applicable – only addressed in this table	Reject	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	No
347.16	Ravenswood Developments Limited	SIGN-O1	Retain SIGN-O1 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
373.78	KiwiRail Holdings Limited	SIGN-O1	Retain SIGN-O1 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No

Table B 9: Recommended responses to submissions and further submissions - SIGN-P1

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
234.4	Go Media Limited	SIGN-P1	Amend SIGN-P1: "Support: 1. the safe functioning of activities by enabling, while managing	3.12	Reject	See body of report.	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
			the effects of, official signs, offsite directional signs, and community signs; and 2. the economic viability and functionality of activities within Commercial and Mixed Use Zones and Industrial Zones and the wider district by enabling, while managing the effects of on and off-site signs including billboards."				
FS110	Waka Kotahi NZ Transport Agency		<i>Oppose – Reject - the policy seeks to enable specific signs of which off-site signs (excluding directional signs) are not included. Other off-site signs are subject to the other policies proposed.</i>	3.12	Accept	See body of report.	No
275.6 ¹⁰⁸	Waka Kotahi NZ Transport Agency	SIGN-P1	<p>Delete SIGN-P1:</p> <p>"Support: 1. the safe functioning of activities by enabling, while managing the effects of, official signs, off-site directional signs, and community signs; and 2. the economic viability and functionality of activities within Commercial and Mixed Use Zones and Industrial Zones by enabling, while managing the effects of, on-site signs."</p> <p>Insert three new policies:</p> <p>"<u>Official signs</u> Support the safe functioning of activities by enabling official signs. "</p> <p>"<u>Community signs</u> Enable community signs while managing their adverse effects."</p> <p>"<u>On-site signs</u> Enable on-site signs to support the economic viability and functionality of activities, while managing their adverse effects as appropriate to the surrounding environment."</p>	3.12	Accept in part	See body of report	Yes
284.326	Clampett Investments Ltd	SIGN-P1	Retain SIGN-P1 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No

¹⁰⁸ The notified version of the summary of submissions incorrectly numbered this submission 275.6, when it should be 275.60. For the purpose of this report I have retained the notified numbering of 275.6.

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
326.486	Rolleston Industrial Developments Ltd	SIGN-P1	Retain SIGN-P1 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>
347.17	Ravenswood Developments Limited	SIGN-P1	Retain SIGN-P1 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No

Table B 10: Recommended responses to submissions - SIGN-P2

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
275.61	Waka Kotahi NZ Transport Agency	SIGN-P2	Amend SIGN-P2: "Provide for temporary signs relating to temporary activity, real estate including subdivisions under development, and local elections while managing their <u>location</u> , size, height, duration and number in order to maintain amenity values and transport safety."	3.9	Accept	See body of report.	Yes
284.327	Clampett Investments Ltd	SIGN-P2	Retain SIGN-P2 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
326.487	Rolleston Industrial Developments Ltd	SIGN-P2	Retain SIGN-P2 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
FS137	Ohoka Residents Association		Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.	Not applicable – only addressed in this table	Reject	I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.	No

Table B 11: Recommended responses to submissions and further submissions - SIGN-P3

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
234.5	Go Media Limited	SIGN-P3	Amend SIGN-P3: "Ensure signs do not adversely affect transport safety by causing a distraction or obstruction to road users and pedestrians by <u>managing the size, number, location, content, illumination, and design of signs.</u> :" 1. managing the size, number, location, content, illumination, and design of signs; 2. limiting digital signs; and 3. managing off-site signs in Industrial Zones, and avoiding off-site signs in all other zones."	3.8	Reject	See body of report.	No
FS110	Waka Kotahi NZ Transport Agency		Oppose – Reject - Waka Kotahi sought to alter this provision to reference the safe, efficient and effective operation of the transport system. The submitter seeks to amend the provision to remove the reference to limiting digital signs and managing or avoiding signs in industrial or other zones; Waka Kotahi do not think this is appropriate.	3.8	Accept	See body of report.	No
275.62	Waka Kotahi NZ Transport Agency	SIGN-P3	Amend SIGN-P3: "Ensure signs do not adversely affect <u>the safe, efficient and effective operation of the transport system</u> transport safety by causing a distraction or obstruction to road users and pedestrians by: 1. managing the size, number, location, content, illumination, and design of signs; 2. limiting digital signs; and 3. managing off-site signs in Industrial Zones, and avoiding off-site signs in all other zones."	3.8	Accept in part	See body of report.	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
FS99	KiwiRail Holdings Limited		Supports broadening the assessment of the effects on transport safety.	3.8	Accept in part	See body of report.	No
284.328	Clampett Investments Ltd	SIGN-P3	Retain SIGN-P3 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
326.488	Rolleston Industrial Developments Ltd	SIGN-P3	Retain SIGN-P3 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
FS137	Ohoka Residents Association		Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.	Not applicable – only addressed in this table	Reject	I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.	No
373.79	KiwiRail Holdings Limited	SIGN-P3	Retain SIGN-P3 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No

Table B 12: Recommended responses to submissions and further submissions - SIGN-P4

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
234.6	Go Media Limited	SIGN-P4	Amend SIGN-P4: " ... 5. limiting proliferation managing the effects of offsite signs including billboards by: a. managing such signs in Industrial, <u>Commercial and Mixed Use</u> Zones including the interface with non-industrial zones; and b. avoiding such signs off-site signs in Residential Zones, Rural Zones, Commercial and Mixed Use Zones, Open Space and Recreation Zones, and Special Purpose Zones;	3.4, 3.6	Accept in part	See body of report (two sections)	Yes

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
			6. limiting managing the effects of digital signs; and ..."				
284.329	Clampett Investments Ltd	SIGN-P4	Retain SIGN-P4 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
326.489	Rolleston Industrial Developments Ltd	SIGN-P4	Retain SIGN-P4 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	Not applicable – only addressed in this table	Reject	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	No
347.18	Ravenswood Developments Limited	SIGN-P4	Delete "Commercial and Mixed Use Zones" from SIGN-P4(4)(b). ¹⁰⁹	3.4	Accept in part	See body of report.	Yes
408.28	Bellgrove Rangiora	SIGN-P4	Delete SIGN-P4(7). If Council choose to retain SIGN-P4(7) then amend from 'avoiding' to 'limiting' to enable for exemptions and appropriately sized signage.	3.10	Accept	See body of report.	Yes
FS37	Richard & Geoff Spark		<i>Accept in part to the extent that it may affect rezoning, subdivision, and development of land at East Rangiora, including the land the subject of R&G Spark submission and neighbouring land.</i>	Not applicable – only addressed in this table	Reject	<i>I do not consider this further submission, which relates to a submission requesting rezoning, is relevant to the Signs chapter.</i>	No

¹⁰⁹ The submission references clause (4)(b) however there is no clause (4)(b) in SIGN-P4, and the content of the submission refers to the clauses limiting of off-site signs. I therefore consider the submitter intended to refer to clause (5)(b) of SIGN-P4 and have assessed it in this way.

Table B 13: Recommended responses to submissions - SIGN-P5

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
284.330	Clampett Investments Ltd	SIGN-P5	Retain SIGN-P5 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.490	Rolleston Industrial Developments Ltd	SIGN-P5	Retain SIGN-P5 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>

Table B 14: Recommended responses to submissions - SIGN-R1

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
195.108	Transpower New Zealand Limited	SIGN-R1	Retain SIGN-R1 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
284.331	Clampett Investments Ltd	SIGN-R1	Retain SIGN-R1 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.491	Rolleston Industrial Developments Ltd	SIGN-R1	Retain SIGN-R1 as notified.	Not applicable – only addressed	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
				in this table			
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>

Table B 15: Recommended responses to submissions - SIGN-R2

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
284.332	Clampett Investments Ltd	SIGN-R2	Retain SIGN-R2 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.492	Rolleston Industrial Developments Ltd	SIGN-R2	Retain SIGN-R2 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed here</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>

Table B 16: Recommended responses to submissions - SIGN-R3

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
275.63	Waka Kotahi NZ Transport Agency	SIGN-R3	Retain SIGN-R3 as notified. Further consider the related rule standards.	Not applicable – only addressed here	Accept in part	No changes recommended on the basis of this submission. SIGN-R3 requires standards SIGN-S1 to SIGN-S5 to be met. I have read Waka Kotahi's submissions on SIGN-R4, SIGN-R5, SIGN-R6, and SIGN-R7 [275.64, 275.65, 275.66, and 275.67 respectively]. The only part of these submissions that relate to the standards is within submission [275.64], which requests simplification of SIGN-S2. I note that Waka Kotahi's [275.69] submission on SIGN-S2 includes more details on this; I consider this matter best dealt with via that submission. Therefore, I do not consider any amendments can be made to SIGN-R3 in relation to this aspect of the submitter's submission.	No
284.333	Clampett Investments Ltd	SIGN-R3	Retain SIGN-R3 as notified.	Not applicable – only addressed here	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.493	Rolleston Industrial Developments Ltd	SIGN-R3	Retain SIGN-R3 as notified.	Not applicable – only addressed here	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed here</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>

Table B 17: Recommended responses to submissions - SIGN-R4

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
275.64	Waka Kotahi NZ Transport Agency	SIGN-R4	Reconsider the framework for the management of temporary signs to improve the simplicity and clarity of these provisions.	3.9	Accept in part	See body of report.	Yes

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
			Additionally, consider the insertion of a definition for a 'temporary sign'.				
284.334	Clampett Investments Ltd	SIGN-R4	Retain SIGN-R4 as notified.	Not applicable – only addressed here	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
295.116	Horticulture New Zealand	SIGN-R4	Amend SIGN-R4: "... <u>f. any temporary signs relating to the notification of agrichemical spraying or other risks to the health and safety of people and animals shall be permitted.</u> "	3.9	Reject	See body of report.	No
326.494	Rolleston Industrial Developments Ltd	SIGN-R4	Retain SIGN-R4 as notified.	Not applicable – only addressed here	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed here</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>

Table B 18: Recommended responses to submissions - SIGN-R5

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
275.65	Waka Kotahi NZ Transport Agency	SIGN-R5	Delete all provisions relating to off-site directional signage: - Removing reference to them from SIGN-P1; - Deleting 'off-site directional signs' definition; - Delete SIGN-R5; and - Delete any reference within other rules, including Table SIGN-S2.	3.5	Accept	See body of report.	Yes
284.335	Clampett Investments Ltd	SIGN-R5	Retain SIGN-R5 as notified.	Not applicable – only addressed here	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
326.495	Rolleston Industrial Developments Ltd	SIGN-R5	Retain SIGN-R5 as notified.	Not applicable	Accept in part	No changes are recommended based on the content of this submission point. Subject to	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
				– only addressed here		amendments made in response to other submissions.	
FS137	Ohoka Residents Association		Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.	Not applicable – only addressed here	Reject	I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.	No

Table B 19: Recommended responses to submissions - SIGN-R6

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
68.20	Canterbury District Health Board	SIGN-R6	Retain SIGN-R6 for the Special Purpose Zone (Hospital) as notified.	Not applicable – only addressed here	Accept	No changes are recommended based on the content of this submission point.	No
FS110	Waka Kotahi NZ Transport Agency		As per the original submission by Waka Kotahi, there should be appropriate standards related to this rule to manage the content of on-site signs. The submitter seeks to retain the rule as notified with no standards which Waka Kotahi does not agree with.	Not applicable – only addressed here	Reject	Waka Kotahi's submission below [275.66] did not specifically reference concerns about the lack of activity standards for Special Purpose Zone (Hospital) so this aspect was not considered. Waka Kotahi may wish to clarify the intent of their submission through their evidence or at the hearing.	No
275.66	Waka Kotahi NZ Transport Agency	SIGN-R6	Retain SIGN-R6 as notified. Further consider the related rule standards.	Not applicable – only addressed here	Accept	No changes are recommended based on the content of this submission point. Further consideration of related rule standards sought by this submission will be addressed in the assessment for the applicable standards.	No
277.36	Ministry of Education	SIGN-R6	Retain SIGN-R6 as notified.	Not applicable – only addressed here	Accept	No changes are recommended based on the content of this submission point.	No
282.70	Woolworths New Zealand Limited	SIGN-R6	Retain SIGN-R6 as notified.	Not applicable – only addressed here	Accept	No changes are recommended based on the content of this submission point.	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
284.336	Clampett Investments Ltd	SIGN-R6	Retain SIGN-R6 as notified.	Not applicable – only addressed here	Accept	No changes are recommended based on the content of this submission point.	No
326.496	Rolleston Industrial Developments Ltd	SIGN-R6	Retain SIGN-R6 as notified.	Not applicable – only addressed here	Accept	No changes are recommended based on the content of this submission point.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed here</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>

Table B 20: Recommended responses to submissions and further submissions - SIGN-R7

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
234.7	Go Media Limited	SIGN-R7	<p>Delete SIGN-R8¹¹⁰ and insert new rules SIGN-R7, SIGN-R8 and SIGN-R9:</p> <p><u>"SIGN-R7 – BILLBOARDS</u> <u>Industrial, Commercial and Mixed Use Zones</u> <u>Activity Status: PER</u> <u>Where:</u> <u>1. SIGN-S1 – SIGN – S5 are met</u> <u>2. Billboards are located on sites fronting strategic, arterial and/or collector roads.</u> <u>3. If located on any road with a speed limit of 60kph or greater any billboard shall not be located closer than 50m before or after any traffic signals that are located on the same side of the road as the billboard, and where the billboard is oriented towards traffic approaching the signals.</u> <u>4. The site shall have a minimum road frontage of 40 metres per billboard, provided that no more than 2 billboards may be erected</u></p>	3.4, 3.6	Reject	See body of report (two sections).	No

¹¹⁰ Note the submitter's consultant confirmed via email (dated 10 May 2023) that this reference to SIGN-R8 is a typo and it should refer to SIGN-R7.

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
			<p>on any single site.</p> <p>5. Any billboard shall not be located directly opposite or within 40m of the boundary of any site within a residential zone.</p> <p>In addition, for digital display billboards:</p> <p>6. The billboard shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2 metres within the boundary of any adjacent site and/or arterial road and/or collector road.</p> <p>7. No live broadcast or pre-recorded video shall be displayed on the screen. Only still images shall be displayed with a minimum duration of 7 seconds.</p> <p>8. There shall be no movement or animation of the images displayed on the screen.</p> <p>9. The material displayed on the screen shall not contain any flashing images and the screen itself shall not contain any retro-reflective material.</p> <p>10. There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds.</p> <p>11. There shall be no sound associated with the screen and no sound equipment is to be installed as part of the screen.</p> <p>12. The screen shall incorporate lighting control to adjust brightness in line with ambient light levels.</p> <p>13. The billboard shall not be located on or adjacent to a state highway with a speed limit that is 80km/hr or greater.</p> <p>Activity Status when compliance not achieved: RDIS</p> <p>Matters of discretion are restricted to:</p> <p>SIGN-MD1 - Transport safety</p> <p>SIGN-MD2 - Amenity values and character"</p> <p>"SIGN-R8 – OFF-SITE SIGNS EXCLUDING BILLBOARDS</p> <p>Industrial, Commercial and Mixed Use Zones</p> <p>Activity Status: PER</p> <p>Where:</p> <p>1. if located adjacent to a road with a speed limit greater than 60km/hr, shall be separated a minimum of 50m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority</p> <p>2. No sign shall be located directly opposite or within 40m of the boundary of any site within a residential zone.</p> <p>3. Each sign shall be sealed and waterproof;</p> <p>4. No sign shall have moving parts or changing images;</p> <p>6. Each sign shall have the name and address of the sign operator / provider and other contact details on the sign;</p> <p>7. There shall be no more than three small off-site signs on each</p>				

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
			<u>road frontage of any site.</u> 8. SIGN-S1 – SIGN – S5 are met Activity Status when compliance not achieved: RDIS Matters of discretion are restricted to: <u>SIGN-MD1 - Transport safety</u> <u>SIGN-MD2 - Amenity values and character"</u> <u>"SIGN – R9 Any Off-Site Sign</u> <u>Rural Zones</u> <u>Residential Zones</u> <u>Open Space Zones</u> <u>Special Purpose Zone (Pines Beach and Kairaki Regeneration)</u> Activity Status: NC Activity Status when compliance not achieved: N/A"				
FS110	Waka Kotahi NZ Transport Agency		<i>Oppose and request that SIGN-R7 be retained as notified to adequately control potential adverse effects from off-site signs, particularly adverse effects of safety on the transport network if located at inappropriate locations. The standards proposed by the applicant for new rules do not align with conditions sought by Waka Kotahi to manage signage, particularly digital billboards.</i>	3.4	Accept	See body of report.	No
275.67	Waka Kotahi NZ Transport Agency	SIGN-R7	Retain SIGN-R7 as notified.	Not applicable – only addressed in this table	Accept in part	See body of report.	No
284.337	Clampett Investments Ltd	SIGN-R7	Retain SIGN-R7 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
326.497	Rolleston Industrial Developments Ltd	SIGN-R7	Retain SIGN-R7 as notified.	Not applicable – only addressed in this table	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	Not applicable – only addressed in this table	Reject	I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
347.19	Ravenswood Developments Limited	SIGN-R7	Amend SIGN-R7 to provide for off-site signs as restricted discretionary activity within commercial zones.	3.4	Accept in part	See body of report.	Yes
FS110	Waka Kotahi NZ Transport Agency		<i>While not opposed to this submission point and consideration of a restricted discretionary activity status for off-site signs in commercial zones, consider that appropriate matters of control including traffic safety should be imposed. Consider imposing appropriate standards to control off-site signs in a commercial zone.</i>	3.4	Accept in part	See body of report.	No

Table B 21: Recommended responses to submissions - SIGN-R8

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
284.338	Clampett Investments Ltd	SIGN-R8	Retain SIGN-R8 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.498	Rolleston Industrial Developments Ltd	SIGN-R8	Retain SIGN-R8 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	Not applicable – only addressed in this table	Reject	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	No

Table B 22: Recommended responses to submissions and further submissions - SIGN-R9

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
284.339	Clampett Investments Ltd	SIGN-R9	Retain SIGN-R9 as notified.	3.10	Reject	See body of report.	No
326.499	Rolleston Industrial Developments Ltd	SIGN-R9	Retain SIGN-R9 as notified.	3.10	Reject	See body of report.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	<i>Accept</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>
408.29	Bellgrove Rangiora	SIGN-R9	Provide for subdivision development entrance signs as a permitted activity, restricted as to size / number. Provide for any breach as a controlled, or (at most) restricted discretionary activity, with matters of control/discretion limited to visual clutter, length of road frontage, and impacts on amenity values.	3.10	Accept in part	See body of report.	Yes
FS110	Waka Kotahi NZ Transport Agency		<i>Allow in part - Waka Kotahi agree that the non-complying activity status for subdivision development entrance signs is restrictive, however, does not support a permitted activity status as this could lead to a proliferation of signs visible from the State Highway at each site. Consideration to appropriate standards and cumulative effects should be given if the activity status is to be amended.</i>	3.10	<i>Accept in part</i>	<i>See body of report.</i>	<i>No</i>
FS37	Richard & Geoff Spark		<i>Accept in part to the extent that it may affect rezoning, subdivision, and development of land at East Rangiora, including the land the subject of R&G Spark submission and neighbouring land.</i>	<i>Not applicable – only addressed in this table</i>	<i>Accept in part</i>	<i>I do not consider this further submission, which relates to a submission requesting rezoning, is relevant to the Signs chapter.</i>	<i>No</i>

Table B 23: Recommended responses to submissions - SIGN-S1

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
275.68	Waka Kotahi NZ Transport Agency	SIGN-S1	Amend SIGN-S1: "1. Any sign, other than <u>an official sign used for transport purposes</u> a transport sign or signal , shall: a. not have movable parts, including captive blimps or balloons, but excluding flags and banners; b. not have contain flashing, or revolving <u>or intermittently illuminated</u> lights;	3.8	Accept	See body of report.	Yes

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
			<p>c. not be reflective upon exposure to artificial light; d. not have sound effects; e. not resemble a transport sign official sign used for transport purposes or traffic signal; f. not be located in a position that impairs a road user's view of any transport sign official sign used for transport purposes or traffic signal; g. not overhang the road reserve of a State Highway; or h. not obstruct the movement of any pedestrian, motorist, or cyclist; i. not be located within any road corridor; j. comply with the following minimum lettering sizes in Table SIGN-1 where visible from a strategic road or arterial road with the following speed limits:</p> <p>Table SIGN-1: Minimum lettering sizes "Regulatory speed limit of adjoining road" Km/h <u>50</u> <u>60</u> ... Business / property name Minimum lettering height (mm) <u>100</u> <u>125</u> ... Main message Minimum lettering height (mm) <u>150</u> <u>175</u> Secondary message Minimum lettering height (mm) <u>75</u> <u>90</u> ..."</p>				
284.340	Clampett Investments Ltd	SIGN-S1	Retain SIGN-S1 as notified.	Not applicable – only addressed here	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
326.500	Rolleston Industrial Developments Ltd	SIGN-S1	Retain SIGN-S1 as notified.	Not applicable – only addressed here	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
FS137	Ohoka Residents Association		Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.	Not applicable – only addressed here	Accept in part	I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.	No

Table B 24: Recommended responses to submissions and further submissions - SIGN-S2

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
234.8	Go Media Limited	SIGN-S2	<p>Amend SIGN-S2:</p> <p><u>"Type of Sign</u> <u>Billboards permitted under SIGN-R7</u> <u>Rule reference Applicable Zone</u> <u>SIGN-R7</u> <u>All Industrial, Commercial and Mixed Use Zones</u> <u>Maximum Sign Display Area</u> <u>Any Billboard shall have a maximum sign display area of 28m².</u> <u>Maximum Height</u> <u>Maximum height of freestanding Billboard when measured from ground level: 9m.</u> <u>Billboards on buildings or structures:</u> <u>1. Any Billboard attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1).</u> <u>2. Any Billboard attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).</u> <u>Type of Sign</u> <u>Any off-site sign excluding Billboards permitted under SIGN-R7</u> <u>Rule reference Applicable Zone</u> <u>SIGN-R7 R8</u> <u>All Industrial, Commercial and Mixed Use Zones</u> <u>Maximum Number of Signs</u> <u>Freestanding signs: There shall be a maximum of one per site.</u> <u>Signs on structures: There shall be a maximum of one per site.</u> <u>Maximum Sign Display Area</u> <u>Each sign, either a freestanding sign and/or sign on structure, shall have a maximum sign display area of 4m².</u> <u>Maximum Height</u> <u>Maximum height of freestanding sign when measured from ground level: 3m.</u></p>	3.4	Reject	See body of report.	No

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
			Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2)."				
FS110	Waka Kotahi NZ Transport Agency		<i>Oppose – Reject - SIGN-S3 manages digital signs and Waka Kotahi considers it more appropriate for signs to be managed through this standard as opposed to being incorporated into SIGN-S2.</i>	3.4	Accept	See body of report.	No
267.20	Foodstuffs South Island Limited and Foodstuffs (South Island) Properties Limited	SIGN-S2	Amend to expressly acknowledge the specific operational and functional requirements that are unique to supermarkets, and the practical realities of site-specific constraints that influence the siting and design of new supermarkets and the expansion of existing supermarkets. Or alternatively, amend to include exemptions for supermarkets in recognition of their operational and functional requirements and the essential service they provide.	3.7	Reject	See body of report.	No
FS110	Waka Kotahi NZ Transport Agency		<i>Oppose – Reject - Waka Kotahi do not support specific exemptions for supermarket signage and do not consider that this type of signage should be treated differently to other commercial signage as the potential effects are no different.</i>	3.7	Accept	See body of report.	No
275.69	Waka Kotahi NZ Transport Agency	SIGN-S2	Further consider the aspects of SIGN-S2 which relate to temporary signs to improve the simplicity and clarity of these provisions. Delete all provisions for off-site directional signage.	3.5, 3.9	Accept	See body of report (two sections).	Yes
284.341	Clampett Investments Ltd	SIGN-S2	Retain SIGN-S2 as notified.	Not applicable – only addressed here	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
326.501	Rolleston Industrial Developments Ltd	SIGN-S2	Retain SIGN-S2 as notified.	Not applicable – only addressed here	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	Not applicable – only addressed here	Reject	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	No

Table B 25: Recommended responses to submissions and further submissions - SIGN-S3

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
234.9	Go Media Limited	SIGN-S3	Amend SIGN-S3: "... 2. The digital sign shall have a maximum sign display area of 3m² per site; 3. There shall be a maximum of one digital sign per site; 4. The digital sign shall display static images or messages only; 5. The digital sign shall display maximum of two different images or messages within a 24 hour period; 6. The display time for each image or message on the digital sign shall be a minimum of one hour; ..."	3.6	Accept in part	See body of report.	Yes
FS110	Waka Kotahi NZ Transport Agency		<i>Oppose – Reject - Do not support the submitters points to remove the maximum area, number of images/messages and the display time as the submitter has not proposed any alternative standards rather, proposes to delete them entirely.</i>	3.6	Accept in part	See body of report.	No
275.70	Waka Kotahi NZ Transport Agency	SIGN-S3	Amend SIGN-S3: "... 6. <u>There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds;</u> 7. The display time for each image or message on the digital sign shall be a minimum of one hour; 8. <u>The screen shall incorporate lighting control to adjust brightness in line with ambient light levels;</u> ..."	3.6	Accept	See body of report.	Yes
284.342	Clampett Investments Ltd	SIGN-S3	Retain SIGN-S3 as notified.	Not applicable – only addressed here	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
326.502	Rolleston Industrial Developments Ltd	SIGN-S3	Retain SIGN-S3 as notified.	Not applicable – only addressed here	Accept in part	No changes are recommended based on the content of this submission point. Subject to amendments made in response to other submissions.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	Not applicable – only addressed here	Reject	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	No

Table B 26: Recommended responses to submissions - SIGN-S4

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
284.343	Clampett Investments Ltd	SIGN-S4	Retain SIGN-S4 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.503	Rolleston Industrial Developments Ltd	SIGN-S4	Retain SIGN-S4 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>

Table B 27: Recommended responses to submissions - SIGN-S5

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
284.344	Clampett Investments Ltd	SIGN-S5	Retain SIGN-S5 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
326.504	Rolleston Industrial Developments Ltd	SIGN-S5	Retain SIGN-S5 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No
FS137	Ohoka Residents Association		<i>Oppose and disallow every amendment that supports Rolleston Industrial Development Limited's proposed satellite town in Ohoka. It is inconsistent with the national policy direction and contrary to the objectives and policies in both the Operative Plan and PDP. There is insufficient information relating to stormwater, wastewater, transport, character, amenity, and housing demand.</i>	<i>Not applicable – only addressed in this table</i>	<i>Reject</i>	<i>I do not consider the proposed private plan change request for Ohoka is relevant to the Signs chapter.</i>	<i>No</i>

Table B 28: Recommended responses to submissions and further submissions - Table SIGN-S2

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
113.6	Te Kōhaka o Tūhaitara Trust	Table SIGN-S2	Amend Table SIGN-S2 so that any community sign shall be provided at a ratio of a maximum of two freestanding signs per 1ha.	3.3	Accept	See body of report.	Yes
282.80	Woolworths New Zealand Limited	Table SIGN-S2	Amend Table SIGN-S2 to increase the permitted maximum sign display area for supermarkets in all zones, specifically amend the permitted maximum sign display area for freestanding signs within the Light Industrial Zone, General Industrial Zone and Large Format Retail Zone to 27m ² .	3.7	Reject	See body of report.	No
FS110	Waka Kotahi NZ Transport Agency		<i>Oppose specific standards for supermarket signage and do not consider it should be treated differently to other commercial signage as the potential effects are no different.</i>	3.7	Accept	See body of report.	No

Table B 29: Recommended responses to submissions - SIGN-AN1

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
195.109	Transpower New Zealand Limited	SIGN-AN1	Amend SIGN-AN1: "Signs may also be subject to applicable requirements within other legislation or documents, including the following: ... x. NZECP 34:2001 - New Zealand Electricity Code of Practice for Electricity Safe Distances applies to signs located in the vicinity of electricity lines."	3.11	Accept	See body of report.	Yes
275.71	Waka Kotahi NZ Transport Agency	SIGN-AN1	Retain SIGN-AN1(5) as notified.	Not applicable- only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No

Table B 30: Recommended responses to submissions and further submissions - SIGN-MD1

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
275.72	Waka Kotahi NZ Transport Agency	SIGN-MD1	Amend SIGN-MD1: "1. The extent to which the sign's size, location, design, content, illumination, and any digital <u>operation transitions</u> , could adversely affect the safe, efficient and effective operation of the transport system <u>transport safety, cause confusion, distraction or an obstruction to any road user.</u> 2. The complexity and sensitivity of the receiving environment."	3.8	Accept in part	See body of report.	Yes
FS99	KiwiRail Holdings Limited		Supports broadening the assessment of the effects on transport safety.	3.8	Accept in part	See body of report.	No

Table B 31: Recommended responses to submissions - SIGN-MD3

Sub. Ref.	Submitter / Further Submitter	Provision	Decision Requested	Section of this Report where Addressed	Officer's Recommendation	Officers' Reasons/Comments	Recommended Amendments to PDP?
178.54	Heritage New Zealand Pouhere Taonga	SIGN-MD3	Retain SIGN-MD3 as notified.	Not applicable – only addressed in this table	Accept	Agree with submitter. No changes recommended on the basis of this submission.	No

Appendix C. Statement of evidence of Hugh Anthony Nicholson – Urban design and landscape

**BEFORE HEARING COMMISSIONERS FOR
WAIMAKARIRI DISTRICT COUNCIL**

UNDER the Resource Management
Act 1991

IN THE MATTER of the Proposed
Waimakariri District Plan
(Proposed WDP)

AND

IN THE MATTER SIGNS Chapter and
Submissions

**STATEMENT OF EVIDENCE OF HUGH ANTHONY NICHOLSON ON BEHALF
OF WAIMAKARIRI DISTRICT COUNCIL**

URBAN DESIGN AND LANDSCAPE 24

MAY 2023

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1. INTRODUCTION

- 1.1 My full name is Hugh Anthony Nicholson. I am a Director at UrbanShift which is an independent consultancy that provides urban design and landscape architecture advice to local authorities and private clients.
- 1.2 I hold a Post-Graduate Diploma of Landscape Architecture from Lincoln University and a Post-Graduate Certificate in Urban Design from the University of Sydney. I have more than twenty years' experience in both the public and private sectors. I am a registered member of the New Zealand Institute of Landscape Architects (NZILA).
- 1.3 Prior to my current role, I worked as the Design Lead for the *Ōtākaro Avon River Regeneration Plan* for Regenerate Christchurch for two years, and as a Principal Urban Designer for Christchurch City Council for ten years. Before this I worked as an Urban Designer for the Wellington City Council for seven years.
- 1.4 I am a chair / member of the Nelson City / Tasman District Urban Design Panel and the Akaroa Design Review Panel. I was a member of the advisory panel for the development of the National Guidelines for Crime Prevention through Environmental Design (CPTED) for the Ministry of Justice, and a member of the Technical Advisory Group for the Wellington Waterfront.
- 1.5 My experience includes:
- a. Project leader for the establishment of the Christchurch Urban Design Panel which reviews significant resource consent applications and significant Council public space projects (2008);
 - b. Project leader for *Public Space Public Life Studies* in Wellington (2004) and Christchurch (2009) in association with Gehl Architects which surveyed how people used different public spaces around the city centre, and how the quality of these public spaces could be improved;

- c. Steering group and design lead for *Share an Idea* and the Draft *Christchurch Central Recovery Plan* including associated draft district plan amendments to the central city zones which were subsequently reviewed and incorporated into the *Christchurch Central Recovery Plan*;
- d. Expert urban design witness for Christchurch City Council to the Independent Hearings Panel for the Christchurch Replacement District Plan on the Strategic Directions and Central City chapters;
- e. Design reviewer for more than fifty resource consent applications for major central city rebuilds for the Christchurch City Council including the Justice & Emergency Precinct, the Central Library, the Bus Interchange and the Christchurch Hospital Outpatients and Acute Services Buildings.
- f. Urban design and landscape peer reviewer and expert witness at hearings for private plan changes¹, submissions on the Proposed Selwyn District Plan (SDP) and submissions on Variation 1 to the Proposed SDP, for the Selwyn District Council. I have been an expert witness in Environment Court mediations for two of the plan changes.
- g. Project leader and reviewer of a technical review of the visual effects of LED Billboards for the Christchurch City Council².

2. CODE OF CONDUCT

- 2.1 I confirm that I have read the Code of Conduct for Expert Witnesses contained in the Environment Court Practice Note 2023 and that I agree to comply with it. I confirm that I have considered all the material facts that I am aware of that might alter or detract from the opinions that I express, and that this evidence is within my area of expertise, except where I state that I am relying on the evidence of another person.

¹ Private Plan Changes 67, 69, 71, 72, 73, 74, 79, 81 and 82

² *LED Billboard Research: Technical Review of Visual Effects*, 2016, report prepared by Boffa Miskell Ltd and Connetics Ltd for Christchurch City Council

3. SCOPE

- 3.1 I have been asked by the Waimakariri District Council to carry out a peer review of urban design and landscape matters relating to submissions on the Signs Chapter of the Proposed Waimakariri District Plan.
- 3.2 In carrying out this assessment I have reviewed:
- a. Section 32, Ngā tohu / Signs Chapter, Proposed WDP³;
 - b. Ngā tohu / Signs Chapter, Proposed WDP;
 - c. Relevant parts of Submissions 234, 267, 282, 347 and 408 on the Proposed WDP;
 - d. *LED Billboard Research: Technical Review of Visual Effects*, a report prepared for the Christchurch City Council⁴;
 - e. *Te Tangi a te Manu: Aotearoa New Zealand Landscape Assessment Guidelines* prepared by the NZILA⁵.
- 3.3 I have also undertaken a brief survey of existing signage in the Waimakariri District (see Appendix 1).

4. SIGNS - OBJECTIVES AND POLICIES

- 4.1 In my peer review and in providing evidence I have relied upon the purpose identified in the Section 32 report *'to make provisions for business, infrastructure and community signs to advertise, identify, inform and warn, while managing the potential adverse effects on transport safety, character, amenity, and natural, landscape or heritage values.'*⁶
- 4.2 The Section 32 report recognises that signs serve a range of important functions for the District, but also recognises that signs need careful management in order to maintain the amenity values of zones, along with identified natural, landscape and heritage values, and transport safety⁷.

³ Section 32, Ngā tohu / Signs Chapter, Proposed Waimakariri District Plan, 18 September 2021

⁴ *LED Billboard Research: Technical Review of Visual Effects*, 2016, report prepared by Boffa Miskell Ltd and Connetics Ltd for Christchurch City Council

⁵ *Te Tangi a te Manu: Aotearoa New Zealand Landscape Assessment Guidelines*, Tuia Pito Ora New Zealand Institute of Landscape Architects, July 2022

⁶ Ibid, Section 2.2 Topic Description, p.5

⁷ Ibid, Section 2.3 Significance of this Topic, p.5

- 4.3 The Operative District Plan contains one objective which relates to a range of activities including signs and aims to maintain amenity values and an appropriate quality of environment from the adverse effects of the identified activities⁸. Policy 12.1.1.7 specifically relates to managing the effects of signs on traffic safety and amenity⁹.
- 4.4 As a strategic direction the Proposed WDP aims for urban development that *'provides a good quality urban environment that recognises existing character, amenity values, and is attractive and functional to residents, businesses and visitors'*¹⁰.
- 4.5 The Proposed WDP contains a single objective that specifically relate to signs. SIGN-O1 seeks provide for the District's economic and community wellbeing 'without compromising' transport safety or a range of values including character, amenity, landscape, natural and heritage values'¹¹.
- 4.6 The proposed WDP also contains five policies¹² which seek to:
- a. Enable the safe functioning of activities by enabling, while managing the effects of, official signs, off-site directional signs and community signs;
 - b. Support the economic viability and functionality of activities within commercial, mixed-use and industrial zones by enabling, while managing the effects of, on-site signs;
 - c. Provide for temporary signs for specific activities while managing size, number, location and duration to maintain amenity values and traffic safety;
 - d. Ensure signs do not adversely affect traffic safety by managing size, number, location, content, illumination and design, and avoiding all off- site signs except in industrial zones;
 - e. Maintaining the character and amenity values of zones by limiting the size, height, location and number of signs, limiting digital and off-site

⁸ Objective 12.1.1, Operative Waimakariri District Plan

⁹ Policy 12.1.1.7, Operative Waimakariri District Plan

¹⁰ Strategic Direction SD-02, Proposed Waimakariri District Plan

¹¹ SIGN-O1, Safety, well_beign and amenity, Proposed Waimakariri District Plan

¹² SIGN-P1-P5, Proposed Waimakariri District Plan

signs, and avoiding permanent signs identifying a subdivision development;

- f. Limiting the types of signs in area which have been identified as having high natural, landscape or heritage values.

4.7 I have reviewed the submissions drawing on the directions outlined above and where necessary I have reviewed the appropriateness of proposed objectives and policies as methods of delivering the desired outcome based on my urban design and landscape expertise.

5. ON-SITE VS OFF-SITE SIGNS

- 5.1 Go Media Limited seeks that recognition and provision for billboard advertising (off-site or third party advertising) be provided in the proposed WDP. In particular Go Media Limited consider that billboards should not be treated differently from any other signage on the grounds that the effects are no different from any other sign, and that built form standards that control site related signage would be appropriate methods for controlling any adverse effects (**submission points 234.4, 234.6 and 234.7**).
- 5.2 Go Media Limited considers that there is no environmental effects-based justification for treating digital and off-site signage differently from other signage. They also argue that an off-site sign is no more likely to lead to cumulative effects than an on-site sign, and that off-site signs should not be discriminated against. The argument underlying Go Media Limited's position is that the visual effects of a sign are the same whether or not it has off-site or on-site content.
- 5.3 The Aotearoa New Zealand landscape assessment guidelines describe landscapes as having physical, associative and perceptual values¹³. The physical values relate to the natural and built environment, the associative values refer to the meaning and values that we associate with places, and the perceptual values refer to how we perceive and experience places. The

¹³ *Te Tangi a te Manu: Aotearoa New Zealand Landscape Assessment Guidelines*, Tuia Pito Ora New Zealand Institute of Landscape Architects, July 2022, p.72

guidelines describe landscape effects as being the consequences of changes to any of these three values.¹⁴

- 5.4 The national landscape assessment guidelines describe visual effects as a subset of landscape effects, and visual assessments as one method to help to understand landscape effects. I agree with Go Media Limited that all things being equal the visual effects of an on-site and off-site sign would be the same, however, in my opinion they have different associative and perceptual values which result in different landscape effects.
- 5.5 In particular on-site signs provide legibility and wayfinding to assist residents and visitors to identify and find business and community activities, and they can also provide information about location, and natural, cultural or heritage values specific to a place (perceptual values). On-site signage is a traditional element in highly valued urban landscapes such as the 'village high street', and individual stores may have a particular cultural value through age or popularity (associative values).



Photo 1: The latest incarnation of Blackwell's Department Store, Kaiapoi which originally opened in 1871

- 5.6 In contrast off-site billboards are not generally place specific, and the products that are advertised are not generally available at the location of the sign and are likely to advertised as part of an advertising campaign at a

¹⁴ Ibid, What is a landscape effect?, p.135

number of locations over a limited period of time. The location of the billboards is driven by visibility and the size of the viewing audience.

- 5.7 Although the visual effects are similar, I consider that there are distinct differences between on-site and off-site signage with regard to other landscape and amenity effects, of which justify the Council adopting a different regulatory approach for each type of signage.
- 5.8 Go Media Limited acknowledges that an increase in the number of signs may result in a *'cumulative effect of all signage (both on and off-site) that may affect amenity values and character of an area'*. Given that off-site billboards do not reduce the number of existing businesses and their associated on-site signage, and nor do they displace any existing signage, enabling additional off-site billboards will result in an increase in the overall amount of signage and a corresponding change to the character of the zone.
- 5.9 An increase in off-site signs can also lead to an increase in the size and brightness of on-site signs as businesses seek to maintain their visibility in an increasingly busy visual environment.
- 5.10 In my opinion the Council is justified in treating off-site signs differently from on-site signs on the basis of the different landscape and amenity effects that result from them. Given that enabling off-site signs will also lead to an increase in the overall quantity of signs, I consider that limiting the zones where off-site signs are enabled is an appropriate approach to maintain the amenity values and character of these zones.

6. ACTIVITY STATUS AND STANDARDS FOR OFF-SITE SIGNS

- 6.1 Go Media Limited seek to make off-site signs including billboards a permitted activity within industrial, commercial and mixed use zones, and to change their activity status when they are not compliant with the standards to restricted discretionary (**submission point 234.7**). Go Media Limited argue that there is no effects based reasons to treat off-site signs differently to on- site signs.

- 6.2 In a related **submission point 234.8** Go Media Limited seek to amend the standards for sign area and height in these zones to provide for billboards and other off-site signs. In particular they seek a maximum display area for billboards of 28m² and maximum height for a freestanding billboard of 9m.
- 6.3 Ravenswood Developments Limited support the intent to limit the proliferation of off-site signs but consider that the non-complying activity status of off-site signs in commercial zones is extreme and does not recognise the positive aspects (**submission points 347.18 and 347.19**). They seek to amend SIGN-R7 to make off-site signs a restricted discretionary activity in commercial zones.
- 6.4 As discussed in Section 5, I consider that the Council has good reasons for treating on-site and off-site signs differently. In particular off-site signs have different landscape and amenity effects to on-site signs, and the enabling of off-site signs would lead to an overall increase in the quantum of signs in a zone.
- 6.5 In my opinion the Council's approach to the activity status of off-site signs in the Proposed WDP is appropriate. In particular I agree that industrial zones can support some off-site signage given the overall character and amenity of the zones, and that a restricted discretionary activity status for off-site signs allows adverse cumulative effects on the zone to be managed through a resource consent process.
- 6.6 The Council could consider extending the restricted activity status for off-site signs to large format retail zones which has some similarities to the industrial zones with larger scale buildings and setbacks.
- 6.7 I have carried out a brief review of signs in Waimakariri District (see Appendix 1) and noted that signs in the commercial zones that I observed (town and neighbourhood centres) were generally relatively small scale on-site signage including signs on windows, facades and verandas. In my opinion the addition of more billboards into these commercial areas would

significantly increase the quantity of signs and the cumulative effects on amenity would result in a change the character in these centres.

- 6.8 Photos 2 and 3 show the same view of Woodend with an existing off-site billboard together with a photo simulation prepared without the billboard to provide some idea of the scale of possible effects.



Photos 2: Existing third party billboard and Photo 3: photo simulation without billboard State Highway 1, Woodend

- 6.9 In my opinion, it is appropriate for the Council to make billboards and other off-site signs non-complying activities in commercial and mixed use zones in order to maintain the valued character and amenity of these centres.

- 6.10 With regard to the maximum display area and height requested by Go Media Limited I note that the maximum display area and height of an on-site sign in the industrial zones is 12m² and 7.5m respectively, and that there is a maximum of one freestanding on-site sign per site unless the road boundaries are greater than 200m in length. Go Media Limited's proposal is that each site should be able to have a freestanding billboard with a maximum display area of 28m² which is more than twice as large as the standard for on-site signs, and taller with a maximum height of 9m.
- 6.11 SIGN-R7 specifies a maximum of one off-site sign per site with a maximum area of 6m² and a maximum height (for a freestanding sign) of 3m. This clearly signals the intention of the Council that off-site signs should be either attached to a building or be low-level 'pedestrian' scaled signs, as opposed to traditional taller freestanding billboards.
- 6.12 In my opinion SIGN-R7 provides an appropriate outcome which ensures that off-site signage does not become the dominant visual element in these zones and remains subordinate to on-site signage. The maximum display area also helps to manage the cumulative effects of signage in these zones.

7. DIGITAL SIGNS

- 7.1 Go Media Limited oppose '*limiting*' digital signs as proposed in SIGN-P4 suggesting that it is unjustified in terms of effect, and that '*managing*' digital signs would be a more appropriate policy (**submission point 234.6**). They also seek amendments to SIGN-S3 to make the maximum display area requirements the same for digital and static signs, and to remove restrictions on the number of images and the dwell times (**submission point 234.9**).
- 7.2 Digital signs have different visual effects to static signs. In particular they include changing images and have more uniform and higher levels of luminance (brightness).

-



Photo 4: Digital sign showing comparative brightness with surrounds Southbrook Road, Rangiora

- 7.3 The photo of the digital sign on Southbrook Road (photo 2) demonstrates that this digital sign is significantly brighter than surrounding objects, and when combined with changing images it adds to the cumulative visual effects.
- 7.4 In my opinion the Council is justified in treating digital signs differently from static signs given the additional visual effects of digital signs. I consider that it is appropriate to limit the size, location and frequency of changing images in order to manage the effects in particular zones.
- 7.5 I consider that the permitted maximum display size of 3m² for digital signs in the listed zones provides for the small scale digital signs at service stations and supermarkets which provide prices or specials while providing an appropriate resource consent pathway for larger signs where the adverse effects may be greater.

- 7.6 I agree with Go Media Limited that the proposed standards for a maximum of two different images within a 24 hour period, and a minimum of a one hour display time for each image are unduly restrictive. The visual effects derive from the changing images rather than the number of images, and in these environments it is unlikely that the signs will be visible to individual viewers for longer than a few minutes.
- 7.7 Christchurch City Council's *Practice Note - Billboards* recommends mitigation measures can include longer image dwell times (e.g. 2 or 5 minutes during the day and 15 minutes or no transition at night)¹⁵. I recommend that SIGN-S3 has no limitation on the number of images and includes a minimum 2 minute dwell time during the day and 15 minutes at night.
- 7.8 I support the Council's approach of enabling digital signs within the listed commercial, mixed use and special purpose zones and making signs in these zones that breach the standards in SIGN-S3 restricted discretionary activities. I am concerned that SIGN-S3 makes digital signs of any size in other zones including residential and commercial zones restricted discretionary activities.
- 7.9 In my opinion it would be more appropriate to make digital signs that meet the other rules in SIGN-S3 restricted discretionary activities in zones other than the listed zones, and to make digital signs non-complying activities in zones other than the listed zones where they do not meet the other standards in SIGN-S3.
- 7.10 I note that the brightness of digital signs is controlled in the LIGHT chapter which identifies two potential adverse effects, glare and light spill. Luminance is the amount of light leaving an object and excessive luminance can lead to glare and create physical discomfort or reduce the ability to see detail. Illuminance is the amount of light falling onto a surface or area and unintended illuminance on adjacent properties becomes light spill¹⁶.

¹⁵ *Practice Note-Billboards*, Christchurch City Council, p. 11-12, Condition 9

¹⁶ Boffa Miskell Limited 2016. LED Billboard Research: Technical Review of Visual Effects. Report prepared by Boffa Miskell Limited and Connetics Limited for Christchurch City Council

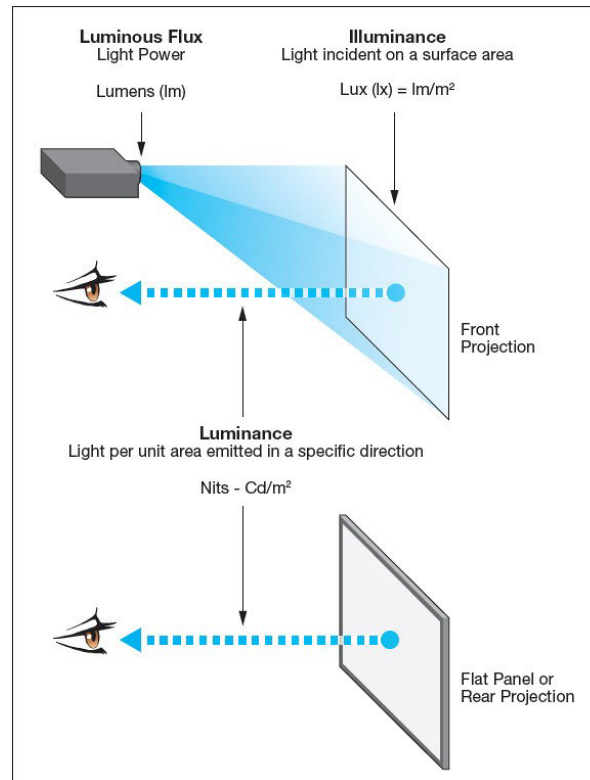


Figure 1: The difference between illuminance and luminance¹⁷

7.11 The LIGHT chapter establishes standards for light spill, however, with respect to luminance or brightness it seeks to control the orientation of outdoor lighting and notes that AS/NZS 4282:2019 *Control of the obtrusive effects of outdoor lighting* may apply. I consider that LIGHT-S2 which seeks that light “*is directed at least 20° below horizontal, and be aimed away from adjacent sites, roads, footpaths and cycle paths*” is not particularly useful for assessing digital signage which is intended to be visible and to be seen from public spaces. I note that the AS/NZS 4282:2019 is a best practice standard and compliance is not required. If there is scope I consider that it would be appropriate to establish maximum luminance levels in the District Plan.

7.12 AS/NZS 4282:2019 *Control of the obtrusive effects of outdoor lighting* recommends maximum luminance levels for digital billboards of 5,000 cd/m² during the day and 250 cd/m² at night. The Standard states that these levels are intended to avoid lighting “*giving rise to excessive annoyance, discomfort, distraction or a reduction in the ability to see essential*”

¹⁷ Boffa Miskell Limited 2016. LED Billboard Research: Technical Review of Visual Effects. Report prepared by Boffa Miskell Limited and Connetics Limited for Christchurch City Council

information”¹⁸, however, it goes on to say that this is “only one of a number of environmental and ecological considerations that will need to be addressed”¹⁹.

- 7.13 In other words the maximum luminance levels recommended in the Standard are not appropriate in all circumstances, and it may be appropriate to establish different luminance levels for outdoor signage in order to mitigate adverse effects or to complement a particular sense of place or character.
- 7.14 I commissioned the 2016 Christchurch City Council report on the visual effects of LED billboards²⁰. This report was prepared by a lighting engineer and landscape architect working together to measure the luminance (the lighting engineer) and to assess the visual impact (the landscape architect) of a number of existing static and digital billboards.
- 7.15 Based on the measurements and observations from the case studies, the authors recommend ‘good practice’ luminance levels. The recommended low to moderate light levels which I consider to be more appropriate are 1,000 - 2,999 cd/m² during the day and 26 - 74 cd/m² during the night²¹. The study includes examples of signs which meet these standards.
- 7.16 Christchurch City Council’s *Practice Note - Billboards* recommends mitigation measures can include lower luminance values (eg. 3,000 cd/m² during day and 125cd/m² maximum at night)²².
- 7.17 In my opinion, if there is scope, it would be appropriate to establish a standard for the maximum luminance of digital signs in LIGHTS-S2. I would recommend maximum levels of 3,000cd/m² during the day and 125cd/m² at night.

¹⁸ AS/NZS 4282:2019: Control of the obtrusive effects of outdoor lighting, , Section 1.4 Definitions

¹⁹ AS/NZS 4282:2019: Control of the obtrusive effects of outdoor lighting, , Preface

²⁰ Boffa Miskell Limited 2016. LED Billboard Research: Technical Review of Visual Effects. Report prepared by Boffa Miskell Limited and Connetics Limited for Christchurch City Council

²¹ Ibid, page 71

²² *Practice Note-Billboards*, Christchurch City Council, p. 11-12, Condition 9

8. ON-SITE SIGN STANDARDS

- 8.1 Foodstuffs South Island opposes the area, dimensions and quantity requirements in SIGN-S2 and considers that they unnecessarily constrain Foodstuffs branding and design requirements (**submission point 267.20**). They seek specific standards or exemptions to provide for the operational and functional requirements of supermarkets.
- 8.2 Woolworths New Zealand Limited considers that the industrial, large format retail, commercial and mixed use zones can accommodate greater levels of signage without detriment (**submission points 282.80 and 282.88**). They seek increased maximum display areas for all signs in the listed zones but particularly freestanding signs, and seek an additional matter of discretion in commercial zones to consider the importance of corporate branding for consistency and coherence.
- 8.3 I have reviewed the standards for permitted on-site signs in industrial, large format retail, commercial and mixed use zones and consider that these are an appropriate baseline for permitted activities that broadly reflects the amount of signage observed in my review of signs in the District (see Appendix 1). In particular the greatest amount of signage is anticipated in the industrial and large format retail zones, followed by lesser amounts in the town and local centre and mixed use zones, with the least amount anticipated in the neighbourhood centre zone.
- 8.4 With regard to the submissions from Woolworths New Zealand Limited and Foodstuffs South Island²³, I consider that there is no justification for treating supermarket signage differently from other on-site signage.
- 8.5 I note that on-site signs that do not meet the permitted activity standards in SIGN-S2 default to a restricted discretionary activity status. In my opinion a restricted discretionary resource consent is an appropriate pathway for applications for large scale supermarket signage where the benefits and adverse effects can be appropriately considered.

²³ Foodstuffs South Island Limited and Foodstuffs (South Island) Properties Limited

- 8.6 I have reviewed the matters of discretion in SIGN-MD2 and note that one of the matters relates to *'the character, form, or function of the site and the surrounding area'*. I consider that this matter would enable the functional requirements of supermarkets to be taken into consideration. I do not support an additional matter of discretion relating to corporate branding and note that there are no controls over the use of corporate colours on buildings and the use of these is widespread.

9. SUBDIVISION DEVELOPMENT ENTRANCE SIGNS

- 9.1 Bellgrove Rangiora opposes SIGN-P4(7) which seeks to avoid permanent subdivision signage (**submission point 408.28**). They suggest that new comprehensive developments establish their own neighbourhoods, character and identity, and that appropriate entrance signs assist with wayfinding and community identity.
- 9.2 Bellgrove Rangiora opposes SIGN-R9 which establishes a non-complying activity status for subdivision development entrance signs and seeks a permitted activity status with maximum display area and number controls (**submission point 408.29**). They seek that any breach defaults to a controlled or restricted activity status with matters of control / discretion limited to visual clutter, length of road frontage and impacts on amenity values.
- 9.3 While poor subdivision design can lead to a lack of integration with adjacent communities and a loss of social cohesion, I am not aware of any evidence that subdivision development entrance signs contribute to these effects and I note that they are often integrated with landscape features and planting which can support a sense of identity.



Photo 5: Subdivision development entrance sign with associated landscape features and planting, Beachgrove, Kaiapoi

9.4 I consider that there is no justification for treating subdivision development entrance signs differently from other on-site signs. Given that the maximum display area for an on-site sign in a residential zone is 0.6m² most subdivision entrance signs will default to a restricted discretionary activity status with the listed matters of discretion including SIGN-MD1 Transport Safety, SIGN-MD2 Amenity Values and Character, and SIGN-MD4 Natural and Landscape Values.

9.5 I note that SIGN-MD2 Amenity Values and Character includes a matter of discretion referring to *'the extent to which the sign would detract from the integration of new subdivision developments with their surrounding areas'*. This would allow some discussion of the level of integration with surrounding areas and the contribution of the sign to this matter.

Hugh Anthony Nicholson

24 May 2023



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Brief review of signs in the Waimakariri District Hugh

Nicholson, Urban Designer & Landscape Architect 24th May

2023

Background

The Waimakariri District Council is reviewing the Operative Waimakariri District Plan. The Proposed District Plan was notified in 2021, with the submission and further submission periods being completed in 2021 and 2022 respectively. The Council has commissioned an external specialist urban designer to comment on specific submissions on the Signs Chapter.

To inform the review of the submissions I have undertaken a brief review of signs in the Waimakariri District focusing on the commercial and industrial zones and other areas included in the submissions. I have not included official or temporary signs, or offsite directional signs or other signs in rural or residential areas.

This report is descriptive only and used for information.

Methodology

This review is based on site visits on the 18 April 2023 to:

- a. Rangiora, Kaiapoi and Woodend town centres;
- b. Southbrook / Flaxton Road Industrial / Large Format Retail zones
- c. Lilybrook Shopping Centre, Rangiora
- d. Beach Grove Development, North Kaiapoi

These correspond to four broad environments:

1. Main street / town centre
2. Large format / industrial strip

3. Neighbourhood centre
4. Residential development entrance

The analysis is based on the different types of signs observed in the four environments.

Main Street / Town Centres

Three centres were visited ranging in size from medium-sized town centres with supermarkets to a small country town on State Highway One.

The site visit to the Rangiora was focused on High Street between Street and Ivory Street, with a side trips to the New World Supermarket on Good Street. The visit to Kaiapoi was focused on Williams Street between Sewell Street and Ohoka Road with a side trips to the Countdown Supermarket on Hilton Street. The site visit to the Woodend shops was focused along SH1 between Parsonage and School Roads.

The quantity and visual impact of the signage was generally proportional to the size of the centre. Most of the signage that was observed was related to onsite activities. A few static billboards were observed in the larger centres attached to the side walls of two storey buildings.

Types of Signage

Four main types of signage were observed in town centres.

1. **Windows:** On-site signage on shop windows (behind or on the glass) was very widespread and evident throughout the centres. These signs are intended to be seen by passers-by and the visual impact is generally low. While these signs were predominantly in ground floor windows, there were a few instances where the signs were in a second- floor window with a higher visual impact.

In some instances the signage was opaque and covered the entire window. The content included shop names, products sold on site, safety or information notices and branding graphics.



Photo 1: Signage in windows (note freestanding information sign) – Williams Street, Kaiapoi



Photo 2: Opaque vinyl images on windows – Hilton Street, Kaiapoi

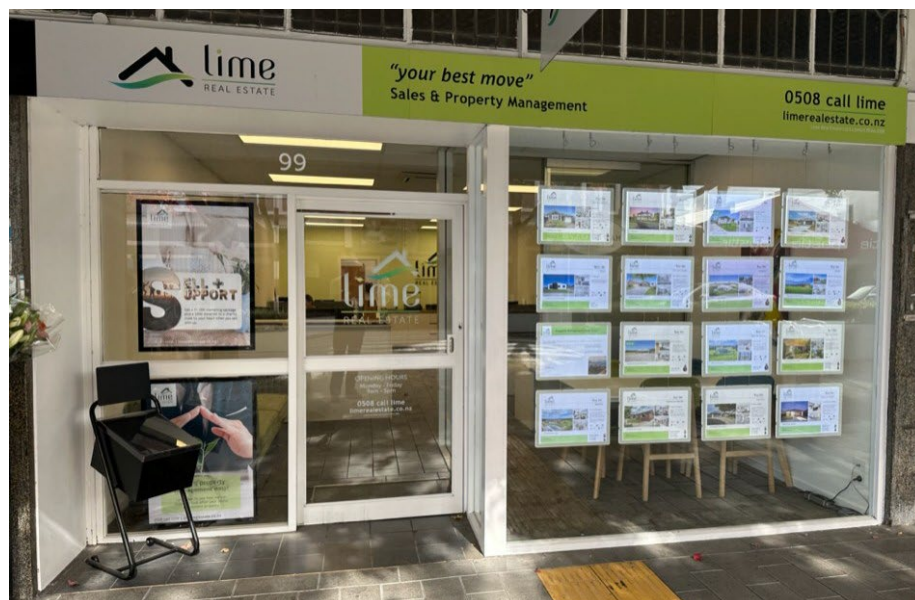


Photo 3: Illuminated real estate listings in shop window – High Street, Rangiora



Photo 4: Images fixed over shop windows – SH1, Woodend

2. **Verandas:** Signs on the front edge of verandas or hanging below footpaths was widespread where verandas were present. These on-site signs generally included shop names and occasionally brand slogans.



Photo 5: Veranda shop names – Hilton Street, Kaiapoi



Photo 6: Veranda shop names and branding – High Street, Rangiora



3. **Façade Signs:** Façade signs were often on the second storey or the parapets of buildings. They were usually on-site business or building names. Sometimes these included the use of brand colours on the façade. Either attached directly to the façade or at right angles.



Photo 8: Shop name lettering & illuminated projecting name sign – Williams Street, Kaiapoi



Photo 8: Shop name signs – High Street, Rangiora



4. **Billboards:** A few off-site static billboards were evident in town centres. These were generally larger than other types of signs, and with greater height and visibility. Whereas most onsite signage in town centres was aimed at nearby viewers on the street, billboards were aimed at viewers further away and travelling faster. No digital billboards were observed in town centres.



Photo 12: Static billboard – Williams Street, Kaiapoi



Photo 13: Static billboard – Williams Street, Kaiapoi



Photo 14: Static billboard – SH1, Woodend

Large format / industrial strip

In general, the signs in these zones are larger and brighter. They are generally focused on passing traffic rather than pedestrians. The buildings are often larger in scale and set back from the roads. Freestanding signs are common although they are generally lower in height than the adjacent buildings which are frequently painted in brand colours.

One digital billboard was observed on Southbrook Road, Rangiora. The brightness of the digital sign was significantly greater than the adjacent static signs.



Photo 15: Prominent freestanding signs – Southbrook Road, Rangiora



Photo 16: Combination of large scale freestanding and façade signs, & brand colour – Southbrook Road, Rangiora



Photo 17: Proliferation of small signs – Flaxton Road, Rangiora



Photo 18: Digital billboard on Southbrook Road, Rangiora

Generally single storey building with window, veranda and façade signage. Shared freestanding sign used where carpark is in front of the shops. Small scale rooftop signs more common



Photo 19: Lilybrook shopping centre – Percival Street, Rangiora



Photo 20: Strip of shops – Williams Street, Kaiapoi

Residential Development Entrance

Large scale lettering and landscape features to create a brand or identity for new subdivisions. Generally attached to walls or landscape features at eye level. On-site content and not illuminated.



Photo 21: Entrance sign at Beachgrove subdivision, Kaiapoi

Hugh Nicholson

UrbanShift

Appendix D. Expert advice of Shane Binder - Senior Transportation Engineer

WAIMAKARIRI DISTRICT COUNCIL**MEMO**

FILE NO AND TRIM NO: DDS-06-10-02-05-08 / 230509065737

DATE: 27 June 2023

MEMO TO: Shelley Milosavljevic (Senior Policy Planner - Waimakariri District Council & Signs Chapter Reporting Officer)

FROM: Shane Binder (Senior Transportation Engineer – Waimakariri District Council)

SUBJECT: Response to request for expert advice regarding transport related submissions on Signs Chapter

The Section 42A Reporting Officer for the Signs Chapter requested transportation advice on specific submissions on the Signs Chapter. My response to these submissions is provided in **Table 1** below.

Table 1 – Transportation advice on specific submissions on the Signs Chapter

Sub point number	Submitter name	Provision	Sentiment	Submission point summary	Relief sought summary	Comment from Waimakariri District Council Senior Transportation Engineer
234.5	Go Media Limited	SIGN-P3	Oppose	Oppose SIGN-P3 as it seeks to address transport safety by managing digital and off-site signs in relation to zones, rather than in relation to the transport environment. Traffic safety is not a zone related issue. Provided effects are managed appropriately, there is no traffic safety reason to manage digital and off-site signs differently to other signs.	Amend SIGN-P3: "Ensure signs do not adversely affect transport safety by causing a distraction or obstruction to road users and pedestrians by <u>managing the size, number, location, content, illumination, and design of signs</u> :- 1. <u>managing the size, number, location, content, illumination, and design of signs</u> ; 2. <u>limiting digital signs</u> ; and 3. <u>managing off-site signs in Industrial Zones, and avoiding off-site signs in all other zones.</u> "	<p>The submitter seeks to amend SIGN-P3, which relates to transport safety, to remove reference to 'limiting digital signs' and 'managing off-site signs in Industrial Zones, and avoiding off-site signs in all other zones.'</p> <p>Regarding the requested deletion of SIGN-P3(2), I consider that limiting digital signs is appropriate from a transport safety perspective because they draw even more attention away from the road (than static signs) by design with active transitions and the perceived need to understand content that "disappears" in front of a motorist. While digital signs are a recent development and there is not yet sufficient research to tie explicitly to crash rates, the research-based consensus on causing distraction is well-established, so digital billboard size and content should be limited to manage the effects of driver distraction. Therefore, I consider it is appropriate for SIGN-P3(2) to reference limiting digital signs as this does relate to transport safety.</p> <p>Regarding the requested deletion of SIGN-P3(3), I agree with the submitter that there are not any transport safety reasons for limiting the zones in which offsite signs are provided in, except in that it limits their overall abundance in the District. I consider off-site signs should be avoided district-wide, regardless of zoning, due to transport safety effects discussed above.</p>
234.7	Go Media Limited	SIGN-R7	Oppose	Oppose SIGN-R7 as it does not provide for off-site signs, including billboards, with appropriate activity standards as a permitted activity within Industrial, Commercial or Mixed Use Zones despite their effects being manageable and comparable to on-site signs, and cumulative effects being avoidable. Oppose activity status of non-complying when compliance not achieved as most permitted activity rules default to restricted discretionary activities. There is no effects-based reason to manage off-site signs differently to other signs. Seek addition of specific permitted activity rule for billboards within Industrial, Commercial and Mixed Use zones subject to activity standards (based on the Christchurch District Plan), and other off-site signs subject to standards.	Delete SIGN-R8 and insert new rules SIGN-R7, SIGN-R8 and SIGN-R9: "SIGN-R7 – BILLBOARDS Industrial, Commercial and Mixed Use Zones Activity Status: PER Where: 1. SIGN-S1 – SIGN – S5 are met 2. Billboards are located on sites fronting strategic, arterial and/or collector roads. 3. If located on any road with a speed limit of 60kph or greater any billboard shall not be located closer than 50m before or after any traffic signals that are located on the same side of the road as the billboard, and where the billboard is oriented towards traffic approaching the signals. 4. The site shall have a minimum road frontage of 40 metres per billboard, provided that no more than 2 billboards may be erected on any single site.	<p>I do not agree with this requested amendment to delete SIGN-R8. I consider that off-site signs (including billboards) require additional management via a resource consent process. There is substantive international research to suggest off-site signs are a distraction to drivers in that they routinely convey a higher quantity and more detailed information than standard traffic control devices, often with text, font, and images that require more cognitive attention from drivers, manifesting in longer time spent looking at billboards and potentially prolonged response times and longer braking distances (Gitelman et al INRSA 2010, Decker et al Traffic Inj Prev 2015, SWOV Distraction in traffic fact sheet 2020).</p> <p>Referring to the specific added rules relating to digital display billboards, I have the following comments:</p>

Sub point number	Submitter name	Provision	Sentiment	Submission point summary	Relief sought summary	Comment from Waimakariri District Council Senior Transportation Engineer
					<p><u>5. Any billboard shall not be located directly opposite or within 40m of the boundary of any site within a residential zone.</u></p> <p><u>In addition, for digital display billboards:</u></p> <p><u>6. The billboard shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2 metres within the boundary of any adjacent site and/or arterial road and/or collector road.</u></p> <p><u>7. No live broadcast or pre-recorded video shall be displayed on the screen. Only still images shall be displayed with a minimum duration of 7 seconds.</u></p> <p><u>8. There shall be no movement or animation of the images displayed on the screen.</u></p> <p><u>9. The material displayed on the screen shall not contain any flashing images and the screen itself shall not contain any retro-reflective material.</u></p> <p><u>10. There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds.</u></p> <p><u>11. There shall be no sound associated with the screen and no sound equipment is to be installed as part of the screen.</u></p> <p><u>12. The screen shall incorporate lighting control to adjust brightness in line with ambient light levels.</u></p> <p><u>13. The billboard shall not be located on or adjacent to a state highway with a speed limit that is 80km/hr or greater.</u></p> <p><u>Activity Status when compliance not achieved: RDIS</u></p> <p><u>Matters of discretion are restricted to:</u></p> <p><u>SIGN-MD1 - Transport safety</u></p> <p><u>SIGN-MD2 - Amenity values and character"</u></p> <p><u>"SIGN-R8 – OFF-SITE SIGNS EXCLUDING BILLBOARDS</u></p> <p><u>Industrial, Commercial and Mixed Use Zones</u></p> <p><u>Activity Status: PER</u></p> <p><u>Where:</u></p> <p><u>1. if located adjacent to a road with a speed limit greater than 60km/hr, shall be separated a minimum of 50m from any intersection, pedestrian crossing, or permanent regulatory sign, permanent warning sign or curve that has a chevron sign erected by the road controlling authority</u></p> <p><u>2. No sign shall be located directly opposite or within 40m of the boundary of any site within a residential zone.</u></p> <p><u>3. Each sign shall be sealed and waterproof;</u></p> <p><u>4. No sign shall have moving parts or changing images;</u></p> <p><u>6. Each sign shall have the name and address of the</u></p>	<p>6 - This standard should both include "Strategic Roads" and also reference NZS 4282 for more sensitive zones where relevant (such as SIGN-P5?).</p> <p>7 - A minimum duration of 8.0 seconds is the accepted standard across New Zealand and should be the minimum for WDC.</p> <p>8-9 - I would suggest the standard conditions from Christchurch (Practice Note 03-2021 Billboards) should be incorporated here fully, which include:</p> <ul style="list-style-type: none"> • Sequencing of consecutive advertisements • A split screen (i.e. more than one advertisement at any one time) • Images using graphics, colours or shapes in such a way that they could resemble or distract from a traffic control device • Content that invites or directs a driver to take any kind of driving action <p>10 - Sudden still image transitions cause distraction in drivers' peripheral vision and should be avoided; a 0.5 second transition (not a maximum) should be used to provide a subtler change in image.</p> <p>13 - The decreased field of vision and longer braking distance associated with higher speeds exists on all roads in the District, not just State Highways. Further, most of the 80 km/hr (or faster) local roads in the District are not constructed to the same standard as State Highways; thus this restriction should apply to all roads with 80 km/hr or faster speed limits.</p>

Sub point number	Submitter name	Provision	Sentiment	Submission point summary	Relief sought summary	Comment from Waimakariri District Council Senior Transportation Engineer
					<p><u>sign operator / provider and other contact details on the sign;</u></p> <p><u>7. There shall be no more than three small off-site signs on each road frontage of any site.</u></p> <p><u>8. SIGN-S1 – SIGN – S5 are met</u></p> <p><u>Activity Status when compliance not achieved: RDIS</u></p> <p><u>Matters of discretion are restricted to:</u></p> <p><u>SIGN-MD1 - Transport safety</u></p> <p><u>SIGN-MD2 - Amenity values and character"</u></p> <p><u>"SIGN – R9 Any Off-Site Sign</u></p> <p><u>Rural Zones</u></p> <p><u>Residential Zones</u></p> <p><u>Open Space Zones</u></p> <p><u>Special Purpose Zone (Pines Beach and Kairaki Regeneration)</u></p> <p>Activity Status: NC</p> <p><u>Activity Status when compliance not achieved: N/A"</u></p>	
234.8	Go Media Limited	SIGN-S2	Amend	Seek amendment of the standards for sign area and height to provide for billboards and other off-site signs provided for under SIGN-R7 and SIGN-R8.	<p>Amend SIGN-S2:</p> <p><u>"Type of Sign</u></p> <p><u>Billboards permitted under SIGN-R7</u></p> <p><u>Rule reference Applicable Zone</u></p> <p><u>SIGN-R7</u></p> <p><u>All Industrial, Commercial and Mixed Use Zones</u></p> <p><u>Maximum Sign Display Area</u></p> <p><u>Any Billboard shall have a maximum sign display area of 28m².</u></p> <p><u>Maximum Height</u></p> <p><u>Maximum height of freestanding Billboard when measured from ground level: 9m.</u></p> <p><u>Billboards on buildings or structures:</u></p> <p><u>1. Any Billboard attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1).</u></p> <p><u>2. Any Billboard attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).</u></p> <p>Type of Sign</p> <p>Any off-site sign <u>excluding Billboards permitted under SIGN-R7</u></p> <p>Rule reference Applicable Zone</p> <p><u>SIGN-R7 R8</u></p> <p><u>All Industrial, Commercial and Mixed Use Zones</u></p> <p>Maximum Number of Signs</p> <p>Freestanding signs: There shall be a maximum of one per site.</p> <p>Signs on structures: There shall be a maximum of one per site.</p> <p>Maximum Sign Display Area</p> <p>Each sign, either a freestanding sign and/or sign on</p>	I do not agree with this requested amendment. I consider that off-site signs (including billboards) require additional management via a resource consent process. There is substantive international research to suggest off-site signs are a distraction to drivers in that they routinely convey a higher quantity and more detailed information than standard traffic control devices, often with text, font, and images that require more cognitive attention from drivers, manifesting in longer time spent looking at billboards and potentially prolonged response times and longer braking distances (Gitelman et al INRSA 2010, Decker et al Traffic Inj Prev 2015, SWOV Distraction in traffic fact sheet 2020).

Sub point number	Submitter name	Provision	Sentiment	Submission point summary	Relief sought summary	Comment from Waimakariri District Council Senior Transportation Engineer
					structure, shall have a maximum sign display area of 4m ² . Maximum Height Maximum height of freestanding sign when measured from ground level: 3m. Signs on buildings or structures: Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1). Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2)."	
234.9	Go Media Limited	SIGN-S3	Amend	Oppose SIGN-S3 in part to the extent that it imposes maximum display area requirements that differ from those which apply to non-digital signs, and limits the number and duration of images. There are no effects-based reasons for these limitations.	Amend SIGN-S3: "... 2. The digital sign shall have a maximum sign display area of 3m² per site; 3. There shall be a maximum of one digital sign per site; 4. The digital sign shall display static images or messages only; 5. The digital sign shall display maximum of two different images or messages within a 24 hour period; 6. The display time for each image or message on the digital sign shall be a minimum of one hour; ..."	I do not agree with this requested amendment. As noted in the response to 234.7, billboards are inherently distracting to motorists and digital billboards draw even more attention away from the road by design with active transitions and the perceived need to understand content that "disappears" in front of a motorist. While digital billboards are a recent development and there is not sufficient research to tie explicitly to crash rates, the consensus on causing distraction is well established, so digital billboard size and content should be limited to manage the effects of driver distraction.
267.20	Foodstuffs South Island Limited and Foodstuffs (South Island) Properties Limited	SIGN-S2	Oppose	Oppose the area, dimension, and quantity requirements in SIGN-S2, Table SIGN-2 and Figures SIGN-1 to SIGN-4 as they are not justified on the basis of effects and unnecessarily constrain the standardised branding and design (including type, quantity and sizing) of Foodstuffs' store signs, which is used throughout New Zealand thus consistency is important. It is important that a range, type, size and quantity of signage is provided for to identify the supermarket's location, entry, and exit for visibility and safety purposes.	Amend to expressly acknowledge the specific operational and functional requirements that are unique to supermarkets, and the practical realities of site-specific constraints that influence the siting and design of new supermarkets and the expansion of existing supermarkets. Or alternatively, amend to include exemptions for supermarkets in recognition of their operational and functional requirements and the essential service they provide.	I do not agree with this request. Supermarkets do not have operational or functional requirements for publicly-facing signage that are substantively different than other activities. Further, standardised branding should not be a consideration when evaluating the effects of such signage.
275.65	Waka Kotahi NZ Transport Agency	SIGN-R5	Oppose	Opposes provisions for off-site directional signs as there is no sound basis for differentiating between them and off-site signs. From a road safety perspective the effects of both types of signs are the same. Permitting off-site directional signs conflicts with the direction of off-site signs generally being a non-complying activity. Seeks removal of all provisions relating to off-site directional signs.	Delete all provisions relating to off-site directional signage: - Removing reference to them from SIGN-P1; - Deleting 'off-site directional signs' definition; - Delete SIGN-R5; and - Delete any reference within other rules, including Table SIGN-S2.	I agree with this submission because I consider that off-site directional signs would adversely affect traffic safety because, similar to other off-site signs, they contribute to driver distraction (especially when they relate to an activity that is not collocated with the sign, requiring more cognition on the part of the driver) and depending on placement relative to intersections or driveways, may block visibility.
275.68	Waka Kotahi NZ	SIGN-S1	Amend	"Support the inclusion of a transport safety related standard. Seek amendments to:	Amend SIGN-S1: "1. Any sign, other than an official sign used for	I partly agree with this request. I agree with the addition to SIGN-S1(1)(b) and new minimum letter

Sub point number	Submitter name	Provision	Sentiment	Submission point summary	Relief sought summary	Comment from Waimakariri District Council Senior Transportation Engineer
	Transport Agency			<ul style="list-style-type: none"> - Replace 'transport sign' with 'an official sign used for transport purposes' as 'transport sign' is not a term that has been used throughout the plan, nor is it defined; - Delete reference to 'transport signal' which is a traffic control device, not a sign; - Include intermittently illuminated lights within provisions relating to light; and - Include minimum lettering sizes for 50km/h and 60km/h speed zones as there are several sections of strategic or arterial roads with these lower speed limits. " 	<p>transport purposesa transport sign or signal, shall:</p> <ul style="list-style-type: none"> a. not have movable parts, including captive blimps or balloons, but excluding flags and banners; b. not have contain flashing, or revolving <u>or intermittently illuminated</u> lights; c. not be reflective upon exposure to artificial light; d. not have sound effects; e. not resemble a transport sign <u>an official sign used for transport purposes or traffic signal</u>; f. not be located in a position that impairs a road user's view of any transport sign <u>official sign used for transport purposes or traffic signal</u>; g. not overhang the road reserve of a State Highway; or h. not obstruct the movement of any pedestrian, motorist, or cyclist; i. not be located within any road corridor; j. comply with the following minimum lettering sizes in Table SIGN-1 where visible from a strategic road or arterial road with the following speed limits: <p>Table SIGN-1: Minimum lettering sizes "Regulatory speed limit of adjoining road" Km/h <u>50</u> <u>60</u> ... Business / property name Minimum lettering height (mm) <u>100</u> <u>125</u> ... Main message Minimum lettering height (mm) <u>150</u> <u>175</u> Secondary message Minimum lettering height (mm) <u>75</u> <u>90</u> ..."</p>	<p>sizes proposed in SIGN-S1 (1)(j) as these are based on Waka Kotahi's well-founded standards.</p> <p>However, I consider using the term "official traffic control device" in place of "transport sign or signal," would be more appropriate as the Land Transport Rule Traffic Control Devices 2004 defines a "traffic control device" as a device used on a road for the purpose of traffic control; and includes any sign, signal, or notice.</p>
275.70	Waka Kotahi NZ Transport Agency	SIGN-S3	Amend	Support management of aspects of digital signs that can affect the safe, efficient and effective operation of the State Highway network. However, seek addition of a matter relating to transitions between still images, and a matter relating to lighting control, in order to mitigate effects on transport safety, particularly during image transitions.	<p>Amend SIGN-S3:</p> <p>"... 6. <u>There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds</u>;</p> <p>7. The display time for each image or message on the digital sign shall be a minimum of one hour;</p> <p>8. <u>The screen shall incorporate lighting control to adjust brightness in line with ambient light levels</u>;</p> <p>..."</p>	I agree with this requested amendment because the addition of controls on transitions and brightness will limit the transport safety effects of illuminated digital signs. However sudden still image transitions cause distraction in drivers' peripheral vision and should be avoided, thus a 0.5 second transition (not a maximum) should be required to provide a subtler change in image.

Sub point number	Submitter name	Provision	Sentiment	Submission point summary	Relief sought summary	Comment from Waimakariri District Council Senior Transportation Engineer
275.72	Waka Kotahi NZ Transport Agency	SIGN-MD1	Amend	Support SIGN-MD1. Seek amendment to provide for a broader consideration of transport safety effects, rather than being limited to distraction or obstruction. Seek amendment to provide for a broader consideration of operational effects of digital signs in their entirety, rather than being limited to transitions.	Amend SIGN-MD1: "1. The extent to which the sign's size, location, design, content, illumination, and any digital <u>operation transitions</u> , could adversely affect <u>the safe, efficient and effective operation of the transport system</u> transport safety, cause confusion, distraction or an obstruction to any road user. 2. The complexity and sensitivity of the receiving environment."	I do not agree with this request. The notified wording is more detailed in terms of actions ("transitions" in place of "operation") and effects ("safe, efficient, and effective" is far too vague as a performance-based outcome and does not provide any basis for an evaluation).

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Appendix E. Report Author's Qualifications and Experience

I hold a Bachelor of Applied Science in Environmental Management and Master of Applied Science in Environmental Management. I am a Full Member of the New Zealand Planning Institute.

I have 10.5 years' experience in working as a planner for local government and consultancies. My work experience includes District Plan preparation, policy analysis, public and stakeholder consultation and engagement, processing of resource consent applications, preparation of resource consent applications, and environmental monitoring.

I have worked at the Waimakariri District Council for 6.5 years; starting as a Resource Management Planner, then Intermediate Policy Planner, and now Senior Policy Planner. I have been involved in the Waimakariri District Plan review process since it commenced in 2016.