

Waimakariri District Council Proposed Waimakariri District Plan

Recommendations of the PDP Hearings Panel

Recommendation Report 14

Hearing Stream 5 Part 2: District-wide matters – SIGN- Signs

This report should be read in conjunction with **Report 1** and **Recommendation Report 2**.

Report 1 contains an explanation of how the recommendations in all subsequent reports have been developed and presented, along with a glossary of terms used throughout the reports, a record of all Panel Minutes, a record of the recommendation reports and a summary of overarching recommendations. It does not contain any recommendations per se.

Recommendation Report 2 contains the PDP Panel's recommendations on the PDP's Part 2: District-wide Matters – Strategic directions - SD Strategic directions objectives and policies.

Appendix 1: Schedule of attendances

Appendix 2: Recommended amendments to the Proposed Plan - Tracked from notified version (provisions not consequentially renumbered)

The Hearings Panel for the purposes of **Hearing Stream 5** comprised Commissioners Gina Sweetman (Chair), Allan Cubitt, Gary Rae, Megen McKay, Neville Atkinson and Niki Mealings.

1. Introduction

Report outline and approach

1. This is Report 14 of 37 Recommendation Reports prepared by the PDP Hearings Panel appointed to hear and make recommendations on submissions to the Proposed Waimakariri District Plan (PDP).
2. The report addresses the objective, policies, rules and other provisions relating to the SIGN – Signs Chapter and the submissions received on those provisions. The relevant provisions are:
 - Definitions
 - Objectives and Policies
 - Activity Rules
 - Sign Standards
 - Matters of Discretion.
3. We have structured our discussion on this topic as follows:
 - (a) **Section 2** summarises key contextual matters, including relevant provisions and key issues/themes in submissions;
 - (b) **Sections 3 - 6** contains our evaluation of key issues and recommended amendments to provisions; and
 - (c) **Section 7** contains our conclusions.
4. This Recommendation Report contains the following appendices:
 - (a) **Appendix 1: Schedule of attendances** at the hearing on this topic. We refer to the parties concerned and the evidence they presented throughout this Recommendation Report, where relevant.
 - (b) **Appendix 2: Recommended amendments to the Proposed Plan – Tracked from notified version.** This sets out the final amendments we recommend be made to the PDP provisions relating to this topic. The amendments show the specific wording of the amendments we have recommended and are shown in a ‘tracked change’ format showing changes from the notified version of the PDP for ease of reference. Where whole provisions have been deleted or added, we have not shown any consequential renumbering, as this method maintains the integrity of how the submitters and s42A Report authors have referred to specific provisions, and our analysis of these in the Recommendation Reports. New whole provisions are prefaced with the term ‘new’ and deleted provisions are shown as struck out, with no subsequential renumbering in either case.
5. We record that all submissions on the provisions relating to the SIGN chapter have been taken into account in our deliberations. In general, submissions in support of the

PDP have not been discussed but are accepted or accepted in part. More detailed descriptions of the submissions and key issues can be found in the relevant s42A Reports, Responses to Preliminary Questions and written Reply Reports, which are available on the Council's website. As stated above, our decision on each submission point is set out in Appendix 2.

6. In accordance with the approach set out in Report 1, this Report focuses only on 'exceptions', where we do not agree fully or in part with the s42A report authors' recommendations and / or reasons, and / or have additional discussion and reasons in respect to a particular submission point, evidence at the hearing, or another matter. Original submissions have been accepted or rejected as recommended by the s42A report author unless otherwise stated in our Recommendation Reports. Further submissions are either accepted or rejected in conformance with our recommendations on the original submission to which the further submission relates.
7. The requirements in clause 10 of the First Schedule of the Act and s32AA are relevant to our considerations of the PDP provisions and the submissions received on those provisions. These are outlined in full in Report 1. In summary, these provisions require among other things:
 - (a) our evaluation to be focussed on changes to the proposed provisions arising since the notification of the PDP and its s32 reports;
 - (b) the provisions to be examined as to whether they are the most appropriate way to achieve the objectives; and
 - (c) as part of that examination, that:
 - i. reasonable alternatives within the scope afforded by submissions on the provisions and corresponding evidence are considered;
 - ii. the efficiency and effectiveness of the provisions is assessed;
 - iii. the reasons for our recommendations are summarised; and
 - iv. our report contains a level of detail commensurate with the scale and significance of the changes recommended.
8. We have not produced a separate evaluation report under s32AA. Where we have adopted the recommendations of Council's s42A report authors, we have adopted their reasoning, unless expressly stated otherwise. This includes the s32AA assessments attached to the relevant s42A Reports and/or Reply Reports. Those reports are part of the public record and are available on the Council website. Where our recommendation differs from the s42A report authors' recommendations, we have incorporated our s32AA evaluation into the body of our report as part of our reasons for recommended amendments, as opposed to including this in a separate table or appendix.
9. A fuller discussion of our approach in this respect is set out in Section 5 of Report 1.

2. Summary of provisions and key issues

Outline of matters addressed in this section

10. In this section, we provide relevant context around which our evaluation of the notified provisions and submissions received on them is based. Our discussion includes:
- (a) summary of relevant provisions;
 - (b) themes raised in submissions; and
 - (c) identification of key issues for our subsequent evaluation.

Submissions

11. There were over 93 original submission points from 17 submitters, as well as 41 further submission points from 7 further submitters, received on the Signs Chapter. All these submissions and further are outlined in the section 42A report.

Key issues

12. The key issues in contention on this chapter are as follows:
- (a) Off-site signs
 - (b) Off-site directional signs
 - (c) Temporary signs
 - (d) Transport safety.

3. Off-site signs

Overview

13. The Panel recommends amendments to SIGN-P3 in response to a submission, which is different to that recommended by the s42A report author, summarised as follows:

Provisions	Panel recommendations
SIGN-P3(1)	Amendments as recommended by the s42A reporting author, except retain 'managing' rather than replacing it with 'limiting' for the signs covered in clause 1.
SIGN-P4(5)((a)	Amend so that the clause reads "providing for such signs in Industrial and Commercial and Mixed Use Zones while managing their effect on other zones"

Amendment and Reasons

14. The submissions we consider further here are those by:

- (a) Go Media Ltd (Go Media)¹ seeks a defined term for 'billboard' and a rule framework for billboards (maximum area 18m²) distinguished from small off-site signs.
 - (b) Go Media² opposes SIGN-P1 as it does not enable off-site signs.
 - (c) Go Media³ opposes SIGN-P3 as it seeks to address transport safety by managing digital and off-site signs in relation to zones, rather than the transport environment.
 - (d) Go Media⁴ opposes SIGN-P4 as it discriminates against off-site signs disproportionately to their environmental effects.
 - (e) Ravenswood Developments Ltd (Ravenswood)⁵ seeks deletion of reference to 'Commercial and Mixed Use Zones' from SIGN-P4(5)(b) as the avoidance of off-signs is extreme.
 - (f) Go Media⁶ opposes SIGN-R7 and seeks a specific permitted activity rule for billboards within Industrial, Commercial or Mixed Use Zones.
 - (g) Waka Kotahi⁷ supports SIGN-R7 as off-site signs can compromise road safety.
 - (h) Ravenswood⁸ seeks SIGN-R7 be amended to provide for off-site signs as restricted discretionary activities within Commercial Zones.
 - (i) Go Media⁹ seeks amendment of the sign area and height limits within Table SIGN-S2 in SIGN-S2 to provide for billboards and other off-site signs.
15. The above submissions can be summarised as being a challenge by Go Media and by Ravenswood on what they consider is an overly restrictive approach in the PDP for off-site signs as opposed to on-site signs. In contrast, Waka Kotahi generally supported the restrictive approach as necessary to protect traffic safety, with a fundamental concern that off-site signs are a largely unnecessary source of distraction to motorists. The Council reporting team, including Ms Milosavljevic (s42A report author) and Mr Nicholson (urban designer) also had concerns at the effects on amenity arising from off-site signs, including the cumulative effects. Council's traffic expert, Mr Binder, also generally supported Waka Kotahi's concerns regarding the traffic safety effects of off-site signs.
16. Initially, the Panel was concerned to understand how small directional off-site signs (i.e. signs other than billboards) could have traffic safety effects significantly greater than the effects from on-site signs of the same dimensions, including signs that are simply directional signs. Accordingly the Panel directed expert conferencing to test whether the restrictive approach to off-site signs is warranted.
17. From the participants who actively engaged, we received joint witness statements (JWSs) from firstly the transport experts (Shane Binder for Council and Robert Swears

¹ 234.2

² 234.4

³ 234.5

⁴ 234.6

⁵ 347.18

⁶ 234.7

⁷ 275.67

⁸ 347.19

⁹ 234.8

from Waka Kotahi), and secondly from the planning experts (Ms Milosavljevic for Council, Stuart Pearson for Waka Kotahi, and Melanie Foote for Go Media).

18. Having considered all of the evidence from submitters, as well as the JWSs on this topic, the Panel concludes that:
 - (a) All advertising signs will cause some level of distraction, as it is generally their purpose to draw attention, and controls are necessary to optimise road user safety, particularly at locations where the demands on a road user attention are greatest, or where the consequences of road users making mistakes are greatest¹⁰.
 - (b) On-site signs are of a more essential nature in that they provide a wayfinding, locational, site specific function and contribute to the legibility of an area's activities.
 - (c) Off-site signs typically contain more generic advertising content, and do not have the same locational functionality as on-site signs, and the advertising content typically conveyed is available via other mediums.
19. For those reasons we agree with Mr Swears and with Mr Binder that a greater level of control is warranted for off-site signs, for traffic safety reasons alone.
20. The participants in JWS (Planning) all agreed that off-site signs located within Commercial and Mixed Use Zones and Industrial Zones, should be managed through a less restrictive approach than those within other zones given the character and lower amenity values in those zones, while non-complying activity status is an appropriate threshold for off-site signs located within Rural Zones, Residential Zones, Open Space Zones, and Special Purpose Zones.
21. Ms Milosavljevic, in her Final Reply Report, considered that restricted discretionary activity status is appropriate for off-site signs located within Commercial and Mixed Use Zones and Industrial Zones so effects on transport safety can be considered in the site specific context via a resource consent process given the complexity of, and potential for, transport safety effects. Mr Hugh Nicholson, urban designer expert reporting for Council, had not supported relaxing the activity status to restricted discretionary activity in these zones for amenity reasons. The other JWS (Planning) experts (Stuart Pearson and Melanie Foote) considered permitted activity status is appropriate within these zones.
22. On the evidence, we concur with Ms Milosavljevic that restricted discretionary activity status is appropriate for off-site signs in the Commercial and Mixed Use and Industrial Zones, and non-complying activity status in the other zones. We do not favour a permitted activity status as this would significantly increase the total area of signage within these zones, which could have resulting adverse effects on transport safety, as well as (somewhat lesser) effects on amenity values and character in those zones. Off-site signs may also have adverse effects when viewed from adjacent zones. Accordingly, as a consequential amendment, we recommend that the wording of

¹⁰ This was an agreed outcome from the JWS (Transport)

SIGN-P4(5)(a) be amended to read “providing for such signs in Industrial and Commercial and Mixed Use Zones while managing their effects on other zones”. We find that this is a clearer wording of the intent of this clause.

23. We also concur with the amendments to provisions recommended in the Final Reply Report, including amendments to:
- (a) SIGN-P4(5) to take a more ‘providing for’ approach for these signs in industrial and commercial zones.
 - (b) SIGN-R7 to add an activity standard limiting only one off-site sign per site; and preclude temporary signs on the same site as off-site sign to reduce overall number of signs per site.
 - (c) SIGN-S2 to allow for larger off-site signs/billboards within the lower amenity Industrial and Large Format Retail zones.
 - (d) SIGN-MD2 to include consideration of the extent to which an off-site sign is visible from a Residential Zone; and an off-site sign’s contribution to cumulative effects in the context of existing and permissible signs.
24. Finally, in relation to SIGN-P3, while we agree with the intent, we do not agree with the recommended wording in the Final Reply Report for amendment to this policy. Ms Milosavljevic agreed 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, and we concur and support the change in wording in that respect. However, we do not consider there is scope from the Go Media submission to make the other amendments by replacing ‘managing’ with ‘limiting’ for the signs covered in clause 1. This is a matter that Council may wish to consider as part of a future plan change or review of the provisions.
25. Overall, we acknowledge the evidence¹¹ that this approach to off-site signs is overall more restrictive than in some other contemporary district plans; however, we have accepted the evidence of the transport experts and the urban design expert who recommend a restrictive approach to off-site signs, for the reasons outlined above. We also note that our recommended amendments to provisions are overall less restrictive than the notified provisions and would also allow for larger off-site signs in some lower amenity zones, as well as more tailored matters of discretion which may assist the opposing submitters at least in part.

4. Off-site directional signs

Overview

26. The Panel recommends deletion of SIGN-P1 and its replacement with a new policy in response to a submission, which is different to that recommended by the s42A report author, summarised as follows:

¹¹ As outlined in the Final Reply Report

Provisions	Panel recommendations
SIGN-P1	New restructured enabling policy which has no reference to off-site signs, and specifically addresses official signs, community signs and on-site signs

Amendment and Reasons

27. The submission we consider further here is that by Waka Kotahi¹², seeking deletion of off-site signs from SIGN-P1 and replacement of this with separate policies on official signs, community signs, and on-site signs. The submitter pointed to various issues with the notified policy, and the s42A report author agreed in principle with those concerns. Ms Milosavljevic recommended a replacement policy for official, community and on-site signs with an 'enabling' focus, and she also recommended that the reference to '*managing adverse effects*' is removed for all those signs.
28. We agree in principle with the recommended changes as far as they relate to (permitted) official signs. However, with respect to community signs and on-site signs, we do not consider the removal of 'managing adverse effects' is either within the scope of Waka Kotahi's submission or is warranted bearing in mind that those types of signs are controlled in the PDP in relation to potential effects.

5. Temporary signs

Overview

29. The Panel recommends an amendment to SIGN-P2 in response to a submission, which is different to that recommended by the s42A report author, summarised as follows:

Provisions	Panel recommendations
SIGN-P2	Amend to include the locational aspect of a temporary sign.

Amendment and Reasons

30. The submission we consider further here is that by Waka Kotahi¹³ seeking to include the location of a temporary sign as a relevant consideration. The s42A report author supported this as it would be consistent with the corresponding rule SIGN-R4 which does include standards that relate to the location of signs.
31. However, we do not consider there is scope within this submission point, or within submission point 275.61, to make further amendments to the policy as recommended in the Reply report by replacing the word 'managing' with 'limiting' and replacing 'maintain amenity values' with 'mitigate adverse effects on amenity values'. This may

¹² 275.6

¹³ 275.61

be a matter the Council wishes to consider as part of a future plan change or review of the provisions.

6. Other matters and consequential changes

32. The s42A report author advised the Panel, post hearing, of some errors in Reply Report.
33. In particular, the recommended amendments to Table SIGN-S2 (maximum number, area, and height of signs per site) had been incorrectly placed in the 'Any on site sign' row of the table instead of in the 'Any community signs' row.
34. In addition, an amendment is required to SIGN-S5 (Maximum number of freestanding signs) in order to address a conflict with SIGN-S2 as it relates to the maximum permitted number of freestanding signs.
35. These are considered consequential amendments in response to the submission by Tūhaitara Trust [113.6], which we have accepted. The amended provisions have been corrected accordingly.

7. Conclusion

36. For the reasons summarised above, we recommend the adoption of a set of changes to the PDP provisions relating to Part 2: District-wide Matters – SIGN – Signs. Our recommended amendments are shown in Appendix 2.
37. Overall, we find that these changes will ensure the PDP better achieves the statutory requirements, national and regional direction, and our recommended Strategic Directions, and will improve its useability.

Appendix 1: Submitter attendance and tabled evidence for Signs - Hearing Stream 5

Attendee	Speaker	Submitter No.
Council Reporting Officers	<ul style="list-style-type: none">• Shelley Milosavljevic• Shane Binder• Hugh Nicholson	N/A
Ravenswood Developments Limited	<ul style="list-style-type: none">• Sarah Schulte	347
Waka Kotahi	<ul style="list-style-type: none">• Stuart Pearson• Robert Swears	275, FS 110
Tabled evidence		
N/A	<ul style="list-style-type: none">• N/A	N/A

Appendix 2: Recommended amendments to the Proposed Plan - Tracked from notified version
(provisions not consequentially renumbered)

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.
- 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 <u>Support:</u> 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.¹ <u>Enable:</u> 1. official signs to support the safe functioning of activities;

¹ Waka Kotahi [275.6 & 275.65]

	<p>2. <u>community signs to support community activities, while managing their adverse effects; and</u></p> <p>3. <u>on-site signs to support the economic viability and functionality of activities, while managing their adverse effects.</u>²</p>
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 <u>location</u>³, size, height, duration and number in order to maintain amenity values and transport safety.</p>
SIGN-P3	<p><u>Safe, efficient and effective transport system</u> <u>Transport safety</u>⁴</p> <p>Ensure signs do not adversely affect <u>the safe, efficient, and effective operation of the transport system, including transport safety by</u>⁵ causing a distraction or obstruction to road users and pedestrians by:</p> <ol style="list-style-type: none"> 1. managing <u>sign the</u>⁶ size, number, location, content, illumination, and design of signs;⁷ 2. limiting digital signs <u>and off site signs</u>⁸; and 3. managing off-site signs in Industrial Zones, and avoiding off-site signs in all other zones.⁹
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"> 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: <ol style="list-style-type: none"> a. managing providing for^{10,11} such signs in Industrial <u>Zones and Commercial and Mixed Use Zones</u>^{12,13} <u>including while managing</u>^{14,15} the interface with non-industrial their effects on other^{16,17} zones; and b. avoiding such signs in any Residential Zones, Rural Zones, <u>Commercial and Mixed Use Zones</u>, Open Space and Recreation Zones, and Special Purpose Zones; <u>and</u>^{18, 19} 6. limiting digital signs; and

² Waka Kotahi [275.6]³ Waka Kotahi [275.61]⁴ Waka Kotahi [275.62]⁵ Waka Kotahi [275.62]⁶ Waka Kotahi [275.64]⁷ Go Media [234.5]⁸ Waka Kotahi [275.64]⁹ Go Media [234.5]¹⁰ Go Media [234.6]¹¹ Ravenswood Developments Ltd [347.18 & 347.19]¹² Ravenswood [347.18]¹³ Go Media [234.6]¹⁴ Go Media [234.6]¹⁵ Ravenswood Developments Ltd [347.18 & 347.19]¹⁶ Go Media [234.6]¹⁷ Ravenswood Developments Ltd [347.18 & 347.19]¹⁸ Go Media [234.5]¹⁹ Bellgrove Rangiora [408.28]

	7. avoiding permanent signs identifying a subdivision development to support the integration of new developments with surrounding areas.²⁰
SIGN-P5	Signs in sensitive areas Limit the type of signs: <ol style="list-style-type: none"> 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 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	Activity status: PER Where: 1. SIGN-S1 to SIGN-S5 are met.	Activity status when compliance not achieved: RDIS Matters of discretion are restricted to: SIGN-MD1 - Transport safety SIGN-MD2 - Amenity values and character SIGN-MD3 - Heritage values SIGN-MD4 - Natural and landscape values
	Advisory Note <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	Activity status: PER Where:	Activity status when compliance not achieved: RDIS

²⁰ Bellgrove Rangiora [408.28]

	<ol style="list-style-type: none"> 1. <u>there shall be a maximum of one 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 by²¹ one week after²² 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 2. the temporary sign shall be limited to one of the following: <ol style="list-style-type: none"> a. any sign promoting any temporary activity where: 	<p>Matters of discretion are restricted to:</p> <p>SIGN-MD1 - Transport safety</p> <p>SIGN-MD2 - Amenity values and character</p> <p>SIGN-MD4 - Natural and landscape values</p>
--	--	---

²¹ Waka Kotahi [275.64]

²² Waka Kotahi [275.64]

	<p>i. the sign shall be erected a maximum of six weeks prior to the first day of the temporary activity;</p> <p>ii. the sign shall be removed within one week of the temporary activity ending;</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>v. the sign is not located within any ONF, ONL, SAL, HNC, VHNC or ONC; and</p> <p>vi. SIGN-S1 to SIGN-S5 are met.</p> <p>b. any sign relating to any temporary activity where:</p> <p>i. the temporary activity is a permitted activity under TEMP-R9;</p> <p>ii. the sign is in place for a maximum duration of that temporary activity as per TEMP-R9(1);</p> <p>iii. the sign is located within the part of the site that is being used for the temporary activity;</p> <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>vi. the sign is not located within any ONE, ONL, SAL, HNC, VHNC or ONC; and</p> <p>vii. SIGN S1 to SIGN S5 are met.</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>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> <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>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>	
--	---	--

	iv. the sign is not located within any natural character of scheduled freshwater body setback; v. the sign is not located within any ONF, ONL, SAL, HNC, VHNC or ONG; and vi. SIGN-S1 to SIGN-S5 are met. ²³	
	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. 	
<u>SIGN-R5²⁴</u>	<u>Any real estate sign or subdivision sign²⁵</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 values²⁷</u>

²³ Waka Kotahi [275.64]²⁴ Waka Kotahi [275.64]²⁵ Waka Kotahi [275.64]²⁷ Waka Kotahi [275.64]

	e. <u>meet SIGN-S1 to SIGN-S5.</u> ²⁶	
SIGN-R5²⁸	Any off-site directional sign²⁹	
All Zones³⁰	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.³¹ 	Activity status when compliance not achieved: NC³²
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 Recreation Zones	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, VHNC or ONC if greater than 6m²; and 3. SIGN-S1 to SIGN-S5 are met. 	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

²⁶ Waka Kotahi [275.64]²⁸ Waka Kotahi [275.65]²⁹ Waka Kotahi [275.65]³⁰ Waka Kotahi [275.65]³¹ Waka Kotahi [275.65]³² Waka Kotahi [275.65]

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) <u>Special Purpose Zone (Rangiora Airfield)</u> ³³		
Special Purpose Zone (Hospital)	Activity status: PER	Activity status when compliance not achieved: N/A
SIGN-R7	Any off-site sign	
Industrial Zones <u>Commercial and Mixed Use Zones</u> ^{34,35}	Activity status: RDIS Where: 1. the off-site sign shall be set back a minimum of 20m from: a. any adjoining zone boundary of Commercial and Mixed Use Zones ^{36,37} , Rural Zones, any Residential Zones, any Open Space and Recreation Zones, Special Purpose Zones; b. any natural character of scheduled freshwater body setback; c. any ONF, ONL, SAL, HNC, VHNC or ONC; 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	Activity status when compliance not achieved: NC

³³ Daniel Smith [10.1]³⁴ Ravenswood Developments Ltd [347.19]³⁵ Go Media Ltd [234.7]³⁶ Ravenswood Developments Ltd [347.19]³⁷ Go Media Ltd [234.7]

	<p>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>4. <u>there shall be a maximum of one off-site sign per site; and</u></p> <p>5. <u>there shall be no temporary sign(s) located on site.</u>^{38,39}</p> <p>Matters of discretion are restricted to: SIGN-MD1 - Transport safety SIGN-MD2 - Amenity values and character</p>	
<p>Commercial and Mixed-Use Zones^{40,41}</p> <p>Rural Zones</p> <p>Residential Zones</p> <p>Open Space and Recreation Zones</p> <p>Special Purpose Zone (Pines Beach and Kairaki Regeneration)</p> <p>Special Purpose Zone (Kāinga Nohoanga)</p> <p>Special Purpose Zone (Hospital)</p> <p>Special Purpose Zone (Pegasus Resort)</p> <p>Special Purpose Zone (Museum and Conference Centre)</p> <p><u>Special Purpose Zone (Rangiora Airfield)</u>⁴²</p>	Activity status: NC	Activity status when compliance not achieved: N/A

³⁸ Ravenswood Developments Ltd [347.19]

³⁹ Go Media Ltd [234.7]

⁴⁰ Ravenswood Developments Ltd [347.19]

⁴¹ Go Media Ltd [234.7]

⁴² Daniel Smith [10.1]

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-R9⁴³	Any subdivision development entrance sign⁴⁴	
All Zones⁴⁵	Activity status: NC⁴⁶	Activity status when compliance not achieved: N/A⁴⁷

Sign Standards

SIGN-S1 - Transport safety		
1. Any sign, other than a transport sign or signal⁴⁸ , shall: <ol style="list-style-type: none"> not have movable parts, including captive blimps or balloons, but excluding flags and banners; not have contain flashing or revolving <u>or intermittently illuminated⁴⁹</u> lights; not be reflective upon exposure to artificial light; not have sound effects; 	Activity status when compliance not achieved: NC Matters of discretion are restricted to: SIGN-MD1 - Transport safety	

⁴³ Bellgrove Rangiora [408.29]

⁴⁴ Bellgrove Rangiora [408.29]

⁴⁵ Bellgrove Rangiora [408.29]

⁴⁶ Bellgrove Rangiora [408.29]

⁴⁷ Bellgrove Rangiora [408.29]

⁴⁸ Waka Kotahi [275.68]

⁴⁹ Waka Kotahi [275.68]

<p>e. not resemble a transport sign <u>an official sign used for transport purposes</u>⁵⁰ or <u>traffic</u>⁵¹ signal;</p> <p>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>⁵² or <u>traffic</u>⁵³ signal;</p> <p>g. not overhang the road reserve of a State Highway; or</p> <p>h. not obstruct the movement of any pedestrian, motorist, or cyclist;</p> <p>i. not be located within any road corridor;</p> <p>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;;<u>and</u></p> <p>k. <u>have a maximum of 12 elements</u>.⁵⁴</p>	
---	--

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
80	175	250	125

⁵⁰ Waka Kotahi [275.68]⁵¹ Waka Kotahi [275.68]⁵² Waka Kotahi [275.69]⁵³ Waka Kotahi [275.68]⁵⁴ Waka Kotahi [275.62]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]

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 site <u>or 2 signs per 1ha of site, whichever is greater</u> . ⁶³ 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 <u>advertising promoting</u> ⁶⁴ any temporary activity	SIGN-R4 All Zones	Either freestanding sign and/or sign on structure: Two signs <u>for temporary activities</u> 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 not protrude above the top of the façade of that building (refer to Figure SIGN-1).

⁶³ Tūhaitara Trust [113.6]⁶⁴ Waka Kotahi [275.64 & 275.69]⁶⁵ 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).
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 2.2m². 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). 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	SIGN-R4	Either any freestanding sign or	Either any freestanding sign or	Maximum height of freestanding sign

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]⁷¹ Waka Kotahi [275.64 & 275.69]

a subdivision under development⁷²	All Zones⁷³	sign on structure: One sign advertising a subdivision under development per road frontage per site.⁷⁴	sign on structure: maximum sign display area of 18m².⁷⁵	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 <u>relating to</u> for⁷⁷ 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 height of that fence (refer to Figure SIGN-2).
<u>Any real estate sign</u> or <u>subdivision sign⁷⁸</u>	<u>SIGN-R5</u> <u>All Zones⁷⁹</u>	<u>Either any freestanding sign or sign on structure:</u> <u>One sign advertising a subdivision under development per</u>	<u>Either any freestanding sign or sign on structure:</u> <u>Signs advertising a subdivision under development - maximum sign</u>	<u>Maximum height of freestanding sign advertising a subdivision under development when measured from ground level: 3m.</u>

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]

⁷⁸ Waka Kotahi [275.64 & 275.69]

⁷⁹ Waka Kotahi [275.64 & 275.69]

		<u>road frontage per site.</u> <u>Two real estate signs advertising the sale, lease or rent of a site per road boundary per site.</u> ⁸⁰	<u>display area of 18m².</u> <u>Signs advertising the sale, lease or rent of a site - maximum sign display area of 2.2m².</u> ⁸¹	<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> <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
Any off-site directional sign ⁸³	SIGN-R5 All Zones ⁸⁴	Either freestanding sign or sign on structure: One off-site directional sign per site. ⁸⁵	Either freestanding sign and/or sign on structure shall have maximum sign display area of 0.6m². ⁸⁶	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 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	Any freestanding sign shall have a	Maximum height of freestanding sign

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

		<p>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.</p> <p>Signs on structures: Refer to area limit.</p>	<p>maximum sign display area of 6m². All signs on structures shall have a maximum sign display area (m²) of 1m x length (m) of primary building frontage length, including any signs attached to any verandah that overhangs road reserve.</p>	<p>when measured from ground level: 6m</p> <p>Signs on buildings or structures:</p> <p>Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1).</p> <p>Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).</p> <p>Any sign within any Town Centre Zone on a window of a structure shall not cover more than 20% of the window or 5m², whichever is lesser (refer to Figure SIGN-3).</p> <p>Any sign attached to the face of a verandah shall be a maximum height of 0.5m (refer to Figure SIGN-4).</p> <p>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).</p>
	SIGN-R6 Local Centre Zone Mixed Use Zone	<p>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-</p>	<p>Any freestanding sign: maximum sign display area 6m². All signs on structures shall have a maximum sign display area (m²) of 1m x length (m) of primary building frontage length, including</p>	<p>Maximum height of freestanding sign when measured from ground level: 6m.</p> <p>Signs on buildings or structures:</p> <p>Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1).</p>

		<p>site signs facing each road boundary shall be two.</p> <p>Signs on structures: Refer to area limit.</p>	<p>any signs attached to any verandah that overhangs road reserve.</p>	<p>Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).</p> <p>Any sign attached to the face of a verandah shall be a maximum height of 0.5m (refer to Figure SIGN-4).</p> <p>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).</p>
SIGN-R6 Neighbourhood Centre Zone	<p>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.</p> <p>Signs on structures: Refer to area limit.</p>	<p>Any freestanding sign: maximum sign display area 3m².</p> <p>All signs on structures shall have a maximum sign display area (m²) of 0.5m x length (m) of primary building frontage length, including any signs attached to any verandah that overhangs road reserve.</p>	<p>Maximum height of freestanding sign when measured from ground level: 3m.</p> <p>Signs on buildings or structures:</p> <p>Any sign attached to a building shall not protrude above the top of the façade of that building (refer to Figure SIGN-1).</p> <p>Any sign attached to a fence shall not protrude above the height of that fence (refer to Figure SIGN-2).</p> <p>Any sign attached to the face of a verandah shall be a maximum height of 0.5m (refer to Figure SIGN-4).</p> <p>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</p>	

				(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 All Residential Zones Special Purpose Zone (Pines Beach and Kairaki Regeneration)	One on-site sign, either a freestanding sign or a sign on structure, facing each road boundary per site.	Each sign, either a freestanding sign and/or sign on structure, shall have a maximum sign display area of 0.6m 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 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	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	

		number of on-site signs facing each road boundary shall be two.		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 signs per 1ha of site. Signs on structures: There shall be a maximum of two signs per structure.	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 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 off-site sign	SIGN-R7 All Industrial Zones <u>Large Format Retail Zone</u> ⁸⁸	Freestanding signs: There shall be a maximum of one per site. Signs on structures: There shall be a maximum of one per site.	Each sign, either a freestanding sign and/or sign on structure, shall have a maximum sign display area of <u>12.56</u> ⁸⁹ m ² .	Maximum height of freestanding sign when measured from ground level: <u>7.53</u> ⁹⁰ m. 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-R7	<u>Freestanding signs: There shall be a</u>	<u>Each sign, either a freestanding sign</u>	<u>Maximum height of freestanding sign</u>

⁸⁸ Ravenswood Developments Ltd [347.19]⁸⁹ Ravenswood Developments Ltd [347.19]⁹⁰ Ravenswood Developments Ltd [347.19]

	<u>Neighbourhood Centre Zone</u> <u>Local Centre Zone</u> <u>Mixed Use Zone</u> <u>Town Centre Zone</u> ^{91,92}	<u>maximum of one per site.</u> <u>Signs on structures: There shall be a maximum of one per site.</u> ^{93,94}	<u>and/or sign on structure, shall have a maximum sign display area of 6m².</u> ^{95,96}	<u>when measured from ground level: 3m.</u> <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> ^{97,98}
--	---	---	---	---

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

⁹¹ Ravenswood Developments Ltd [347.19]

⁹² Go Media Limited [234.7 and 234.8]

⁹³ Ravenswood Developments Ltd [347.19]

⁹⁴ Go Media Limited [234.7 and 234.8]

⁹⁵ Ravenswood Developments Ltd [347.19]

⁹⁶ Go Media Limited [234.7 and 234.8]

⁹⁷ Ravenswood Developments Ltd [347.19]

⁹⁸ Go Media Limited [234.7 and 234.8]

Signs on buildings shall not protrude above facade of building

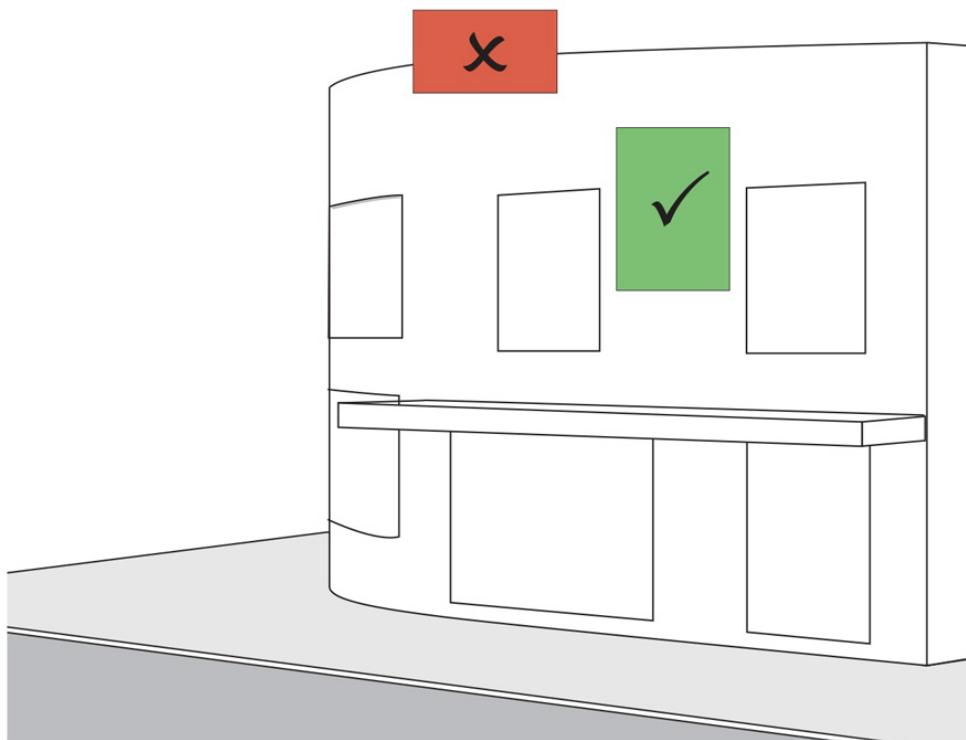


Figure SIGN-2: Signs on fences shall not protrude above height of fence

Signs on fences shall not protrude above height of fence

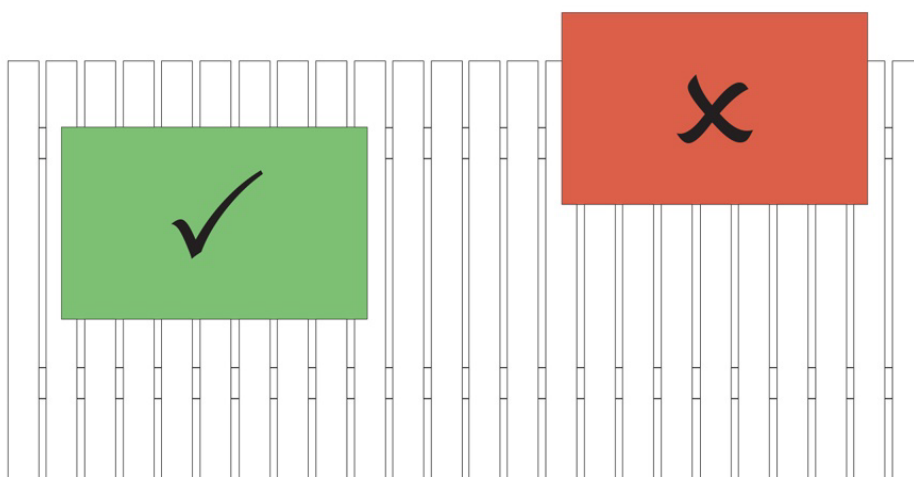
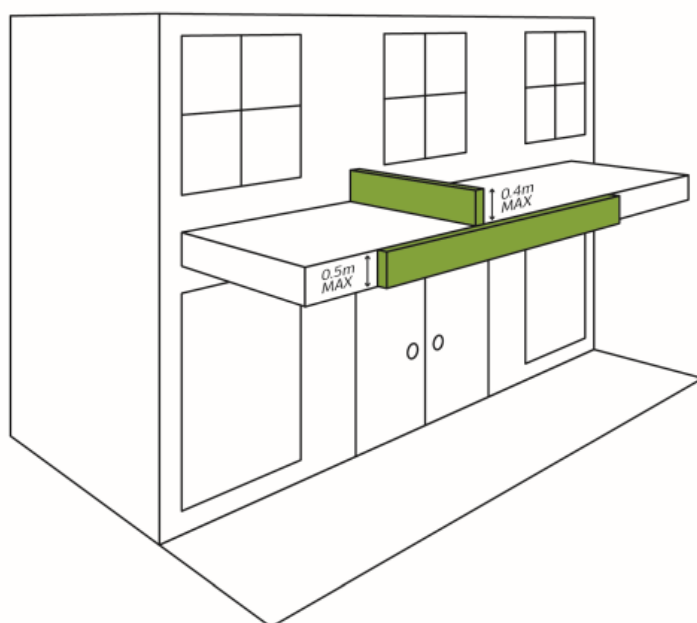


Figure SIGN-3: Signs on windows in any Town Centre Zone

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

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;⁹⁹~~
5. The display time for each image or message on the digital sign shall be a minimum of two minutes unless located within any Mixed Use

Activity status when compliance not achieved: RDIS

Matters of discretion are restricted to:

- SIGN-MD1 - Transport safety
- SIGN-MD2 - Amenity values and character

⁹⁹ Go Media [234.9]

<p><u>Zone, or within 50m of any Residential Zone, in which case the display time during 10:30pm to 6:30am shall be and 15 minutes one hour;</u>¹⁰⁰</p> <p>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>¹⁰¹</p> <p>7. <u>The screen shall incorporate lighting control to adjust brightness in line with ambient light levels;</u>¹⁰²</p> <p>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;</p> <p>9. The digital sign shall not be located within any natural character of scheduled freshwater body setback;</p> <p>10. The digital sign shall not be located within any ONF, ONL, SAL, HNC, VHNC or ONC; and</p> <p>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 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</p> <p>Matters of discretion are restricted to:</p> <p>SIGN-MD4 - Natural and landscape values</p>
<p>SIGN-S5 - Maximum number of freestanding signs</p>	
<p>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>¹⁰³<u>, community signs, or on-site signs within Natural Open Space Zones and</u></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>

¹⁰⁰ Go Media [234.9]

¹⁰¹ Waka Kotahi [275.70]

¹⁰² Waka Kotahi [275.70]

¹⁰³ Waka Kotahi [275.64]

Open Space Zones.¹⁰⁴

Advice Notes

SIGN-AN1	<p>Signs may also be subject to applicable requirements within other legislation or documents, including the following:</p> <ol style="list-style-type: none"> 1. 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; 2. 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; 3. Waimakariri District Council Reserve Management Plans; 4. 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; 5. 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 Agency may have an interest in any application for a sign that is visible from a State Highway; 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; and¹⁰⁵ 9. Electoral (Advertisements of a Specified Kind) Regulations 2005 and Electoral Act 1993; and 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>¹⁰⁶
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 <u>operation, including</u>¹⁰⁷ transitions, could adversely affect <u>the safe, efficient,</u>
-----------------	---

¹⁰⁴ Tūhaitara Trust [113.6]

¹⁰⁵ Transpower [195.109]

¹⁰⁶ Transpower [195.109]

¹⁰⁷ Waka Kotahi [275.72]

	<p><u>and effective operation of the transport¹⁰⁸ system transport safety¹⁰⁹, including causing cause¹¹⁰ confusion, distraction or an obstruction to any road user.</u></p> <p>2. The complexity and sensitivity of the receiving environment.</p>
SIGN-MD2	<p>Amenity values and character</p> <p>1. The extent to which the sign's size, height, location, design, illumination and any digital transitions would <u>affect^{111,112}</u>:</p> <ul style="list-style-type: none"> a. <u>affect^{113,114}</u> the character, form, or function of the site and the surrounding area; and b. <u>affect^{115,116}</u> the amenity values of the site and surrounding sites, including for the occupants of these surrounding sites; and c. <u>be visible from any Residential Zone(s) and therefore affect their amenity values^{117,118}</u>. <p>2. The extent to which the sign would create visual clutter <u>or cumulative effects¹¹⁹</u> when combined with existing signs on the site or on adjoining sites, <u>along with any signs that could be established as a permitted activity^{120,121}</u>.</p> <p>3. The extent to which the sign would detract from the integration of new subdivision developments with their surrounding areas.</p>
SIGN-MD3	<p>Heritage values</p> <p>1. The extent to which the sign would detract from the heritage values of the historic heritage item.</p> <p>2. The extent to which the design of the sign complements the historic heritage item.</p> <p>3. The extent to which the means of fixing the sign will adversely affect the heritage values of the historic heritage item.</p>
SIGN-MD4	<p>Natural and landscape values</p> <p>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.</p>

Relevant definition amendments

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;

¹⁰⁸ Waka Kotahi [275.72]

¹⁰⁹ Waka Kotahi [275.72]

¹¹⁰ Waka Kotahi [275.72]

¹¹¹ Ravenswood Developments Ltd [347.19]

¹¹² Go Media Ltd [234.7]

¹¹³ Ravenswood Developments Ltd [347.19]

¹¹⁴ Go Media Ltd [234.7]

¹¹⁵ Ravenswood Developments Ltd [347.19]

¹¹⁶ Go Media Ltd [234.7]

¹¹⁷ Ravenswood Developments Ltd [347.19]

¹¹⁸ Go Media Ltd [234.7]

¹¹⁹ Ravenswood Developments Ltd [347.19]

¹²⁰ Ravenswood Developments Ltd [347.19]

¹²¹ Go Media Ltd [234.7]

- 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 interpretation¹²² managed by Te Kōhaka o Tūhaitara Trust,¹²³ Fish & Game New Zealand, Department of Conservation, Canterbury Regional Council or Waimakariri District Council; or
- h. customary access or relating to a rāhui.

ELEMENTS

in relation to sign content shall be calculated as follows:

- i. Each word, an email address, a website URL or phone number = 1 element each;
- ii. An image = 4 elements; and
- iii. A logo = 1 element.¹²⁴

~~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~~
- ~~any sign that has the purpose of increasing awareness of how, when or where people can participate in local elections.~~¹²⁵

~~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.~~¹²⁶

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~~,¹²⁷ 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.

TEMPORARY SIGN

means any sign:

- a. promoting a temporary activity;
- b. at a temporary activity; or

¹²² Tūhaitara Trust [113.4 & 113.5]

¹²³ Tūhaitara Trust [113.4 & 113.5]

¹²⁴ Waka Kotahi [275.62]

¹²⁵ Waka Kotahi [275.64]

¹²⁶ Waka Kotahi [275.65]

¹²⁷ Waka Kotahi [275.65]

- 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.¹²⁸

¹²⁸ Waka Kotahi [275.64]
