

Appendix 1 – Officers Recommended Amendments to Signs Chapter

Note the below provisions represent the Section 42A Report Writing Officer's recommended amendments to the provisions of the Proposed District Plan, in response to submissions (with underline used for new text and ~~strikethrough~~ for deleted text). Recommendations made through the Reporting Officer's right of reply are shown in red underline for new text and ~~red-strikethrough~~ for deleted text.

This section has rules that have legal effect. Please check the ePlan to see what the legal effect is or subject to appeal.

Overview

Signage has an important function as a communication tool within the Far North District. Signs advertise goods and services, provide notice of forthcoming events, warn of hazards, identify premises, direct and control traffic and pedestrians. Signs enable businesses, community groups and other organisations to support the social, economic and cultural wellbeing of the district.

Though it is appropriate to allow signage, the number, size, location and visual prominence of signs need to be balanced against the potential impact they can have on infrastructure, health and safety and visual amenity.

The District Plan controls apply to permanent and some temporary signage where is located on non-Council owned land. Council's Road Use Bylaw manages signage located on Council owned land. State Highways Bylaw 2010 controls signage on State Highways and is administered by Waka Kotahi NZ Transport Agency.

Any signage proposed within the Te Oneroa-a-Tōhe Beach Management Area requires consultation with the Te Oneroa-a-Tōhe Board, under the Te Oneroa-a-Tōhe Beach Management Plan.

Objectives	
SIGN-O1	Signs are consistent with the natural character, amenity, cultural and <u>historic</u> ¹ heritage values of the zone and <u>the</u> receiving environment.
SIGN-O2	Signs promote health and safety and do not adversely affect infrastructure, particularly the transport network.
SIGN-O3	Signs contribute to the social, cultural and economic wellbeing of the community.
Policies	
SIGN-P1	Allow the use of signs of a scale, size and intensity across a range of zones while avoiding, remedying or mitigating adverse effects on: <ol style="list-style-type: none"> Character and amenity <u>values</u>; cultural and <u>historic</u>² heritage values; the legibility and function of a place; and the safety and efficiency of the transport network.

¹ Submission S368.012

² Submission S368.013

SIGN-P2	Protect historic heritage and cultural values by requiring signs to be consistent with any identified and understood values by: <ul style="list-style-type: none"> a. restricting unnecessary, unsympathetic and large-scale signage; and b. avoiding signage that will dominate, obscure or detract from these identified values.
SIGN-P3	Ensure that signs do not compromise the safe and efficient use of the transport network by managing: <ul style="list-style-type: none"> a. the type, scale, design, location and direction of signs having regard to the road type and speed environment; b. distraction or confusion for users through the control of proliferation, illumination, flashing and moving images and digital signage; c. any obstruction caused by signs projecting over the road boundary <u>or within level crossing sightlines</u>³; and d. signage that does not relate to the activity on-site.
SIGN-P4	Enable the use of signs to ensure the health and safety of the community and facilitates the navigation and legibility of a place.
SIGN-P5	Allow signs that provide for community, social and cultural wellbeing where they display: <ul style="list-style-type: none"> a. the location information about public or community facilities; b. place names, historic, cultural or spiritual information of significance; and c. does not result in adverse effects, including cumulative effects, on the character and amenity of the zone and receiving environment.
SIGN-P6	Manage signs, to address the effects of the activity requiring resource consent, including (but not limited to) consideration of the following matters where relevant to the application: <ul style="list-style-type: none"> a. bulk, scale, size and design; b. number, location and orientation; c. type, including whether they are, illuminated, flashing or three-dimensional; d. duration, whether the sign is temporary or permanent; e. proliferation of signs and visual clutter; f. ensuring signs are of a scale and are consistent with the amenity values of a zone and the receiving environment; and g. cumulative adverse effects on character and amenity of a zone or receiving environment.

Rules

Note:

1. ~~There may be rules in other District-Wide Matters and the underlying zone in Part 3–Area Specific Matters that apply to a proposed activity, in addition to the rules in this chapter. These other rules may be more stringent than the rules in this chapter. Ensure that the underlying zone chapter and⁴ other relevant District-Wide Matters chapters are also referred to, in addition to this chapter, to determine whether resource consent is required under other rules in the District Plan. Refer to the *how the plan works* chapter to determine the activity status of a proposed activity where resource consent is required under multiple rules.~~
2. In addition to Note 1, any rule in SIGNS that specifically applies to a District Wide Matters chapter for Heritage Area Overlays, Schedule Heritage Resource, Outstanding Natural features, or Outstanding Natural Landscapes will apply over rules addressing Area Specific Matters. Where there is conflict, the most stringent rule applies⁵.

SIGN-R1	Official signs
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³ Submission S416.044

⁴ Submission S385.010 and others

⁵ Submission S503.047

All zones	Activity status: Permitted	Activity status where compliance not achieved: Not applicable
SIGN-R2	Community signs	
All zones	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign must comply with the height, height in relation to boundary, and setback standards for the zone, except for the road boundary setback.</p> <p>PER-2 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-3 Community signs are limited to one per site.</p>	<p>Activity status where compliance not achieved with PER-1: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <p>a. the matters of discretion for the zone standard.</p> <p>Activity status where compliance not achieved with PER-2: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <p>a. the matters of discretion of any infringed standard.</p> <p>Activity status where compliance not achieved with PER-3: Discretionary</p>
SIGN-R3	Temporary signs	
All zones	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign must comply with the height, height in relation to boundary, and setback standards for the zone, except for the road boundary setback.</p> <p>PER-2 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-3 The sign is associated with a permitted temporary event <u>activity</u>⁶.</p> <p>PER-4 The sign is erected <u>no more than eight weeks before the first day of the event for a maximum duration period of 3 months in any calendar</u></p>	<p>Activity status where compliance not achieved with PER-1: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <p>a. the matters of discretion for the zone standard.</p> <p>Activity status where compliance not achieved with PER-2: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <p>a. the matters of discretion of any infringed standard.</p> <p>Activity status where compliance not achieved with PER-3 or PER-4: Discretionary</p>

⁶ Clause 16 correction for consistency with defined term "Temporary activity".

	year and must be removed within <u>one</u> two weeks ⁷ of the event ending.	
SIGN-R4	Real estate and development signs	
All zones	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign must comply with the height, height in relation to boundary, and setback standards for the zone, except for the road boundary setback.</p> <p>PER-2 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-3 The sign is erected at commencement of the activity and is removed within two weeks of completion of construction works or sale of the site.</p> <p>PER-4 The sign is located on the site in which construction works or real estate sale is taking place.</p>	<p>Activity status where compliance not achieved with PER-1: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <p>a. the matters of discretion for the zone standard.</p> <p>Activity status where compliance not achieved with PER-2: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <p>a. the matters of discretion of any infringed standard.</p> <hr/> <p>Activity status where compliance not achieved with PER-3 or PER-4: Discretionary</p>
SIGN-R5	Freestanding signs	
All zones	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-2 There is only one freestanding sign located per site frontage.</p> <p>PER-3 The sign is not for the purpose of third party advertising.</p>	<p>Activity status where compliance not achieved with PER-1: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <p>a. the matters of discretion of any infringed standard.</p> <hr/> <p>Activity status where compliance not achieved with PER 2 or PER- 3: Discretionary</p>
SIGN-R6	Double-sided and V-shaped signs	

⁷ Submission S273.002 and others

<p>All zones</p>	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-31⁸ The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S3 Maximum number; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-2 The sign is not for third party advertising.</p> <p><u>Note: where these types of signs are freestanding signs they shall also comply with Rule SIGN-R5 and other standards for freestanding signs.⁹</u></p>	<p>Activity status where compliance not achieved with PER-1: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <p>a. the matters of any infringed standard.</p> <hr/> <p>Activity status where compliance not achieved with PER-2: Discretionary</p>
<p>SIGN-R7 Signs on or attached to a building, window, fence or wall (excluding a scheduled heritage resource)</p>		
<p>All zones</p>	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER -1 The sign does not protrude above the highest point of the building or structure.</p> <p>PER-2 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S3 Maximum number; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-3 The sign is not for third party advertising <u>and the activity is lawfully undertaken within the site.¹⁰</u></p>	<p>Activity status where compliance not achieved with PER-1: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <p>a. the character and amenity of the surrounding area; b. whether the sign is compatible with the built form on the site; c. whether the sign contributes to visual clutter; and d. any adverse cumulative effects.</p> <p>Activity status where compliance not achieved with PER-2: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <p>a. the matters of discretion of any infringed standard; b. the character and amenity of the surrounding area;</p>

⁸ Clause 16 amendment

⁹ Submission S371.011 and others (consequential amendment)

¹⁰ Submission S363.017 and others

		<p>c. whether the sign is compatible with the built form on the site;</p> <p>d. whether the sign contributes to visual clutter; and</p> <p>e. any adverse cumulative effects.</p>
		Activity status where compliance not achieved with PER-3: Discretionary
SIGN-R8	Signs located within any overlay other than a Natural Hazard Overlay	
All zones	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S3 Maximum number; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-2 The sign is an:</p> <ol style="list-style-type: none"> 1. interpretation sign; 2. official sign; 3. directional sign; 4. health and safety sign; or 5. real estate sign; <u>or</u> 6. <u>community sign</u>¹¹. 	<p>Activity status where compliance not achieved with PER-1: Restricted discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> a. the matters infringed of any standard; b. whether the purpose of the sign provides locational, heritage, cultural or other relevant information that supports the protection or context to the overlay and its characteristics and qualities; and c. whether there is a functional purpose for the sign.
		Activity status where compliance not achieved with PER-2: Discretionary
SIGN-R9	Signs on or attached to a scheduled heritage resource	
All zones	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S3 Maximum number; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-2 The sign denotes the name, character, or purpose of the primary activity undertaken within the scheduled heritage resource or on the site containing the scheduled heritage resource.</p>	<p>Activity status where compliance not achieved PER-1: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> a. the matters infringed of any standard; b. whether the purpose of the sign provides locational, heritage, cultural or other relevant information that supports the protection or context to the overlay and its characteristics and qualities; and c. whether there is a functional purpose for the sign; and

¹¹ S503.047 (consequential amendment)

	<p>PER-3 The sign does not cover any windows or architectural features that characterise the scheduled heritage resource.</p> <p>PER-4 The sign does not protrude over the highest point of the scheduled heritage resource.</p> <p>PER-5 The sign does not damage the scheduled heritage resource.</p> <p>PER-6 The sign is not for third party advertising.</p> <p>This rule does not apply to:</p> <ul style="list-style-type: none"> i. Signs approved by the Council to identify scheduled heritage resources listed in the District Plan; and/or ii. Signs approved by Heritage New Zealand Pouhere Taonga to identify heritage buildings and items listed on the Heritage New Zealand List. 	<p>d. whether the sign adversely affects the visual amenity or detracts from the visual qualities that are fundamental to the historic heritage values.</p>
		<p>Activity status where compliance not achieved with PER-2, PER-3, PER-4, PER-5 or PER-6: Discretionary</p>
SIGN-R10	Signs in the Kororāreka Russell – Part A-D and Kerikeri Heritage Areas – Part A¹²	
All zones	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S3 Maximum number; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-2 The sign denotes the name, character, or purpose of the primary activity undertaken within the building or on the site containing the building or item.</p> <p>PER-3 The sign does not cover any windows or architectural features that characterise the building.</p>	<p>Activity status where compliance not achieved PER-1: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. the matters infringed of any standard; 2. whether the purpose of the sign provides locational, heritage, cultural or other relevant information that supports the protection or context to the overlay and its characteristics and qualities; and 3. whether there is a functional purpose for the sign; and 4. whether the sign adversely affects the visual amenity or detracts from the visual qualities that are fundamental to the historic heritage values.

¹² Submission S368.014

	<p>PER-4 The sign does not protrude over the highest point of the building or item.</p> <p>PER-5 The sign does not damage the building or item.</p> <p>PER-6 The sign is not for third party advertising.</p> <p>Note: This rule does not apply to:</p> <ol style="list-style-type: none"> 1. Signs approved by the Council to identify scheduled heritage resources listed in the District Plan; and/or 2. Signs approved by Heritage New Zealand Pouhere Taonga to identify heritage buildings and items listed on the Heritage New Zealand List. 	<p>Activity status where compliance not achieved with PER-2, PER-3, PER-4, PER -5 or PER-6: Discretionary</p>
<p>SIGN-R11 Digital signs</p>		
<p>Mixed Use zone</p>	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S3 Maximum number; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-2 The sign is on a site identified as pedestrian frontage on the planning maps.</p> <p>PER-3 The sign is not located on or adjacent to a state highway or visible to vehicles on a legal road within 20m of an intersection.</p> <p>PER-4 The sign creates no more than 10.0 lux spill (horizontal or vertical) of light when measured or calculated 2m within the boundary or any adjoining site and/or road frontage.</p> <p>PER-5 The digital sign does not:</p> <ol style="list-style-type: none"> 1. display video or animated recordings; and/or 2. include audio or sound associated with the sign. 	<p>Activity status where compliance not achieved with PER-1: Restricted discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> a. the matters of any infringed standard; b. impact of the character and amenity values of the surrounding area; c. whether the sign contributes to visual clutter; d. the frequency and intensity of any intermittent or flashing light sources; e. the proposed periods of illumination; f. the visibility from the road network and any potential driver distraction; and g. any adverse cumulative effects. <p>Activity status where compliance not achieved with PER-2, PER-3, PER-4 or PER-5: Discretionary</p>

SIGN-R12		Freestanding signs in Orongo Bay	
Orongo Bay zone	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>PER-2 It is a single double-side pylon sign that does not exceed 12m² at the entrance off Aucks Road.</p> <p>PER-3 It is a single double-side pylon sign that does not exceed 6m² at the entrance off Russell Road.</p>	<p>Activity status where compliance not achieved with PER-1: Restricted discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> the matters of any infringed standard; impact of the character and amenity values of the surrounding area; whether the sign contributes to visual clutter; the frequency and intensity of any intermittent or flashing light sources; the proposed periods of illumination; the visibility from the road network and any potential driver distraction; and any adverse cumulative effects. 	
		<p>Activity status where compliance not achieved with PER-2 or PER-3: Non-complying</p>	
SIGN-R13		Signs in Carrington Estate	
Carrington Estate zone	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 Signs relate to the activity occurring on the site;</p> <p>PER-2 The sign complies with standard: SIGN-S6 Sign setbacks and design.</p>	<p>Activity status where compliance not achieved with PER-1 or PER-2: Discretionary</p>	
SIGN-R14		Signs in Quail Ridge	
Quail Ridge zone	<p>Activity status: Permitted</p> <p>PER-1 Signs relate to the activity occurring on the site;</p> <p>PER-2 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S3 Maximum number; SIGN-S4 Traffic safety; and</p>	<p>Activity status where compliance not achieved with PER-1 or PER-2: Discretionary</p>	

	SIGN-S5 Sign design and content.	
SIGN-R15	Third-party signs	
Mixed Use zone	<p>Activity status: Restricted Discretionary</p> <p>Where:</p> <p>RDIS-1 The sign is not located on or adjacent to a state highway;</p> <p>RDIS-2 The sign complies with standards: SIGN-S1 Maximum area; SIGN-S2 Maximum height; SIGN-S3 Maximum number; SIGN-S4 Traffic safety; and SIGN-S5 Sign design and content.</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> the extent and effect of non-compliance with any relevant infringed standard; impact on character and amenity values of the surrounding area; whether the sign contributes to visual clutter, including the impact on the built form of the immediate and surrounding area; whether the sign contributes to the community wellbeing; whether the sign addresses traffic safety, including motorists cyclists and pedestrians; whether the is a functional need for the sign to be located; whether the sign results in the consolidation of signage; and any adverse cumulative effects. 	Activity status where compliance not achieved with RDIS-1 or RDIS-2: Non-complying
SIGN-R16	Activities not otherwise listed in this chapter	
All zones	Activity status: Discretionary	Activity status where compliance not achieved: Not applicable
SIGN-RXX	Digital signs	
Light Industrial zone	Activity status: Discretionary	Activity status where compliance not achieved: Not applicable¹³
SIGN-R17	Digital signs	
All zones except	Activity status: Non-complying	Activity status where compliance not achieved: Not applicable

¹³ Submission S45.022

Mixed Use zone		
SIGN-R18	Third-party signs	
All zones except Mixed Use zone	Activity status: Non-complying	Activity status where compliance not achieved: Not applicable
Standards		
SIGN-S1	Maximum sign area per site	
All zones	<p>1. Any temporary sign (excluding real estate and development) or community sign must not exceed 2m² in area but may be double-sided. Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign; and</p> <p>2. Any real estate and development sign must not exceed 1.5m² in area.</p> <p>Except that: <u>This standard does not apply to temporary signs at the Waitangi Estate.</u>¹⁴</p>	<p>Matters of discretion are restricted to:</p> <p>a. impact on the character and amenity values of the surrounding area;</p> <p>b. whether the sign contributes to visual clutter; and</p> <p>c. any adverse cumulative effects.</p>
ONFs ONLs Heritage Areas Scheduled heritage resource	<p>1. The maximum total sign area within an ONF, ONL or Heritage Area must not exceed 0.5m²;</p> <p>2. The maximum total sign area on a scheduled historic-heritage¹⁵ resource must not exceed 0.25m².</p> <p>Except that: <u>Within the Waitangi Estate, any sign within an ONL must not exceed 1m².</u>¹⁶</p> <p>Note: 1. This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)</p>	<p>Matters of discretion are restricted to:</p> <p>a. whether the sign contributes to the characteristics and qualities of the feature, landscape, or precinct;</p> <p>b. impact on the character and amenity of the surrounding area;</p> <p>c. whether the sign is compatible with the built form on the site;</p> <p>d. whether sign contributes to visual clutter; and</p> <p>e. any adverse cumulative effects</p>
Mixed Use zone Light Industrial zone	<p>The maximum total sign area on any site:</p> <p>1. For each road frontage:</p> <p>a. Less than 24m width: 6m²; or</p>	<p>Matters of discretion are restricted to:</p> <p>a. impact on the character and amenity of the surrounding area;</p>

¹⁴ Submission S503.046

¹⁵ Clause 16 correction for consistency with defined term "scheduled heritage resource".

¹⁶ Submission S503.047

<p>Heavy Industrial zone</p> <p>Hospital zone</p> <p>Ngawha Innovation and Enterprise Park zone</p> <p>Airport zone</p>	<p>b. Greater than 24m width: 0.25m² for every 1m of road frontage, up to a maximum area of 12m².</p>	<p>b. whether the sign is compatible with the built form on the site;</p> <p>c. whether sign contributes to visual clutter; and</p> <p>d. any adverse cumulative effects.</p>
<p>General Residential zone</p> <p>Kororāreka Russell Township zone</p> <p>Quail Ridge zone</p>	<p>The maximum total of sign area on any site must not exceed 0.5m². Where a sign is double-sided, the maximum sign area is calculated as the area of one side of the sign.</p>	<p>Matters of discretion are restricted to:</p> <p>a. impact on the character and amenity of the surrounding area;</p> <p>b. whether sign contributes to visual clutter; and</p> <p>c. any adverse cumulative effects.</p>
<p>Settlement zone</p> <p>Rural Residential zone</p> <p>Rural Lifestyle zone</p>	<p>The maximum total of sign area on any site must not exceed 1.5m². Where a sign is double-sided, the maximum sign area is calculated as the area of one side of the sign.</p>	<p>Matters of discretion are restricted to:</p> <p>a. impact on the character and amenity of the surrounding area;</p> <p>b. whether the sign is compatible with the built form on the site;</p> <p>c. whether sign contributes to visual clutter; and</p> <p>d. any adverse cumulative effects.</p>
<p>Rural Production zone</p> <p>Horticulture Processing zone</p> <p>Horticulture zone</p> <p>Māori Purpose zone</p> <p>Open Space zone</p> <p>Sport and Active</p>	<p>The maximum total of sign area on any site must not exceed 3m². Where a sign is double-sided, the maximum sign area is calculated as the area of one side of the sign.</p>	<p>Matters of discretion are restricted to:</p> <p>a. impact on the character and amenity of the surrounding area;</p> <p>b. whether the sign is compatible with the built form on the site;</p> <p>c. whether sign contributes to visual clutter; and</p> <p>d. any adverse cumulative effects.</p>

Recreation zone		
Natural Open Space zone		
Kauri Cliffs zone		
Orongo Bay zone	The maximum total of sign area for the zone must not exceed 18m ² . Where a sign is double-sided, the maximum sign area is calculated as the area of one side of the sign.	Matters of discretion are restricted to: <ol style="list-style-type: none"> impact on the character and amenity of the surrounding area; whether the sign is compatible with the built form on the site; whether sign contributes to visual clutter; and any adverse cumulative effects.
SIGN-S2	Maximum height of signage	
All zones	<p>All temporary signs, including support structures, (excluding real estate and development) must not exceed 3m in height, measured from ground level.</p> <p>Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)</p>	Matters of discretion are restricted to: <ol style="list-style-type: none"> impacts on the character and amenity of the surrounding area; whether the sign contributes to visual clutter; and any adverse cumulative effects.

Mixed Use zone	<ol style="list-style-type: none"> Freestanding signs must not exceed <u>6m in height the height of the building from ground level</u>¹⁷; and Signs attached to a building must not protrude above the highest point of the building.¹⁸ <p>Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)</p>	Matters of discretion are restricted to: <ol style="list-style-type: none"> impacts on the character and amenity of the surrounding area; whether the sign is compatible with the built form on the site; whether the sign contributes to visual clutter; and any adverse cumulative effects.
Light Industrial zone		
Heavy Industrial zone		
Hospital zone		
Ngawha Innovation and		

¹⁷ Submission S385.015 and others

¹⁸ S385.017 (consequential amendment, to resolve duplication with SIGN-R7 PER-1).

Enterprise Park zone		
Airport zone		
All zones excluding:	The maximum height of any sign, including support structure, must not exceed 4m in height, measured from ground level.	Matters of discretion are restricted to: a. impacts on the character and amenity of the surrounding area; b. whether the sign is compatible with the built form on the site; c. whether the sign contributes to visual clutter; and d. any adverse cumulative effects.
Mixed Use zone	Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or item or heritage area (Rules SIGN-R9 and SIGN-R10)	
Light Industrial zone		
Heavy Industrial zone		
Hospital zone		
Ngawha Innovation and Enterprise Park zone		
Airport zone		
SIGN-S3	Maximum number of signs	
All zones	There shall be no more than one temporary sign (excluding real estate and development) per site. Except that: <u>This standard does not apply to the Waitangi Estate.¹⁹</u> Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)	Matters of discretion are restricted to: a. impact on the character and amenity of the surrounding area; b. whether the sign contributes to visual clutter; and c. any adverse cumulative effects.
Mixed Use zone	There shall be no more than five signs per site. Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)	Matters of discretion are restricted to: a. impact on the character and amenity of the surrounding area; b. whether the sign contributes to visual clutter; and
Light Industrial zone		

¹⁹ Submission S503.046

<p>Heavy Industrial zone</p> <p>Hospital zone</p> <p>Ngawha Innovation and Enterprise Park zone</p> <p>Airport zone</p>		c. any adverse cumulative effects.
<p>General Residential zone</p> <p>Kororāreka Russell Township</p> <p>Quail Ridge zone</p>	<p>There shall be no more than one sign for each road frontage.</p> <p><i>Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)</i></p>	<p>Matters of discretion are restricted to:</p> <p>a. impact on the character and amenity of the surrounding area;</p> <p>b. whether the sign contributes to visual clutter; and</p> <p>c. any adverse cumulative effects.</p>
<p>Settlement zone</p> <p>Rural Residential zone</p> <p>Rural lifestyle zone</p>	<p>There shall be no more than one sign for each road frontage.</p> <p><i>Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage building or item or heritage area (Rules SIGN-R9 and SIGN-R10)</i></p>	<p>Matters of discretion are restricted to:</p> <p>a. impact on the character and amenity of the surrounding area;</p> <p>b. whether the sign contributes to visual clutter; and</p> <p>c. any adverse cumulative effects.</p>
<p>Rural Production zone</p> <p>Horticulture zone</p> <p>Horticulture Processing zone</p> <p>Māori Purpose zone</p>	<p>There shall be no more than two signs per site.</p> <p><i>Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)</i></p>	<p>Matters of discretion are restricted to:</p> <p>a. impact on the character and amenity of the surrounding area;</p> <p>b. whether the sign contributes to visual clutter; and</p> <p>c. any adverse cumulative effects.</p>
<p>Open Space zone</p>	<p>There shall be no more than two signs per site visible beyond the site.</p>	<p>Matters of discretion are restricted to:</p>

<p>Sport and Active Recreation zone</p> <p>Natural Open Space zone</p>	<p>Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)</p>	<p>a. impact on the character and amenity of the surrounding area;</p> <p>b. whether the sign contributes to visual clutter; and</p> <p>c. any adverse cumulative effects.</p>
SIGN-S4	Traffic safety	
All zones	<p>1. All freestanding signs visible from State highways must be:</p> <ol style="list-style-type: none"> a. erected at a right angle to the road; and b. comply with the New Zealand Transport Agency Signs on State Highways Bylaw 2010; <p>2. Signs erected adjacent to a road shall not:</p> <ol style="list-style-type: none"> a. obstruct the line of sight of any road corner, bend, intersection, or vehicle crossing; b. obstruct or impair the view of any traffic sign or signal; or c. use reflective materials that may interfere with a road user's vision; <p>3. All signs within 10 horizontal metres of a road must comply with the minimum and maximum lettering sizes in SIGN-Table 1 - Minimum and maximum lettering; and</p> <p>4. All signs within 10 horizontal metres of a road must comply with the minimum setback distances from other signs as read from one direction and measured parallel to the centreline of the road in SIGN-Table 2 - Setback distances.</p> <p>Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)</p>	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> a. impacts on traffic safety; b. any potential driver distraction; and c. any potential effects on vehicle maneuvering and access.
SIGN-S5	Sign design and content	
All zones	<p>A sign must not:</p> <ol style="list-style-type: none"> 1. Display explicit or lewd words or images; and 2. Be animated, use reflective materials or illuminated through intermittent or flashing light sources. <p>Note: (2) above does not apply to signs in the Mixed Use zone or Light Industrial zones.</p>	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> a. sign content; b. the extent of illumination when visible from a public place; c. the frequency and intensity of flashing and/or image change; d. the character and amenity of the surrounding area; and

	Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)	e. any nuisance caused for adjoining properties
SIGN-S6	Sign setback and design	
Carrington Estate zone	<ol style="list-style-type: none"> 1. There shall be no more than one sign per site; 2. The maximum total of sign area on any site must not exceed 1m². Where a sign is double-sided, the maximum sign area is calculated as the area of one side of the sign; and 3. No flashing or animated signs. <p>Note: This standard only has immediate legal effect for signs on or attached to a scheduled heritage resource or heritage area (Rules SIGN-R9 and SIGN-R10)</p>	Not applicable

SIGN-Table 1 - Minimum and maximum lettering

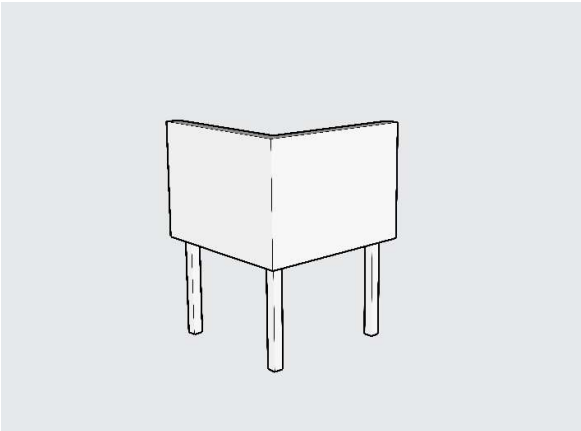
Regulatory speed limit of adjoining road	Main message <u>Property Name</u>	Main message	Secondary message
Km/hr	Minimum lettering height (mm)	Minimum <u>Maximum</u> ²⁰ lettering height (mm)	Minimum lettering height (mm) ²¹
0-50	100	150	75
51-70	150	500	100
71-80	175	250	125
81-100	200	300	150

SIGN-Table 2 - Setback distance

Regulatory speed limit (km/hr)	Separation distance (m)
0-70	60
71-80	70

²⁰ Clause 16 amendment²¹ Submission S368.008

Recommended amendments to definitions

<p><u>COMMUNITY SIGN</u></p>	<p><u>means a sign displaying information relating to the location of public facilities, place-names, destinations of historical, cultural, spiritual, sporting, or scenic significance. The advertising of public, sporting, recreation, community, social or cultural events.</u>²²</p>
<p><u>DIGITAL SIGN</u></p>	<p><u>means any sign that displays changeable electronic messages or images via LED, neon, or electronic projection.</u>²³</p>
<p><u>FREE STANDING SIGN</u></p>	<p><u>means any sign which stands upright wholly on its own with its own support structure without having to be attached to any building, post or other structure.</u>²⁴</p>
<p><u>DOUBLE-SIDED SIGN</u></p>	<p><u>means a sign having two sign faces of equal area and proportions which are located exactly opposite each other on the sign structure.</u>²⁴</p>
<p><u>V-SHAPED SIGN</u></p>	<p><u>means a sign placed on a horizontal plain in a V shape containing no more than three support posts and two sign faces.</u>²⁴</p> 

²² Submission S368.085

²³ Submission S45.021

²⁴ Submission S371.011