

APPENDIX 2 – MARKED UP VERSION FOLLOWING HEARING

Key

Italics – not part of PC42

Grey – altered by submission

Underlined – altered from operative text

2 DEFINITIONS

Community Message Sign: means a sign that is not put up for Commercial purposes and contains information on the following:

- a. The District;
- b. The District boundaries;
- c. Attractions within the District;
- d. Election information;
- e. A public health or safety message; or
- f. A government message.

Official sign: means any regulatory traffic or other sign approved by a road controlling authority or provided for under any legislation and which is erected on a legal road. This includes signs that inform road users of an approaching traffic hazard.

Property identification sign: means a device whose sole purpose is to identify the name of the location or building on which the sign is situated. This includes schools, hospitals and business names.

Sign: means boards, flag signs, ~~plaques~~, placards, hoardings, banners or other similar devices or advertising matter, whether consisting of a specially constructed free standing device, structure, erection or apparatus, or painted, printed, written, carved, inscribed, endorsed, projected on to, placed or otherwise fixed to or displayed upon any land, building, wall, fence, rock, tree or other structure or object (including parked vehicles or trailers where such a vehicle or trailer is parked specifically for the purpose of attracting attention), with or without illumination.

This does not include:

- a) sponsored art installations where the sponsors take up 1m² or 25% or less of the total area of the installation, whichever is lesser; or
- b) memorials and plaques on public land approved by the Public Arts Committee.

Temporary Construction Sign: means a sign used to advertise the parties actively involved in the development on a site.

~~**Warning sign:** means a device whose sole purpose is to inform road users of an approaching traffic hazard.~~

3 RURAL ENVIRONMENT

3.3 POLICIES

3.3.4 *To ensure a Rural Production zone where the following characteristics are maintained:*

- ...
- d. *open, low density development, with relatively few structures and signs, which does not detract from rural landscapes;*

3.3.12 *To define a Rural General zone where the following characteristics are maintained:*

- ...
- d. *open, low density development, with relatively few structures and signs, which does not detract from rural landscapes;*

3.4 RULES – RURAL PRODUCTION ZONE

3.4.1 Permitted Activities.

All activities shall comply with the Performance Standards of this zone as well as any other relevant chapters District Wide rules where relevant.

The following are permitted activities in the Rural Production zone:

- ~~d. Signs~~

3.5 PERFORMANCE STANDARDS- Rural Production

3.5.5 Advertising. Signage.

All activities shall comply with the signage standards provided in Chapter 16.

No signs shall be erected, constructed or displayed in the Rural Production zone other than the following, which are to be neither neon nor flashing in type:

- a. One property identification sign not exceeding 3m² total sign face area provided it is located on the same site to which it relates.
- b. Any official sign.
- c. A sign not exceeding 3m² erected in connection with tourist publicity or special public information denoting places or points of special interest. These signs shall be located on the property to which they relate.
- d. Signs not exceeding 2m² advertising the disposal of the land or premises on which the sign is situated.
- e. The general rules for advertising in District Wide Rule 10.10 – Advertising shall apply.
- f. Identification and/or health and safety signs associated with infrastructure not exceeding 0.5m² and attached to the corresponding infrastructure.

3.5.10 Retail activities ancillary to a permitted activity.

- d. *Only one sign shall be permitted at the entrance to the retail activity on the road boundary of the property and shall comply with the advertising performance standards of this zone.*

3.7 PERFORMANCE STANDARDS – Rural Lifestyle

3.7.5 Advertising. Signage.

All activities shall comply with the signage standards provided in Chapter 16.

~~No signs shall be erected, constructed or displayed in the Rural Lifestyle zone other than the following which are to be neither neon nor flashing in type:~~

- ~~a. One property identification sign not exceeding 1m² total area.~~
- ~~b. Any official sign.~~
- ~~c. One sign not exceeding 2 m² erected in connection with tourist publicity or special public information, travellers' accommodation, churches, educational establishments, residential care facilities or hospitals, or denoting places or points of special interest. These signs shall be located on the property to which they relate.~~
- ~~d. One sign not exceeding 2m² advertising the disposal of land or premises on which the sign is situated. These shall be located within the property.~~
- ~~a. One sign not exceeding 0.5 m² used for a home occupation, and bearing only the name, occupation and hours of attendance or business of a person residing at that address. These signs shall be located on the property to which they relate.~~
- ~~b. One identification and/or health and safety sign associated with infrastructure, not exceeding 0.5m² and attached to the corresponding infrastructure.~~

3.8 RULES – RURAL GENERAL ZONE

3.8.1 Permitted Activities.

All activities shall comply with the Performance Standards of this zone as well as any other relevant chapters District Wide rules where relevant.

The following are permitted activities in the Rural General zone:

- ~~c. Signs~~

3.9 PERFORMANCE STANDARDS – Rural General

3.9.5 Advertising Signage.

All activities shall comply with the signage standards provided in Chapter 16.

~~No signs shall be erected, constructed or displayed in the Rural General zone other than the following, which are to be neither neon nor flashing in type:~~

- ~~a. One property identification sign not exceeding 3m² total sign face area provided it is located on the same site to which it relates.~~
- ~~b. Any official sign.~~
- ~~c. A sign not exceeding 2m² erected in connection with tourist publicity or special public information denoting places or points of special interest. These signs shall be located on the property to which they relate.~~
- ~~d. Signs not exceeding 2m² advertising the disposal of the land or premises on which the sign is situated.~~
- ~~e. The general rules for advertising in Chapter 16 – Advertising shall apply.~~
- ~~f. Identification and/or health and safety signs associated with infrastructure not exceeding 0.5m² and attached to the corresponding infrastructure.~~

3.9.10 Retail activities ancillary to a permitted activity.

- d. Only one sign shall be permitted at the entrance to the retail activity on the road boundary of the property and shall comply with the advertising performance standards of this zone.*

3.11 PERFORMANCE STANDARDS – Rural Settlement

3.11.6 Advertising Signage.

All activities shall comply with the signage standards provided in Chapter 16.

No signs shall be erected, constructed or displayed in the Rural General zone other than the following, which are to be neither neon nor flashing in type:

- a. One property identification sign not exceeding 3m² total sign face area provided it is located on the same site to which it relates.
- b. Any official sign.
- c. A sign not exceeding 2m² erected in connection with tourist publicity or special public information denoting places or points of special interest. These signs shall be located on the property to which they relate.
- d. Signs not exceeding 2m² advertising the disposal of the land or premises on which the sign is situated.
- e. The general rules for advertising in Chapter 16 - Advertising shall apply.
- f. Identification and/or health and safety signs associated with infrastructure not exceeding 0.5m² and attached to the corresponding infrastructure.

3.11.10 Retail activities (except where adjoining a State Highway).

d. Only one sign shall be permitted at the entrance to the retail activity on the road boundary of the property and shall comply with the advertising performance standards of this zone.

4 RESIDENTIAL ENVIRONMENT

4.3 POLICIES

4.3.2 To ensure activities in the Residential zone that:

e. Avoid or mitigate visual amenity and safety problems from advertising;

4.5 PERFORMANCE STANDARDS - Residential

4.5.7 Advertising Signage.

All activities shall comply with the signage standards provided in Chapter 16.

No signs shall be erected, constructed or displayed in the Residential zone other than the following which are to be neither neon nor flashing in type:

- a. One property identification sign not exceeding 1m² total area on the same site in which it relates.
- b. Any official sign
- c. A sign not exceeding 2m² erected in connection with tourist publicity or special public information, travellers' accommodation, churches, educational establishments, residential care facilities, health care facilities, or denoting places or points of special interest. These signs shall be located on the property to which they relate.
- d. One sign not exceeding 2m² advertising the disposal of the land or premises on which the sign is situated. These shall be located within the property
- e. One sign not exceeding 0.5m² attached to a residential building used for a home occupation, and bearing only the name, occupation and hours of attendance or business of a person residing at that address.
- f. Identification and/or health and safety sign associated with infrastructure not exceeding 0.5m² and attached to the corresponding infrastructure.
- g. The general rules for advertising, Chapter 16 shall apply.

4.7 PERFORMANCE STANDARDS Coastal Residential

4.7.9 Advertising Signage.

All activities shall comply with the signage standards provided in Chapter 16.

No signs shall be erected, constructed or displayed in this zone other than the following which are to be neither neon nor flashing in type:

- a. One property identification sign not exceeding 0.5 m².
- b. Any official sign.
- c. A sign not exceeding 2 m² erected in connection with tourist publicity or special public information, travellers' accommodation, churches, educational establishments, residential care facilities or hospitals or denoting places or points of special interest. These signs are located on the property to which they relate.
- d. Temporary signs not exceeding 2 m² advertising the disposal of the land or premises on which the sign is situated. These shall be located within the property.
- e. A sign not exceeding 0.5 m² attached to a residential building used for a home occupation, and bearing only the name, occupation and hours of attendance or business or a person residing at that address.
- f. The general rules for advertising, Chapter 16 shall apply.

5 COMMERCIAL ENVIRONMENT

5.2 OBJECTIVES

- 5.2.3** *To ensure that development and activities in the central city area, maintain or enhance the high quality amenity of the area.*

...

*The characteristics, or distinguishing qualities, that contribute to the amenity of **the central city area** include:*

- o High numbers of Provision for commercial signs relating to the onsite activities;

5.3 POLICIES

- 5.3.2** Define a Central Commercial zone with the following characteristics:

- g. Higher numbers of Provision for commercial signs associated with onsite activities.

- 5.3.3** Define Outer Commercial zone with the following characteristics:

- b. *protection for the amenity values of neighbouring residential areas;*

- 5.3.4** Define an Arts and Commerce zone with the following characteristics:

- f. Higher numbers of Provision for commercial signs associated with onsite activities.

- 5.3.5** Define a Riverfront zone with the following characteristics:

- h. Higher numbers of Provision for commercial signs associated with onsite activities.

- 5.3.14** *To define a Neighbourhood Commercial zone where the following characteristics are maintained:*

- i. *address the effects at the zone boundaries from noise, light spill, vibration, visual amenity and advertising.*

5.4 RULES – ARTS AND COMMERCE ZONE

- 5.4.3** Restricted Discretionary Activities.

The following are restricted discretionary activities in the Arts and Commerce zone:

- a. ~~Any activity that does not comply with the standard for advertising.
In exercising its discretion the Council will be restricted to the following matters:~~
- ~~i. The location and size of the sign in relation to the surrounding environment.~~
 - ~~ii. The design and appearance of the sign.~~
 - ~~iii. The effects of the sign on the movement of people and goods.~~
 - ~~iv. The nature and content of the sign and whether it is to be illuminated. Flashing signs shall not be permitted.~~
 - ~~v. The nature, size and number of other signs in the immediate environment.~~
 - ~~vi. The effect of the sign, which does not relate to the activity undertaken on the site, on the identification of the activity undertaken on the site.~~

~~The District Wide Rule — 10.10 shall apply.~~

5.5 PERFORMANCE STANDARDS – Arts and Commerce

5.5.4 Signage.

All activities shall comply with the signage standards provided in Chapter 16.

5.6 RULES - RIVERFRONT ZONE

5.6.3 Restricted Discretionary Activities.

The following are restricted discretionary activities in the Riverfront zone:

- c. ~~Any activity which does not comply with the standard for advertising.
In exercising its discretion the Council will be restricted to the following matters:~~
- ~~i. The location and size of the sign in relation to the surrounding environment.~~
 - ~~ii. The design and appearance of the sign.~~
 - ~~iii. The effects of the sign on the movement of people and goods.~~
 - ~~iv. The nature and content of the sign and whether it is to be illuminated. Flashing signs shall not be permitted.~~
 - ~~v. The nature, size and number of other signs in the immediate environment.~~
 - ~~vi. The effect of the sign, which does not relate to the activity undertaken on the site, on the identification of the activity undertaken on the site.~~

District Wide Rule — 10.10 shall apply.

5.7 PERFORMANCE STANDARDS - Riverfront

5.7.5 Signage.

All activities shall comply with the signage standards provided in Chapter 16.

5.8 RULES – CENTRAL COMMERCIAL ZONE

5.8.3 Restricted Discretionary Activities.

The following are restricted discretionary activities in the Central Commercial zone:

...

- b. ~~Any activity which does not comply with the standard for advertising.
In exercising its discretion the Council will be restricted to the following matters:~~
- ~~i. The location and size of the sign in relation to the surrounding environment.~~
 - ~~ii. The design and appearance of the sign.~~
 - ~~iii. The effects of the sign on the movement of people and goods.~~
 - ~~iv. The nature and content of the sign and whether it is to be illuminated.
Flashing signs shall not be permitted.~~
 - ~~v. The nature, size and number of other signs in the immediate environment.~~
 - ~~vi. The effect of the sign, which does not relate to the activity undertaken on the site, on the identification of the activity undertaken on the site.~~

Chapter 16 shall apply.

5.9 PERFORMANCE STANDARDS – Central Commercial

5.9.7 ~~Advertising. Signage.~~

All activities shall comply with the signage standards provided in Chapter 16.

Advertising is subject to District Wide Rule — 10.10 of this Plan and, in relation to illuminated signs, to the “light” standard in this zone.

5.10 RULES – OUTER COMMERCIAL ZONE

5.10.3 Restricted Discretionary Activities.

The following are discretionary activities in the Outer Commercial zone:

...

b. Any activity which does not comply with the standard for advertising.

In exercising its discretion the Council will be restricted to the following matters:

i. The location and size of the sign in relation to the surrounding environment.

ii. The design and appearance of the sign.

iii. The effects of the sign on the movement of people and goods.

iv. The nature and content of the sign and whether it is to be illuminated, provided that flashing signs shall not be permitted.

v. The nature, size and number of other signs in the immediate environment.

The general rules for advertising in District Wide Rule — 10.10 shall apply.

5.11 PERFORMANCE STANDARDS – Outer Commercial

5.11.7 Structures.

Within the Outer Commercial zone structures will be required to meet the following performance standards:

b. Exceptions from height recession plane standard.

The following structures are exempt from the above height recession plane standard:

iii. Signs.

5.11.8 ~~Advertising. Signage.~~

All activities shall comply with the signage standards provided in Chapter 16.

Advertising is subject to Chapter 16 and, in relation to illuminated signs, to the standard in Rule 5.11.2 — Light.

5.12 RULES – NEIGHBOURHOOD COMMERCIAL ZONE

5.12.2 Restricted Discretionary Activities.

The following are restricted discretionary activities in the Neighbourhood Commercial zone:

c. Any activity which does not comply with the standard for advertising (Rule 5.13.7).

Council shall restrict its discretion to the following matters:

i. The location and size of the sign in relation to the surrounding environment.

ii. The design and appearance of the sign.

iii. The effects of the sign on the movement of people and goods.

iv. The nature and content of the sign and whether it is to be illuminated, provided that flashing signs shall not be permitted.

~~v. The nature, size and number of other signs in the immediate environment.~~

5.13 PERFORMANCE STANDARDS – Neighbourhood Commercial

5.13.6 ~~Advertising. Signage.~~

~~All activities shall comply with the signage standards provided in Chapter 16.~~

- ~~a. Total sign face area for a sign or combination of signs, per activity, must not exceed 4.5m².~~
- ~~b. Advertising is subject to Chapter 16 and, in relation to illuminated signs, to the standard in Rule 5.13.2 – Light and Glare.~~
- ~~c. Identification and/or health and safety sign associated with infrastructure not exceeding 0.5m² and attached to the corresponding infrastructure.~~

6 INDUSTRIAL ENVIRONMENT

6.4 RULES – MANUFACTURING ZONE

6.4.3 Restricted Discretionary Activities.

The following are restricted discretionary activities in the Manufacturing zone:

...

- ~~b. Any activity which does not comply with the standard for advertising.~~
~~In exercising its discretion the Council will be restricted to the following matters:~~
 - ~~i. The location and size of the sign in relation to the surrounding environment.~~
 - ~~ii. The design and appearance of the sign.~~
 - ~~iii. The effects of the sign on the movement of people and goods.~~
 - ~~iv. The nature, size and number of other signs in the immediate environment.~~
 - ~~v. The general rules for advertising in District Wide Rule 10.10.~~

6.5 PERFORMANCE STANDARDS - Manufacturing

6.5.6 Structures.

Within the Manufacturing zone structures will be required to meet the following performance standards:

- b. Exceptions from height recession plane standard.
The following structures are exempt from the above height recession plane standard:
 - iii. Signs.

6.5.8 ~~Advertising. Signage.~~

~~All activities shall comply with the signage standards provided in Chapter 16.~~

~~Advertising is subject to Chapter 16 and, in relation to illuminated signs, to the standard in Rule 6.5.2 – Light.~~

7.5 PERFORMANCE STANDARDS – Airport Enterprise

7.5.6 Advertising Signage.

All activities shall comply with the signage standards provided in Chapter 16.

Advertising is subject to Chapter 16 and, in relation to illuminated signs*, to the standard in Rule 6.5.2 – Light.

8.5 PERFORMANCE STANDARDS – Reserves and Open Space

8.5.4 Advertising Signage.

All activities shall comply with the signage standards provided in Chapter 16.

No sign will be erected, constructed or displayed in this zone other than the following, which are to be neither neon nor flashing in type:

- a. One property sign identifying the name of the open space or reserve not exceeding 3m².
- b. Any sign inside a sports ground as long as it is not visible from a residential zone.
- c. Any sign serving to direct traffic.
- d. Signs not exceeding 4m² erected in connection with tourist publicity or special public information or denoting places and points of interest.
- e. Any temporary sign advertising an event, provided that:
 - i. signs are located on the site to which they relate.
 - ii. signs are displayed for no longer than 6 weeks before and 2 days after the event.
 - iii. no temporary sign shall exceed 4m² total sign face area.
- f. Identification and/or health and safety sign associated with infrastructure not exceeding 0.5m² and attached to the corresponding infrastructure.
- g. The general rules for advertising, Chapter 16 shall apply.

16 SIGNAGE

The objectives, policies and rules in this chapter apply across the District. They are grouped together to prevent repetition throughout the Plan.

Signage is an intrinsic part of most activities but has the potential to produce adverse effects in the community.

The controls in the District Plan reflect the need to provide for signage to meet the needs of the community while providing sign control standards that and ensure protection from visual intrusion or adverse traffic safety.

Signage including any structure on which signage is affixed or forms part of¹, is controlled via the zone rules for location and the signage chapter for number and size. The By-laws relating to signage controls signs on Council owned land, except where provided for in the District Plan. Signs provided for under By-laws are deemed to be Permitted Activities.
~~The following general rules apply to advertising throughout the district in addition to the rules set out for each zone.~~

These provisions and any other provisions relating to signage are complementary to, and not in substitution for the by-laws of the Council relating to the control and licensing of advertising signage.

Notes –

1. Where there are inconsistencies with provisions in the by-laws, the District Plan regulations shall prevail². It should be noted that the erection of any structure, such as a sign, viewable from a state highway is likely to require the NZ Transport Agency's written approval as an affected party pursuant to section 95E of the Resource Management Act 1991.
2. The written approval of the NZ Transport Agency may be required for signage adjacent to the State Highway Network that breaches a District Plan rule.³
3. The written approval of New Zealand Transport Agency will be required for any sign located within the State Highway Road Reserve pursuant to the New Zealand Transport Agency (Signs on State Highways) By-law 2010. Note: It is unlikely that any sign other than an official road sign will be approved unless it is of a temporary nature and is for a community event.
4. The written approval of the Council, as landowner, is a prerequisite for any signs on road reserves, street furniture or in public places, other than footpath signs and health and safety signs that comply with Performance Standard 16.5.1(e).
5. Where any object (including signage) penetrates the notification surface Civil Aviation Rule Pt 77 requires that the proposal be notified to the Director of Civil Aviation who may require it to be marked or lit. This is a statutory requirement of the Civil Aviation Act 1990 that operates in addition to the District Plan.

¹ Submission 7 from Transpower New Zealand Limited

² Submission 5 from Powerco Limited

³ Submission 4 from NZ Transport Agency, Further Submission 3.1 from Transpower New Zealand Limited and Submission 3 from the Oil Companies.

16.1 ISSUES

16.1.1 Inappropriate design, scale, number and location of signage can adversely affect the amenity values of the surrounding environment and/or the safe and efficient operation of the transport network.

16.2 OBJECTIVES

16.2.1 Signage that maintains or enhances the amenity values and heritage values of the environment in which it is located.

16.2.2 That the safety and efficiency of the transport network including footpath traffic is not adversely affected by signage causing distraction or physical or visual obstruction.

16.3 POLICIES

16.3.1 To enable signs to be erected where the safe and efficient operation of the transport network including footpaths is maintained.

16.3.2 To ensure the design and location of signage on or near Heritage structures or within Display Frontage Streets is sensitive to and protects the historic features and the architectural character of the surrounding environment.

16.3.3 To ensure that any signs erected are appropriate within the context of the environment in which they are placed specifically that in the:

Rural Environment

- a. In all parts of the district, the The location, scale and design of signs shall ensure they are incidental to and not dominant structures in the context of the surrounding environment within the rural landscape
- b. In the Rural and Residential Environments, the The content and scale of signs should be consistent with the surrounding rural environment
- c. The number of signs shall be kept to a minimum in order to maintain the character and amenity values of the surrounding rural environment

Residential Environment

- a. The location, scale and design of signs shall ensure they are incidental to and not dominant structures within the streetscape
- b. The content and scale of signs should be consistent with the residential environment
- c. The number of signs shall be kept to a minimum in order to maintain the character and amenity values of the residential environment

Commercial Environment

- a. The location, scale and design of signs shall ensure they are incidental to and not dominant structures within the commercial environment or the neighbouring zones
- db. In the Commercial, Industrial and Natural Environment, signs Signs should be of an intensity and scale that implies a sense of vibrancy but not dominate the streetscape or the buildings to which they are attached

Industrial Environment

- a. The location, scale and design of signs shall ensure they are incidental to and not dominant structures within the manufacturing environment or the neighbouring zones
- b. Signs should be of an intensity and scale that implies a sense of vibrancy but not dominate the streetscape or the buildings to which they are attached

Natural Environment

- a. The location, scale and design of signs shall ensure they are incidental to and not dominant structures within the natural environment or the neighbouring zones
- b. Signs should be of an intensity and scale that implies a sense of vibrancy but not dominate the streetscape or the buildings to which they are attached.⁴

16.3.4 To enable the erection of signs that provide Community Messages provided they are consistent with the Signage By-law 2015 and include:

- a. Matters of public Health and Safety
- b. Election signs
- c. The location of destinations, routes, distances and public facilities and the names of settlements, streets and features
- d. Site characteristics or features of historical, cultural, spiritual, aesthetic, environmental, scenic or scientific significance

16.4 RULES

16.4.1 Permitted Activities.

The following are permitted activities throughout the District:

- a. Signs that comply with:
 - i. The Performance Standards for signage in 16.5; and
 - ii. The Performance Standards for structures that apply in the underlying zone.
 - iii. The Signage By-law 2015.
- b. Official signs.

16.4.2 Restricted Discretionary Activities.

The following activities are restricted discretionary activities throughout the District:

- a. Any permitted sign that exceeds the m² limits for its zone as set out in performance standards in 16.5 shall be a restricted discretionary activity

In exercising its discretion the Council will be restricted to the following matters:

- i. The location and size of the sign in relation to the surrounding environment
- ii. The design and appearance of the sign
- iii. The effects of the sign on the movement of people and goods in relation to visibility, health and safety
- iv. The nature and content of the sign
- v. The nature, size and number of other signs in the immediate environment
- b. Any sign on a Heritage building or a building in a Display Frontage Street that does not comply with 16.5.1(d).

In exercising its discretion the Council will be restricted to the following matters:

- i. The extent to which any sign including supporting structures detracts from the heritage significance or values of a heritage building or object.
- ii. Whether any sign detracts from the architecture of the building including decorative detailing, structural divisions, windows or doorways.

⁴ Submission 5.1 Powerco Limited

- iii. Whether additional signs will result in clutter.
 - iv. The extent to which the quality of the design of the sign and the standard of graphics complement the building or object.
 - v. Whether the means of fixing the sign to a listed building or object including associated cabling or wiring for illuminated signs will adversely affect the heritage fabric and heritage values of the listed building or object.
 - vi. The extent to which signs comply with the City Centre Design Guide.
- c. Any Identification and/or⁵ Health and Safety signage that does not comply with 16.5.1(e).
- In exercising its discretion the Council will be restricted to the following matters:
- i. The location and size of the sign in relation to the surrounding environment.
 - ii. The nature and content of the sign.
 - iii. The requirement for the sign.

16.4.3 Discretionary Activities.

The following activities are discretionary activities throughout the District:

- a. Any sign on road reserve, street furniture or public places that does not comply with the signage by-law.
- b. Any sign (excluding permitted activities) that is advertising a business or product that is not on the property.
- c. Any sign that contains moving animation, flashing or optical illusions.
- d. Any other sign not provided for as permitted or restricted discretionary.
- ~~a. Any sign which does not comply with the permitted activity standards in 16.2.~~

16.25 PERFORMANCE STANDARDS - Signage

16.5.1 General.

~~16.2.1 The number and design of signs which may be displayed on any site or building is set out in the rules for the particular zone in which the land is located.~~

- a. ~~16.2.2 Signs shall only be located on the same site as of the activity to which they relate. Signs provided for under by-laws or health and safety election purposes, and temporary events are exempt from this standard.~~
- b. No sign shall obstruct or detract from any official sign, sign beacon or structure for aviation purposes or shall obstruct driver visibility along the road and at intersections, level crossings and driveways. This is achieved by:
 - i. Signs are not visible at the approach to, or from an intersection, pedestrian crossing or train crossing.
 - ii. Signs shall be elevated above the height of vehicles as to not draw the gaze of drivers away from forward roadway.⁶

~~16.2.4. In all zones except the Outer Commercial, Central Commercial, Neighbourhood Commercial, Airport Enterprise and Manufacturing zones, there shall be a maximum of one free-standing sign per property. Official signs, property identification signs, warning signs and signs for election purposes are exempt from this standard.~~

⁵ Submission 5.1 Powerco Limited

⁶ Submission 6.1 from KiwiRail Holdings Limited and Further Submission 3.2 from Transpower New Zealand Limited

- ~~16.2.5 The written approval of the Council, as landowner, is a prerequisite for any signs on road reserves, street furniture or in public places.~~
- ~~16.2.6 Signs attached to a building may extend up to a maximum of 6 metres above the highest point of the roof of the building, provided that no sign shall extend more than 10 metres above ground level.~~
~~Note: Where any object penetrates the notification surface Civil Aviation Rule Pt 77 requires that the proposal be notified to the Director of Civil Aviation who may require it to be marked or lit. This is a statutory requirement of the Civil Aviation Act 1990 that operates in addition to the District Plan.~~
- ~~16.2.7 The provisions for advertising shall not apply to any warning sign erected for the protection of the general public on the site of any construction, alteration or demolition activity.~~
- c. Temporary construction signs advertising the parties involved with the project in any zone provided that:
- i. It must be on the same site as the construction or demolition.
 - ii. No individual sign shall exceed 3m² total area.
 - iii. The total area of all temporary construction signs on a site shall not exceed 4m².
 - iv. No temporary construction sign shall be displayed for more than 30 days before commencement of construction or demolition; and all signs shall be removed from the site within 3 days of termination of construction or demolition.
- ~~16.2.8 A temporary sign advertising a forthcoming gala, sporting or other non-commercial public event in any zone provided:~~
- i. ~~It is erected no earlier than six weeks prior to the commencement of the activity to which it relates.~~
 - ii. ~~It complies with the above conditions and terms underlying zone rules and other permitted activities for signage.~~
 - iii. ~~It is removed within 48 hours of the end of the activity to which it relates.~~
- ~~Signs for election purposes are exempt from this standard.~~
- ~~10.11.9 A sign for election purposes (Local or Central Government) may be permitted in any zone provided:~~
- a. ~~It is erected no earlier than six weeks prior to election day.~~
 - b. ~~It is removed no later than midnight on the day before election day.~~
 - c. ~~It complies with the above conditions and terms.~~
 - d. Signs in Display Frontage Streets and on heritage buildings listed in the Plan shall:
 - i. Not obscure any architectural feature of any building, including but not limited to windows, columns, mouldings, cornices and balustrades, except that signs may be located on ground floor windows if contained within the face of the windows.
 - ii. Signs affixed to the façade of a building shall not extend above the façade.
 - iii. Signs shall not be located on the roof of any building.
 - iv. Signs shall not be located on the roof of a verandah.
 - v. Signs under verandahs shall not exceed 600mm in height and shall be located perpendicular to the building façade.
 - vi. Signs on the front edge of the verandah shall not exceeding 600mm in height.
 - e. Identification and/or health and safety signs in association with the

infrastructure to which they relate not exceeding 0.5m² and attached to the corresponding infrastructure or immediate vicinity when infrastructure is underground.

f. Signs shall not protrude above any ridgeline.

g. No sign shall be flashing, ~~illuminated~~, contain reflective materials, moving animation or cause glare.

h. No sign visible from a Residential zone shall be illuminated more than 8 lux measured at the vertical plane of a window of any dwelling within that zone.⁷

ih. Signs shall be maintained to a tidy standard and shall be removed within one week of the activity ceasing on the site unless provided for sooner by a by-law or the Plan.

16.5.2 Performance Standards specific to the Reserve and Open Space Zone.

Sign/ Zones	Property Identification	Tourist Publicity	Sponsors Signs	Real Estate Sign
Reserves and Open Spaces	1x 3m² <u>Permitted</u>	4m ² <u>YES if related to subject site</u>	As long as it's not visible from a Residential Zone	<u>1 per street frontage</u>

16.5.3 Performance Standards specific to the Rural and Residential Environments.

Sign/ Zones	Property Identification	Real Estate Sign* <small>see note below</small>	Tourist Publicity/Schools /Churches	Home Occupation/ Retail Activity
Rural Production	1x 3m ² total area	2m ² per agency <u>total area</u>	1 per street frontage no more than 2m ² total area <u>each frontage</u>	<u>1x 0.5m²</u> total area
Rural Lifestyle	1x 1m ² total area	1per agency per road <u>frontage no more than 2m² total area per agency</u>	1 per street frontage no more than 2m ² total area <u>each frontage</u>	1x 0.5m ² total area

⁷ Submission 9 from Adrian Dixon, Further Submission 2.1 from NZ Transport Agency and Further Submission 1.1 from the Oil Companies.

Sign/ Zones	Property Identification	Real Estate Sign* <small>see note below</small>	Tourist Publicity/Schools /Churches	Home Occupation/ Retail Activity
Rural General	1x 3m ² total area	2m ² <u>per agency total area</u>	1 <u>per street frontage no more than 2m² total area each frontage</u>	1x 0.5m ² total area
Rural Settlement	1x 3m ² total area	1 <u>per agency per road frontage no more than 2m² per agency</u>	1 <u>per street frontage no more than 2m² total area each frontage</u>	1x 0.5m ² total area
Residential	1x 1m ² total area	1 <u>per agency per road frontage no more than 2m² total area per agency</u>	1 <u>per street frontage no more than 2m² total area each frontage</u>	1x 0.5m ² total area
Coastal Residential	1x 0.5m ² total area	1 <u>per agency per road frontage no more than 2m² total area per agency</u>	1 <u>per street frontage no more than 2m² total area each frontage</u>	1x 0.5m ² total area

Note: The limit on Real Estate signs does not apply to sites that do not share a boundary with Road Reserve, or only do so via Right of Way or Access Strips, excluding sites that are separated from Road Reserve only by way of Segregation Strip or other similar instrument. For these properties, up to three signs totalling no more than 2m² per agency are permitted.⁸

16.5.4 Performance Standards specific to the Commercial and Industrial Environments.

Sign/ Commercial Zones	Property Identification	<u>Verandah signage over road reserve</u>	Advertisement of products/ businesses onsite	Real Estate Sign	<u>Footpath signs</u> <u>See 16.5.4(a) for standards</u>
Manufacturing	<u>Permitted</u>	<u>n/a</u>	<u>Permitted</u>	<u>One per agency per street frontage</u>	<u>1 sign</u>

⁸ Submission 1.1 LJ Hooker Wanganui

Airport Enterprise	1x 3m ² total area	<u>n/a</u>	<u>Permitted</u>	<u>One per agency per street frontage</u>	<u>n/a</u>
Arts and Commerce	<u>Permitted</u>	<u>Permitted</u>	<u>Permitted</u>	<u>One per agency per street frontage</u>	<u>1 sign</u>
Riverfront	<u>Permitted</u>	<u>Permitted</u>	<u>Permitted</u>	<u>One per agency per street frontage</u>	<u>1 sign</u>
Central Commercial	<u>Permitted</u>	<u>YES, only where provided for under Rule 16.5.1</u>		<u>One per agency per street frontage</u>	<u>1 sign</u>
Outer Commercial	<u>Permitted</u>	<u>Permitted</u>	<u>Permitted</u>	<u>One per agency per street frontage</u>	<u>1 sign</u>
Neighbourhood Commercial	<u>Permitted</u>	<u>Permitted</u>	<u>4.5m² Ground floor only</u>	<u>One per agency per street frontage</u>	<u>1 sign</u>

- ~~a. Footpath signs that are permitted must comply with the following:~~
- ~~i. be displayed directly outside the business to which the Sign relates;~~
 - ~~ii. advertise only businesses, services and products located on the site of the Sign;~~
 - ~~iii. be displayed so as to retain a clear access for mobility scooters, wheelchairs, prams and pedestrians along the Footpath;~~
 - ~~iv. not interfere with street furniture or fittings, or with the opening of car doors;~~
 - ~~v. not exceed 1 metre in height and 0.6 metres in width for sandwich boards;~~
 - ~~vi. not exceed 2.2 metres in height and 0.7 metres in width for flag signs;~~
 - ~~vii. Any Sign displayed by any business on a Footpath at the start of any trading day must be removed from that Footpath by that business at the close of that trading day.⁹~~

⁹ Submission 8.1 Wanganui District Council