

Signs and Artificial Lighting

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SAL1.1 Description and Expectations

Signage

Signs play an important role in communication and may be used to identify places, provide information about community facilities and services, convey important health and safety messages, and control and direct traffic. Signs also enable businesses to advertise goods and services which is important in supporting the social and economic wellbeing of the District.

The importance of the role of signs needs to be balanced against the impact that excessive, poorly designed or inappropriately located signs can have, particularly on the safety of traffic and the amenity values of an area.

It is appropriate that some signs be allowed in order to support the communication of important information and enable the identification of facilities, directions and goods and services. Controls on the number, size and location of signage are also required in order to ensure that the amenity values of the various Environments within the District are maintained and so that signs do not compromise traffic safety and/or the legibility of certain areas.

Illumination of signage, such as digital billboards is increasingly sought within the District and may be associated with businesses or advertising. Illuminated signage is generally considered an effective method of advertising and attracting business due to its predominance against a dark background. Illuminated signage has the potential to impact on the amenity of the surrounding environment due to

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the 'brightness' of the signage in contrast to the environment in which it is located. Illuminated signage may also conflict with traffic safety by distracting the motorist's attention from the road. Illuminated signage is therefore requires consideration and assessment to ensure adverse effects are managed.

The District Plan controls apply to permanent signage where it is located on private land, public spaces such as parks and reserves and other civic spaces and within the road, including footpaths and verandah of buildings. Temporary signage, which can be seen from public areas and the road, such as electoral signage, real estate signage and temporary event signage is controlled through Council Bylaws. It is important to note that permanent signs located on or over roads, footpaths and public places are also subject to standard construction requirements for public safety purposes as specified in the Council Bylaw. Signs may also be subject to landowner approval and subject to requirements imposed by the road controlling authority under the Land Transport Act 1998.

Artificial Lighting

Artificial lighting enables a variety of activities to occur beyond daylight hours. Lighting is provided to illuminate work areas, and provide for recreational and entertainment activities such as sporting events. Artificial lighting is also important to maintain security and support the safe use of areas after dark. Lighting infrastructure, such as street lighting, is necessary for traffic safety and efficiency and the well-being of people and communities. Unless appropriately managed, lighting can adversely impact on other properties due to light spill and glare. If lighting is not screened or appropriately angled, it can also result in 'light pollution' which can adversely affect the ability to view the night sky.

The artificial lighting provisions in this chapter both control and require artificial lighting, in order to support the health and safety of people and to ensure that lighting levels are compatible with the existing lighting character of the surrounding environment and that the amenity of the night sky is preserved.

Measurement of artificial lighting can be undertaken both in relation to light spill and in terms of glare. Light spill is generally measured using lighting lux levels where glare can be measured in intensity (candelas) or candelas per square metre (against a surrounding background darkness).

SAL.1.2 Objectives

Signs

1. Signage is provided for across a range of Environments where:
 - a. signage maintains or enhances the character and amenity of the surrounding Environment;
 - b. signage does not adversely affect heritage values, traffic and pedestrian safety, or impede the safe and efficient use of infrastructure, in particular the road network; and
 - c. signage is provided in a manner which is efficient, legible and functional.
2. Illuminated signage is provided for where it contributes to the social, cultural and economic wellbeing of the District in a manner which maintains or enhances the amenity and character of the surrounding Environment.
3. Illuminated signage avoids or mitigates adverse effects on traffic safety, heritage values and the health and safety of people.

Artificial Lighting

4. Artificial lighting is provided to enable activities to occur outside of daylight hours and support the safety and security of people, communities, and their property.

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5. Artificial lighting maintains and enhances the amenity and character of the Environment while avoiding and mitigating adverse effects associated with light spill and glare.
6. The subdivision and development of land provides artificial lighting infrastructure in line with best practice to support the safety of people and property and maintain public pedestrian and traffic safety.

SAL.1.3 Policies

Signs

1. To provide for signage across a range of Environments at a scale and intensity which ensures that the signage maintains the character and amenity of these Environments by requiring signage to:
 - a. relate to the goods or services available on site.
 - b. be restricted in size, location and design.
2. To provide for a greater intensity of signage associated with specified activities in Environments with lower visual amenity values and where effects on traffic safety can be safely mitigated.
3. To avoid the placement of signs where adverse effects arising from the content, location, construction, size and maintenance of signs on the amenity of the surrounding Environment or on traffic safety are not able to be avoided or mitigated.
4. To avoid adverse visual and physical effects of signage on scheduled built heritage items or their surroundings by restricting unnecessary, unsympathetic, large-scale or inappropriate signage including signs that will damage, dominate, obscure or detract from the built heritage item or surrounds.
5. To provide for signage required to protect the health and safety of the community and enable navigation.
6. To manage signs visible from road corridors, including the State Highway, to maintain traffic safety by:
 - a. Providing for road signs associated with road safety where they are designed and erected by the relevant authorities for the purpose of traffic control or public safety.
 - b. Controlling the location, size and design of signage visible from the road corridor.
7. To provide for permanent community signage where:
 - a. It clearly displays the location of public facilities, place-names and their distances, destinations of historical, cultural, spiritual, sporting, or scenic significance.
 - b. It does not result in significant adverse effects including cumulative effects on the character and amenity of the Environment in which it is located.
8. To encourage the shared location of signage, such as community, directional and commercial signage, where it is located beyond the site or activity to which it relates.
9. To require that cumulative effects associated with signage are considered, taking into account whether the signage in conjunction with existing signs will create visual clutter or other adverse cumulative effects on amenity values or traffic safety.

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10. To require illuminated signage to maintain the amenity and character of the Environment, and Areas in which it is located through:
 - a. Limiting the use of Illuminated signage in Environments where amenity values are higher and the background lighting levels are generally lower.
 - b. Control of the location, scale, brightness and legibility of illuminated signage in Business Environments.
11. To require illuminated signage to be located and designed to manage the potential for adverse effects on traffic safety.

Artificial lighting

12. To maintain the amenity and character of the Environment by controlling the intensity, location and direction of artificial lighting.
13. To enable the use of artificial lighting where it is required for health and safety reasons, traffic and pedestrian safety or navigational purposes.
14. To provide for the use of artificial lighting where it is required as a functional or operational component of mineral extraction activities, while ensuring any adverse effects of the artificial lighting are minimised.
15. To enable safe and efficient use of areas which will be accessed by the general public after daylight hours by requiring artificial lighting to be provided when developing or redeveloping these areas.
16. To support the safe and efficient use of the roading and pedestrian network while maintaining the character and amenity of the surrounding environment by requiring street lighting to be provided at the time of subdivision.

SAL.1.4 Eligibility

1. The provisions for signage and artificial lighting shall apply District Wide in addition to any other provisions in this District Plan applicable to the same area or site.
2. In all Environments where artificial lighting is provided in accordance with the standards at SAL.2.2.2 to SAL.2.2.4 the controls in SAL.2.2.1 shall not apply.

Note: All temporary signs located on vehicles, within the legal road boundary, or on road verges, road reserves or on private land where they are visible from an adjoining or adjacent property(s) and roads are regulated by Council Bylaws.

Note: Signage content (such as offensive messages) whether temporary or permanent and located on vehicles, within the legal road boundary, or on road verges, road reserves or on private land where they are visible from an adjoining or adjacent property(s) are regulated by Council Bylaws and may also be subject to the provisions of SAL.

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SAL.1.5 Measurement of Artificial Lighting

1. Unless specified otherwise, lighting shall be measured by calculation with an acceptable proprietary lighting design program which details the direct, horizontal and vertical plane illuminance with a maintenance factor set at 1.0, at any point and height of an adjacent property boundary.
2. The light intensity shall be measured by calculation with an acceptable proprietary lighting design program at a height of 1.5 metres at any point on the adjacent property boundary.
3. Road lighting and lighting for parks, reserves, publicly accessible/used areas and pedestrian areas shall be:
 - a. calculated in accordance with the methods described in the AS/NZS 1158 series of standards as listed in REF.1 Referenced Documents at REF.1.2 a; or
 - b. certified in a statement by a suitably qualified and experienced professional (e.g. Chartered Professional Engineer or Independently Qualified Person).
4. For illuminated signage, the maximum sign brightness shall be measured by calculation and certified by a statement by a suitably qualified and experienced professional (e.g. Chartered Professional Engineer or Independently Qualified Person).

Note: Measurement of the final installation may be required in order to ensure compliance.

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Signs and Artificial Lighting - Land Use Controls

SAL.2.1 Permitted Activities

Signs

1. Signs which are not visible from beyond the site on which they are located including from adjoining or adjacent property(s) or the road.
2. Signs which are visible from beyond the site on which they are located including from adjoining or adjacent property(s) or the road that comply with the standards given in the following section(s) SAL.2.1.1 – SAL.2.1.4. measured in accordance with SAL.1.5.
3. The limits identified in SAL.2.1.1 do not apply to internal site boundaries where multiple sites are held in the same ownership.

Artificial Lighting

4. Artificial lighting that complies with the standards given in the following section(s) SAL.2.2.1 – SAL.2.2.4 measured in accordance with SAL.1.5.

SAL.2.1.1 District Wide Signage Limits

1. Sign(s) shall:
 - a. not obscure any official sign(s) or traffic sign(s) or signals.
 - b. If visible from a road which has a speed limit of 70kph or greater, be located so as to provide an unrestricted view to the motorist for a minimum distance of 250.0m.
 - c. relate to good and services available on the site or be a property naming sign, or number (or community sign where in accordance with SAL.2.1.4).

Note: Signs located on or over roads, footpaths and other public places are also subject to standard construction requirements for public safety purposes as specified in the Council Bylaw and may also be subject to landowner approval.

2. In the **Living Environments 1, 2 and 3, Marsden Primary Centre-Town Centre South Environment, Kamo Low Density Living Precinct, Kamo Medium Density Living Precinct, Rural Village Residential Sub-Environment (RVRE), and Rural (Urban Expansion) Environment (RUEE)**:
 - a. There shall be no more than one sign per site.
 - b. The height of the sign shall not exceed 2m (whether freestanding or affixed to a structure or building).
 - c. The area of the sign shall not exceed 1.0m².
3. In the **Countryside, Coastal Countryside, Urban Transitional Environment (UTE), Rural Production Environment (RPE), Rural Living Environment (RLE)**:
 - a. There shall be no more than one sign per site.
 - b. The height of the sign shall not exceed 3m (whether freestanding or affixed to a structure or building).
 - c. The area of the sign shall not exceed 3.0m².

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4. In the **Open Space Environment**:

- a. There shall be no more than three signs per site, the height of sign(s) shall not exceed 3m (whether freestanding or affixed to a structure or building), and the total area of all signs shall not exceed 3.0m²; or.
- b. The signage shall be in accordance with an approved Reserve Management Plan under the Reserves Act 1977.

5. In the **Town Basin Environment**:

- a. There shall be no more than three signs per site.
- b. The height of sign(s) shall not exceed 2m (whether freestanding or affixed to a structure or building).
- c. Each individual sign shall be no larger than 1.0m².
- d. The total area of all signs shall not exceed 3.0m².

6. In the **Airport Environment**:

- a. There shall be no more than two signs per site.
- b. The height of sign(s) shall not exceed:
 - i. 2m where signs are freestanding.
 - ii. where signs are affixed to a building or structure, the height of the building or structure to which the sign is attached.
- c. The total area of all signs shall not exceed:
 - i. 2.5m² on sites with a frontage of 25.0m or less.
 - ii. 6.0m² on sites with frontage greater than 25.0m.

7. In the **Ruakaka Equine Environment (REE)**

- a. Signs visible from beyond the REE shall only relate to the goods and services available within the REE, equine activities, or information related to the management of the REE.

8. In the **Business 1 Environment**:

- a. There shall be no more than five signs per site (excluding directional signs).
- b. Where a site has a frontage of: 25.0m or less the total signage area shall not exceed 3m².
- c. Where a site has a frontage greater than 25.0m:
 - i. the total signage area shall be 0.12m² per metre of frontage up to a maximum area of 6.0m².
 - ii. no single sign shall have an area greater than 3m².
 - iii. where affixed to a building or structure, the height of the sign(s) shall not exceed the height of the building or structure.
- d. Of the five signs:
 - i. One shared freestanding sign may be established where more than one establishment on a rear site shares an accessway.

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- ii. One freestanding sign shall be permitted per road frontage where a single establishment occupies a site. If the site has two frontages the signs shall have a separation distance of 25m. The freestanding sign shall not exceed 4m in height.
 - iii. One sign may be located on a verandah fascia and one sign may be attached beneath a verandah. The combined area of these signs shall be no more than 2.5m². The sign(s) shall be located no less than 2.4m above the footpath, setback 600mm horizontally from a vertical line taken from the road kerb, and not more than 900mm in depth or protrude more than 200mm from the fascia. Where the sign is located under the verandah it shall be at right angles to the fascia line.
 - e. Directional signs shall not exceed 0.5m² in area and 0.9m in height and the signage content shall be for directional purposes only.
9. In the **Business 2 Environment** and **Rural Village Industry Sub-Environment (RVIE)**:
- a. There shall be no more than five signs per site (excluding directional signs).
 - b. Where a site has a frontage of 25.0m or less the total signage area shall not exceed 3m².
 - c. Where a site has a frontage greater than 25.0m, the total signage area shall be 0.12m² per metre of frontage up to a maximum area of 6.0m². No single sign shall have an area greater than 3m². Where affixed to a building or structure the height of the sign(s) shall not exceed the height of the building or structure.
 - d. Of the five signs:
 - i. One shared freestanding sign may be established where more than one establishment on a rear site shares an accessway
 - ii. One freestanding sign shall be permitted per road frontage where a single establishment occupies a site. If the site has two frontages the signs shall have a separation distance of 25m. The height of the freestanding sign shall not exceed 8.5m.
 - iii. One sign may be located on a verandah fascia and one sign may be attached beneath a verandah. The combined area of these signs shall be no more than 2.5m². The sign(s) shall be located no less than 2.4m above the footpath, setback 600mm horizontally from a vertical line taken from the road kerb, and not more than 900mm in depth or protrude more than 200mm from the fascia. Where the sign is located under the verandah it shall be at right angles to the fascia line.
 - e. Directional signs shall not exceed 0.5m² in area and 0.9m in height and the signage content shall be for directional purposes only.
10. In the **Business 3 Environment and Kamo Activity Precinct Rural Village Centre Sub-Environment (RVCE)**:
- a. There shall be no more than three signs per site (excluding directional signs).
 - b. Where a site has a frontage of 25.0m or less the total signage area shall not exceed 3m².
 - c. Where a site has a frontage greater than 25.0m, the total signage area shall be 0.12m² per metre of frontage up to a maximum area of 6.0m². No single sign shall have an area greater

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than 3m². Where affixed to a building or structure the height of the sign(s) shall not exceed the height of the building or structure.

- d. Of the three signs:
 - i. One shared freestanding sign may be established where more than one establishment on a rear site shares an access way.
 - ii. One freestanding sign shall be permitted per road frontage where a single establishment occupies a site. If the site has two frontages the signs shall have a separation distance of 25m. The height of the freestanding sign shall not exceed 8.5m.
 - iii. One sign may be located on a verandah fascia and one sign may be attached beneath a verandah. The combined area of these signs shall be no more than 2.5m². The sign(s) shall be located no less than 2.4 m above the footpath, setback 600 mm horizontally from a vertical line taken from the road kerb, and not more than 900 mm in depth or protrude more than 200 mm from the fascia. Where the sign is located under the verandah it shall be at right angles to the fascia line.
- e. Directional signs shall not exceed 0.5m² in area and 0.9m in height and the signage content shall be for directional purposes only.

11. In the **Business 4 Environment, Marsden Primary Centre Industry Environments, Port Nikau Environment, Marsden Point Port Environment** **Strategic Rural Industry Environment (SRIE)**:

- a. There is no limit on the number of signs which may be displayed per site.
- b. The height of sign(s) shall not exceed:
 - i. where signs are affixed to a building or structure, the height of the building or structure to which the sign is attached.
 - ii. 9m where signs are freestanding.

SAL.2.1.2 Health and Safety Signs

1. Any sign (including illuminated signs) required for health and safety or navigational purposes where it meets any one of the following standards:
 - a. The sign(s) is required for the purpose of public health and safety.
 - b. The sign(s) relates to the identification of risks associated with hazards (natural or otherwise).
 - c. The sign(s) is required by statute.

Note: Examples of signs required for health and safety purposes include but are not limited to: navigational aids, health and safety or identification signs associated with transmission lines, signs associated with hazardous substances or hazardous facilities.

SAL.2.1.3 Road Signs

1. Signs located within the road (and on State Highways) shall meet all of the following requirements:
 - a. Erected by a road controlling authority (or their authorised representative(s)).
 - b. For the purpose of traffic control, direction or public safety.
 - c. Located within the legal road reserve.

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Signs and Artificial Lighting - Land Use Controls

Note: Signage erected in the road reserve and areas subject to the control of the roading authority may also be subject to requirements imposed by the road controlling authority under the Land Transport Act 1998.

SAL.2.1.4 Community Signs

1. Community signs shall comply with the general requirements for signs for the Environment in which they are located in accordance with SAL.2.1.1.
2. Community signs shall not be illuminated, flashing or animated.
3. Community signs shall relate to the display of information for non-profit community associations/groups and shall not have variable content.
4. Where community signs are located within the road or any public place the requirement of SAL.2.1.5. 1 to 3 above apply in addition to the following standards:
 - a. No more than one community sign shall be permitted per site frontage.
 - b. The total sign area shall comply with the requirements in SAL.2.1.1 for the adjoining Environment.
 - c. Community signs shall not be placed within the vehicular carriageway, shared path, cycleway or footpath.

Note: Signs located on or over roads, footpaths and public places are also subject to standard construction requirements for public safety purposes as specified in the Council Bylaw. Signs may also be subject to landowner approval and subject to requirements imposed by the road controlling authority under the Land Transport Act 1998.

SAL.2.2.1 District Wide Lighting Limits

1. Artificial lighting shall comply with all of the following standards:
 - a. The artificial lighting is shielded so that light emitted by the luminaire is projected below a horizontal plane running through the lowest point on the fixture as represented in SAL.4 Appendix Illustration of District Wide Lighting Standard.
 - b. The light is static and is not moving and/or flashing.
 - c. Where artificial lighting is located in the Open Space Environment it complies with AS/NZS 1158 series of standards.
 - d. The added illuminance onto any other site measured at the boundary does not exceed the limits specified in Table SAL.2.2.1(1) and SAL. 2.2.1(2) below:

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Table SAL.2.2.1(1) District Wide Lighting Limits for all Environments (excluding the Open Space Environment)		
Light emitted from the use of artificial lighting in the following Environments:	Limits for light spill	
	Artificial lighting measured at the receiving site boundary within the road reserve.	Artificial lighting measured at the receiving site boundary within all other Environments:
Living 1, 2, 3 Environment Kamo Low Density Living Precinct Kamo Medium Density Living Precinct Business 1, 2, 3, 4 Environments Town Basin Environment Kamo Activity Precinct Marsden Point Port Port Nikau Environment Airport Environment Marsden Primary Centre – Town Centre South and Industry Environments Countryside Environment Coastal Countryside Environment, Ruakaka Equine Environment (REE) Rural Production Environment (RPE), Rural Living Environment (RLE), Rural Village Environment (RVE) Rural Village Residential Sub-Environment (RVRE) Rural Village Centre Sub-Environment (RVCE) Rural Village Industry Sub-Environment (RVIE) Rural (Urban Expansion) Environment (RUEE) Strategic Rural Industry Environment (SRIE)	15 Lux	10 Lux
Urban Transition Environment (UTE)	10 Lux	10 Lux

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Table SAL.2.2.1(2) District Wide Lighting Limits- Open Space Environment			
Light emitted from the use of artificial lighting in the following Environments:	Artificial lighting measured at the receiving site boundary within the road reserve.	Artificial Lighting measured at the receiving site boundary with the: Living (1,2 and 3), Kamo Low Density Living Precinct and Medium Density Living Precinct, Countryside and Coastal Countryside, Rural Living Environment (RLE), Rural Village Residential Sub-Environment (RVRE) Rural (Urban Expansion) Environment (RUEE)	Artificial Lighting measured at the receiving site boundary with all other Environments.
Open Space Environment	15 Lux	10 Lux	20 Lux

- The limits identified above in SAL.2.2.1(1) do not apply to internal site boundaries where multiple sites are held in the same ownership.

SAL.2.2.2 Health and Safety or Navigational Lighting

- Artificial lighting required for health and safety or navigational purposes shall meet the following standards:
 - Any artificial lighting shall be limited to that which is required to meet the relevant health and safety standards and shall comply with the requirements of the relevant standards or legislation.
 - Artificial lighting which is a navigational aid or installation shall be erected/ constructed by the relevant authority (or their authorised representative(s)) and operated in accordance with the relevant legislation.

Note: Navigational aids may be provided by but are not limited to the following authorities: Maritime New Zealand, Civil Aviation Authority, a Regional Council or a District Council.

SAL.2.2.3 Road Lighting

- Road lighting (including street lighting and illuminated traffic signals) shall meet all of the following requirements:
 - Erected by a road controlling authority (or their authorised representative(s));
 - For the purpose of traffic control or public safety;
 - Located within the legal road reserve; and
 - Complies with the AS/NZS 1158 series of standards.

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SAL.2.2.4 Artificial Lighting for Mineral Extraction Activities

1. Artificial lighting on vehicles associated with mineral extraction activities where the vehicles are located within an identified Quarrying Resource Areas (as identified in the Planning Maps and in [QRA Appendix 1 Schedule of Quarrying Resource Areas](#)).

SAL.2.3 Notification

1. Any application for resource consent under the rules contained within this chapter will be subject to the normal tests for notification under the relevant sections of the Resource Management Act 1991.

SAL.2.4.1 Restricted Discretionary Activities

1. Illuminated signage (excluding illuminated signs provided for in SAL.2.1.3, SAL.2.1.4) shall comply with all of the following standards:
 - a. Located in one of the following Environments: Town Basin Environment, Business 1, 2, 3, 4 Environments, Kamo Activity Precinct, Marsden Point Port, Port Nikau Environment, Airport Environment, Marsden Primary Centre – Town Centre South and Industry Environments [Strategic Rural Industry Environment \(SRIE\)](#), [Rural Village Industry Sub-Environment \(RVIE\)](#) [Rural Village Centre Sub-Environment \(RVCE\)](#)
 - b. Not be animated, moving, flash or contain a moving image(s) or wording.
 - c. Not be located within 100m of any road intersection.
 - d. The relevant standards at SAL 2.1.1.
 - e. The brightness standards in table SAL.2.4.1(1) below.

Table SAL.2.4.1(1) Illuminated Signage Brightness Limits	
Illuminated area of the sign (m ²)	Maximum level of brightness (measured in candelas)
Up to 0.5	1000
0.5-2.0	800
2.0 -5.0	600
5.0-10.0	600
Over 10.0	400

SAL.2.4.2 Assessment of Restricted Discretionary Activities

1. When considering any restricted discretionary activity under SAL.2.4.1 discretion will be restricted to:
 - a. The effects of the illuminated sign, specifically light spill and glare, on the amenity values and character of the surrounding Environment(s).
 - b. Scale, location and hours of operation/duration of illumination.
 - c. The effects of illumination/animation on traffic safety and the efficient and safe function of the roading network.

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- d. Duration of consent.
 - e. Cumulative effects.
2. When assessing restricted discretionary activities at SAL.2.4.1 the matters listed in SAL.2.5.2 Assessment Matters for Discretionary Activities shall be addressed in the assessment.

SAL.2.5.1 Discretionary Activities

Signs (and Illuminated Signs)

1. Any sign(s) that do(es) not meet the relevant standards at SAL.2.1.1 to SAL.2.1.5.
2. Any illuminated, animated, flashing or moving sign(s) located in the Living 1, 2, 3 Environments, Marsden Primary Centre-Town Centre South Environment, Kamo Low Density Living Precinct, Kamo Medium Density Living Precinct, Countryside Environment, Coastal Countryside, Urban Transitional Environment (UTE), Open Space Environment, Town Basin Environment, Airport Environment, Ruakaka Equine Environment (REE) Rural Village Residential Sub-Environment (RVRE), And Rural (Urban Expansion) Environment (RUEE) Rural Production Environment (RPE), And Rural Living Environment (RLE).
3. Illuminated sign(s) which do not meet all of the requirements of SAL.2.4.1.1 for restricted discretionary activities.
4. Any sign(s), including supporting structures, on any scheduled built heritage item or within its surrounds (other than information signage directly related to the item's heritage value) where:
 - a. Signs will damage the built heritage items or surrounds.
 - b. Signs include illuminated, flashing or moving elements.
 - c. Signs will be visible from beyond the site on which they are located including adjoining or adjacent property(s) or the road.
 - d. Total signage will exceed an area of:
 - i. 0.25m² in Living Environments.
 - ii. 2.5m² in Business Environments.
 - iii. 1.5m² in all other Environments.
5. Consolidated Sign Installations (not otherwise identified as a permitted activity).

Note: Signs proposed to be displayed within legally established sign parks may require the approval of Council and may also require payment of a fee in accordance with Council's current Fees and Charges schedule.

Artificial Lighting

6. Any activity that does not meet the relevant standards at SAL.2.2.1 to SAL.2.2.4.

Minimum Lighting Standards

7. In the Business 1, 2, 3 and 4 Environments, Town Basin Environment, Kamo Activity Precinct, Marsden Primary Centre – Town Centre South and Industry Environments, Rural Village Centre Sub-Environment (RVCE) and Rural Village Industry Sub-Environment (RVIE), parking and loading areas (applicable to non-residential land use) associated with an activity proposed to operate during night-time hours, which are not lit in accordance with the AS/NZS1158 series of standards.

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Note: For the avoidance of doubt the Standards at SAL.2.2.1 continue to apply to the light levels permitted at the boundary of the site.

SAL.2.5.2 Assessment Matters for Discretionary Activities

1. When assessing discretionary activities identified in SAL.2.5.1 the assessment shall include (but is not limited to):

Artificial lighting and sign(s):

- a. The degree to which the proposed lighting or sign(s) exceeds that which is provided for as permitted within the Environment, taking into account:
 - i. The anticipated time-frame associated with the artificial lighting or signage.
 - ii. The proximity to land uses with a higher anticipated level of amenity, including but not limited to residential activities.
 - iii. The degree of visibility of the lighting or signage to neighbours and the public generally.
 - iv. The extent to which the adverse effects can be avoided, minimised or mitigated.
- b. The amenity and characteristics of the surrounding Environment both within and external to the site and the extent to which the sign(s) or lighting is compatible.
- c. The amenity values of the Environment from which the lighting or signage may be viewed.
- d. Impacts on landscape values and natural character including where relevant the natural character of the coastal environment.
- e. Any effects on ecological, cultural or heritage values.
- f. Impacts on the efficient and safe operation of the road network, including:
 - i. Pedestrian movement and safety;
 - ii. Vehicle movement and safety including manoeuvring and access;
 - iii. Driver distraction, confusion or obstruction of roading information;
 - iv. Other roading infrastructure including traffic signals and directional signs.
- g. Any cumulative effects associated with the sign(s) or lighting and whether the signs or lighting in conjunction with existing signs and lighting will create visual clutter, light pollution or other adverse cumulative effects.

Signs

- h. The design of the sign(s):
 - i. Colour and materials used and their relationship to the landscape, location, building or structure to which they are attached or located within.
 - ii. Shape and scale in relation to the surrounding environment or the building or structure to which they are attached.
 - iii. Content of the sign including the clarity of the display, taking into account the distance at which it will be viewed, the message or information that is to be conveyed, and the likely audience.

Signs and Artificial Lighting - Land Use Controls

- iv. The location and height of support structures.
- i. Consistency in the design of the sign(s) with other signs in the vicinity.
- j. The scale of the sign in relation to the activities with which it is associated.
- k. The number, location and scale of existing signs on the building or within the wider site.
- l. The means by which the sign is affixed to a building or structure, whether it is complementary to architectural features or built design components and whether it will damage or impact on the integrity of the building or structure.
- m. Effects on heritage values.
- n. The need for the sign and the information that it conveys.
- o. The extent to which signs not directly related to the activity on the site have potential benefits, such as, enabling/supporting businesses, providing site identification, minimising the potential for visual clutter through location of signage in one (off site) location.
- p. Where the proposal includes freestanding signs, the role they play in identifying the activity on site, the contribution to streetscape with regard to the nature of the activity and the traffic environment.

Illuminated Signs

- q. The orientation, reflectivity, strength, intensity, colour, frequency of flashing of the sign, and the duration of illumination (both during and after daylight hours).
- r. Any adverse effects on the visual amenity of the surrounding environment during both day and night time hours, taking into account:
 - i. the location of the sign.
 - ii. the light source.
 - iii. the orientation of the sign.
 - iv. the variance of ambient light levels within the area.
- s. The likely effects of the illumination on neighbouring properties, and the road corridor.

Artificial Lighting

- t. The orientation, strength, intensity, colour, frequency of flashing of the light, duration of illumination (both during and after daylight hours), moving displays and the nature of the background environment.
- u. Any effects of the lighting including light spill, brightness, reflectivity and glare associated with the proposal on:
 - i. Traffic safety;
 - ii. Pedestrian safety;
 - iii. Amenity values;
 - iv. Landscape values;

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Signs and Artificial Lighting - Land Use Controls

- v. The character of the surrounding environment, including the visibility of the night sky;
 - vi. More sensitive activities, such as, residential activities; and
 - vii. Ecological, cultural or heritage values.
 - v. The intended activities or use of areas where artificial lighting is provided after day light hours and the demonstrated community, social and economic benefits associated with this use or activity.
 - w. Any cumulative effects on the amenity and character of the surrounding environment, and in particular any effect on the values of landscape areas and areas of identified natural character as identified in the Planning Maps.
 - x. Proposed monitoring, maintenance, assessment of light levels, including confirmation of compliance with relevant standards and record keeping.
2. When assessing discretionary applications identified in SAL.2.5.1 that infringe the standard Minimum Lighting Requirements for Parking and Loading Areas, the assessment shall include (but is not limited to):
- a. Type and frequency of use/activities of the site and associated parking areas
 - b. The surface treatment, layout and location of parking and loading areas.
 - c. Pedestrian safety and access, in relation to the use of the site and the associated parking or loading areas.
 - d. Provision of alternative methods to address pedestrian safety and security.
 - e. Traffic safety and visibility.
 - f. The potential for adverse effects associated with providing the required lighting including effects on more sensitive land uses (such as, residential land use) and effects on the environment, cultural values and historic heritage values.

Signs and Artificial Lighting - Subdivision

SAL.3.1 Permitted Activities

1. Subdivision in all Environments which provides street, walkway and cycleway lighting on all new roads, walkways and cycleways created by the subdivision in accordance with the requirements of the Whangarei District Council's Environmental Engineering Standards 2010 and the AS/NZS 1158 series of standards as listed in REF.1 Referenced Documents at REF.1.2 a.

Note: Lighting and traffic signals which are to be vest in Council may also require additional approvals be obtained from the Council's roading department in relation to design and construction.

SAL.3.2 Discretionary Activities

1. Subdivision in all Environments which does not comply with SAL.3.1.

SAL.3.3 Assessment Matters for Discretionary Activities

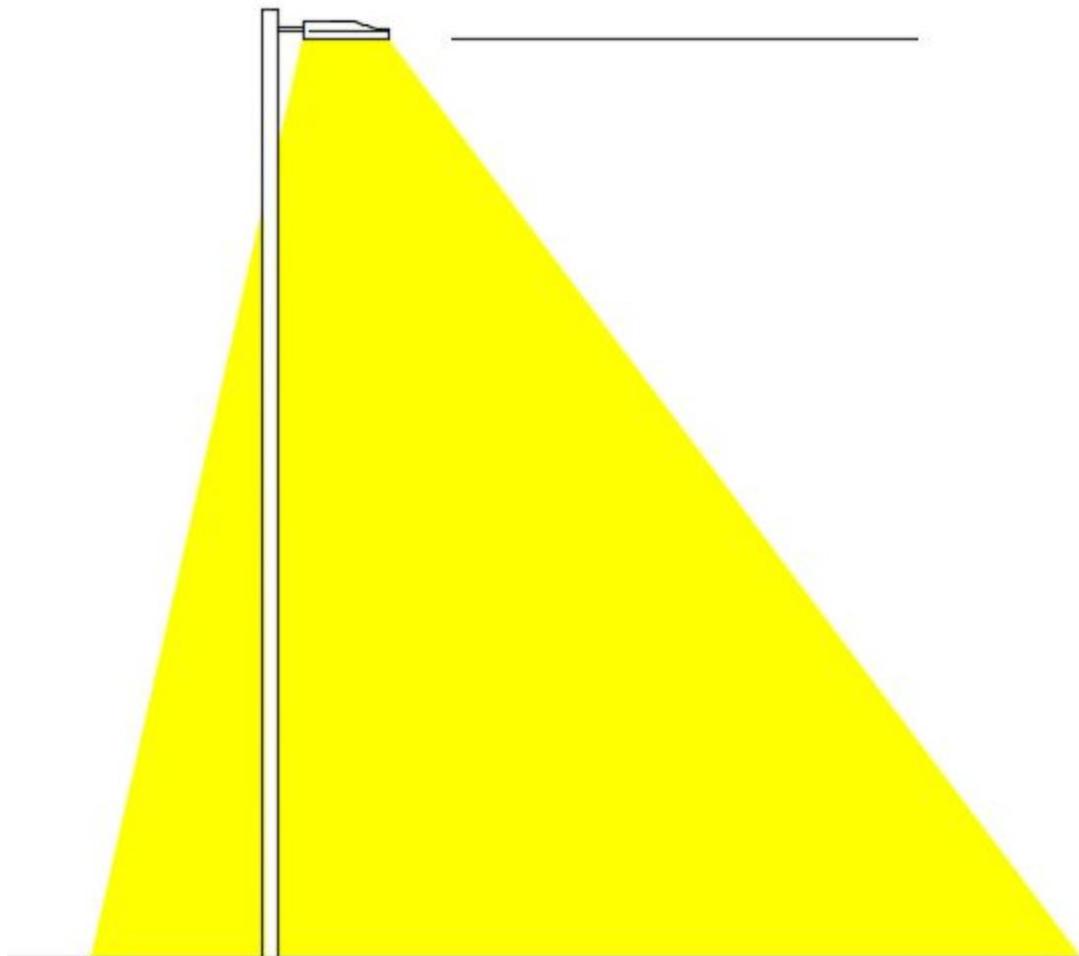
1. When assessing discretionary applications under SAL.3.2, the assessment shall include (but is not limited to):
 - a. The necessity for street lights in relation to the safety of vehicles and pedestrians, potential impacts on the efficiency of the road function, and any other relevant safety considerations.
 - b. The impact of the proposed street lighting design in relation to the receiving environment, and the consideration of the proposed lighting design in relation to the lighting environment anticipated by the underlying Environment.
 - c. The proposed design and layout of the lights including energy efficiency, spacing, height, and availability of service connections.
 - d. Any site specific constraints which may require an alternate lighting design.
 - e. Any environmental, cultural, or social reasons for not achieving compliance with the specified lighting requirements.

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Signs and Artificial Lighting – Appendix

SAL.4 Appendix Illustration of District Wide Lighting Standard

ARTIFICIAL LIGHTING: ALL LIGHT EMISSIONS ARE SHIELDED TO PROJECT BELOW THE HORIZONTAL PLANE RUNNING THROUGH THE LOWEST LEVEL OF THE LUMINAIRE



Revision and Sign-off Sheet

Date Approved	Editor	Paragraph	Change Reference	Decision Date	Approved By

Editor

Author Position

Approved By

Approve Position

xxx

Team Administrator Policy Division

Melissa McGrath (MM)

District Plan Team Leader

SAL.4

Signs and Artificial Lighting – Appendix

Appendix D- Meaning of words: Changes / Alterations to existing definitions

Sign

Means any device intended to attract attention for the purpose of directing, identifying, informing or advertising, ~~except for traffic signs and advertising matter placed on or within a display window of commercial premises~~, and includes: ~~structural supports~~;

- three dimensional and inflatable surfaces;
- ~~and~~ flag(s);
- murals;
- messages painted on, affixed to or otherwise incorporated to a building, structure, or property;
- banners;
- billboards;
- sandwich boards;
- wind socks;
- blimps;
- balloons;
- projection of light whether or not it is affixed to or otherwise incorporated to a building or structure;
- bunting that has symbols or messages on it.

The definition of sign does not include advertising matter placed on or within a display window of commercial premises.

Sign Area

means the entire area with a continuous perimeter enclosing the extreme limits of lettering, graphics or symbols, together with any material or colour forming an integral part of the display or used to differentiate such a sign from the background against which it is placed. Sign area in relation to a multiple-sided sign means ~~that~~ the total signage area that may be viewed from ~~any~~every viewable perspective (including front and back, and inflatable or three dimensional signs). Structural supports and building surfaces are not included in the calculation of sign area, except where they form an integral part of the sign.

Community sign

means a sign displaying information relating to matters of public health and safety, the location of public facilities, place-names ~~and their distances~~, destinations of historical, cultural, spiritual, sporting, or scenic significance,; and ~~the~~ advertising of public, sporting, community, social or cultural events

Freestanding sign

Means a sign placed on or mounted or supported off the ground independent of any other building or structure for its primary support. Includes tower signs, pole signs, head post signs and goal post signs.

Temporary sign

Means any sign, whether portable or fixed which is placed to advertise or announce a specific event, or which pertains to a particular event or occurrence, or which is not designed or intended to be placed permanently. Examples of temporary signs include signs associated with; real-estate, election(s), construction or redevelopment.

Note: Unless otherwise stated community, signs will be considered as temporary signs where they are erected no more than 21 days prior to the event and are removed within two days after the event concludes.

Road Sign

Means any signs which is erected for the purpose of traffic control or public road safety, including illuminated and reflective signs where they are designed and operated in accordance with the requirements of the road controlling authority.

Consolidated Sign Installation

Means a sign which identifies or advertises at least three different businesses, activities, or events (or a combination thereof) within a single permanent structure.

Illuminated sign

Means any sign with a specifically designed means of illumination of the whole or any portion of its face. Includes internally illuminated and externally illuminated (floodlit) signs and reflective signs.

Definitions provided to assist interpretation of the SAL definitions:

Commercial Activity

means the use of land and buildings for the display, offering, provision, sale or hire of goods, equipment or services, and includes shops, markets, showrooms, restaurants, take-away food bars, professional, commercial, and administration offices, service stations, motor vehicle sales, visitor accommodation, the sale of liquor and parking areas associated with any of the above.

Site

means an area of land or volume of space, shown on a plan with defined boundaries, and includes:

1)

a) Land which is:

i. Comprised in a single allotment or other legally defined parcel of land, and held in a single certificate of title; or

ii. Comprised in a single allotment or legally defined parcel of land for which separate title cannot be issued without further consent of the council; or

b) An area of land which is comprised of two or more adjoining certificates of title where such titles are:

i. Subject to a condition imposed under Section 80 of the Building Act 2004; or

ii. Held together in such a way that they cannot be dealt with separately without the prior consent of the council;

or

2) *In the case of land subdivided under the cross lease or company lease systems (other than strata titles), an area of land containing:*

a) A building for residential or business purposes with any accessory building, plus any land exclusively restricted to the users of those buildings; or

b) A remaining share or shares in the fee simple creating a vacant part of the whole for future cross lease or company lease purposes; or

3) *In the case of land subdivided under the Unit Titles Act 1972 (other than strata titles), site shall mean an area of land containing a principal unit or proposed unit on a unit plan, together with its accessory units; or*

4) *In the case of strata titles, site shall mean the underlying certificates of title, immediately prior to subdivision.*

Site shall also include the access to the site