

Signs (SIGN)

Issues

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 the transport network 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. However, controls on the design, number, size and location of signage are also required in order to ensure that the amenity values of the various zones within the District are maintained and so that signs do not compromise the safe and efficient operation of the transport network and/or the legibility of certain areas.

Illumination of signage is increasingly used within the Whangarei District and may be associated with businesses advertising or the conveyance of safety information (including traffic safety). Illuminated signage is generally considered an effective method of conveying information due to its predominance against a dark background. However careful consideration needs to be applied to the design and location of illuminated signage. This is because poorly designed and located illuminated signage can have a detrimental impact on the surrounding environment including amenity and the safe and efficient operation of the transport network. For clarity purposes, the definition of Illuminated Sign includes reflective signs, digital signs, and signs that incorporate flashing, animation and variable message displays.

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 verandahs 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 requirements imposed by the road controlling authority under the Land Transport Act 1998. All signs located on or over a state highway are subject to the NZ Transport Agency Signs on State Highways Bylaw 2010.

Objectives

SIGN-O1 – Provision for Signs

Signage is provided for across a range of zones where:

1. It maintains, or where appropriate enhances, the character and amenity of the surrounding zone.
2. It does not adversely impact heritage values, the transport network, pedestrian and cyclist safety, or impede the efficient use of infrastructure.
3. It is provided in a manner which is efficient, legible and functional.

SIGN-O2 – Illuminated Sign

Illuminated signage is provided for where it contributes to the social, cultural and economic wellbeing of the District in a manner which:

Signs (SIGN)

	<ol style="list-style-type: none"> 1. Maintains or enhances the amenity and character of the surrounding environment. 2. Avoids or mitigates adverse effects on the safe and efficient operation of the transport network, heritage values, amenity, and the health and safety of people.
--	---

Policies	
SIGN-P1 – Scale and Intensity	<p>To provide for signage across a range of zones at a scale and intensity which ensures that the signage maintains the character and amenity of these zones and traffic safety within these zones by:</p> <ol style="list-style-type: none"> 1. Requiring signage to relate to the goods or services available on site. 2. Limiting the size, location, and design of signage. 3. Requiring the consideration of cumulative effects of signage, 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.
SIGN-P2 – Built Heritage	<p>To avoid adverse effects of signage on scheduled built heritage items or within their surroundings by:</p> <ol style="list-style-type: none"> 1. Restricting unnecessary, unsympathetic, large-scale or inappropriate signage. 2. Avoiding signs that will damage, dominate, obscure or detract from the built heritage item or surrounds.
SIGN-P3 – Health and Safety Signs	<p>To provide for signage required to protect the health and safety of the community and enable navigation.</p>
SIGN-P4 – Traffic Safety Signs	<p>To manage signs visible from roads, including the state highway, to maintain traffic safety by:</p> <ol style="list-style-type: none"> 1. 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. 2. Controlling the location, size and design of signage visible from roads.
SIGN-P5 – Community Signs	<p>To provide for permanent community signage where:</p> <ol style="list-style-type: none"> 1. It clearly displays the location of public facilities, place-names and their distances, destinations of historical, cultural, spiritual, sporting, or scenic significance. 2. It does not result in significant adverse effects, including cumulative effects, on the character and amenity of the zone in which it is located.
SIGN-P6 – Shared Location and Consolidated Signage	<p>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.</p>

Signs (SIGN)

<p>SIGN-P7 – Illuminated Signage (Amenity and Character)</p>	<p>To require illuminated signage to maintain the amenity and character of the zone and Resource Areas in which it is located by controlling:</p> <ol style="list-style-type: none"> 1. The use of illuminated signage in zones where amenity values are higher and the background lighting levels are generally lower. 2. The design, location and brightness of illuminated signage in the City Centre, Mixed Use, Commercial, Shopping Centre, Light Industrial, Heavy Industrial, Local Centre, Sport and Active Recreation, Port, Marsden Primary Centre – Town Centre South and Industry, Strategic Rural Industries and Hospital Zones.
<p>SIGN-P8 – Illuminated Signage (Traffic Safety)</p>	<p>To require illuminated signage to be located and designed to minimise the potential for adverse effects on traffic safety.</p>

Rules

<p>SIGN-R1</p>	<p>Any Activity Not Otherwise Listed in This Chapter</p>	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. Resource consent is not required under any rule of the District Plan. 2. The activity is not prohibited under any rules of the District Plan. <p>Notes:</p> <ol style="list-style-type: none"> 1. All temporary signs located on vehicles, within the legal road boundary, on road verges, road reserves, or on private land where they are visible from an adjoining or adjacent property and roads, are regulated by Council Bylaws and the New Zealand Transport Agency (in relation to state highways). 2. Signage content (such as offensive messages), whether temporary or permanent, located on vehicles within the legal road boundary, 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, the New Zealand Transport Agency (in relation to state highways) and may also be subject to the provisions of SIGN. 	
<p>SIGN-R2</p>	<p>Any Official Sign</p>	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. If illuminated, the sign satisfies the Illuminated Signage Brightness Limits specified in Rule SIGN-R19.2(d) – (e). 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion:</p> <ol style="list-style-type: none"> 1. The effects of the illuminated sign, specifically light spill and glare, on the amenity values and character of the surrounding zone(s). 2. Scale, location, and hours of operation/duration of illumination.

Signs (SIGN)

		<ol style="list-style-type: none"> 3. The effects of illumination/animation on traffic safety and the efficient and safe function of the roading network. 4. Cumulative effects.
--	--	--

SIGN-R3	Any Road Sign	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. Signs: <ol style="list-style-type: none"> a. Are erected by a road controlling authority or their authorised representative. b. Are for the purpose of traffic control, direction or public safety. c. Are located within the legal road reserve. d. Comply with the AS/NZS 1158 series of standards. e. That are illuminated satisfy the Illuminated Signage Brightness Limits specified in Rule SIGN-R19.2(d) – (e). <p><i>Note:</i></p> <ol style="list-style-type: none"> 1. <i>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.</i> 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. Visual amenity effects. 2. Scale, location and design. 3. Lighting and traffic safety effects. 4. Effects on landscape values and natural character. 5. Effects on cultural and heritage values. 6. Cumulative effects. 7. Duration of consent. 8. The effects of the illuminated sign, specifically light spill and glare, on the amenity values and character of the surrounding zone(s).

SIGN-R4	Any Community Sign	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. The sign complies with the permitted standards of SIGN-R5 for signs visible beyond the site. 2. Any illuminated sign satisfies the Illuminated Signage Brightness Limits specified in Rule SIGN-R19.2(d) – (e). 3. The sign relates to the display of information for non-profit community associations/groups. 4. The sign is located within the road or any public place, the following controls are met: 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. Visual amenity effects. 2. Scale, location and design. 3. Lighting and traffic safety effects. 4. Effects on landscape values and natural character. 5. Effects on cultural and heritage values. 6. Cumulative effects.

Signs (SIGN)

- a. No more than one [community sign](#) is permitted per [site frontage](#) to the [road](#).
 - b. The total display area shall comply with the permitted activity [sign](#) rules for the underlying zone.
 - c. The [sign](#) is not within a vehicular carriageway, shared path, cycleway or footpath.
 - d. Where located within a state highway reserve area, the speed limit is less than 70km/hour.
7. Duration of consent.
 8. The [effects](#) of the [illuminated sign](#), specifically light spill and glare, on the [amenity values](#) and character of the surrounding zone(s).

Note:

1. [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.

SIGN-R5	Any Sign Visible from Beyond the Site on which it is Located – All Zones and Port Nikau Development Area	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. The sign: <ol style="list-style-type: none"> a. Does not obscure any official sign, traffic sign or traffic signal. b. Is located so as to provide an unrestricted view to the motorist for a minimum distance of 250m if the sign is visible from a road which has a speed limit of 70kph or greater. c. Relates to goods and services available on the site, except for a property naming sign or number, official signs, road signs and community signs. d. Complies with the relevant building and major structure height in relation to boundary setback when located on a site adjacent to a Residential Zone or Open Space and Recreation Zone. 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. Visual amenity including: <ol style="list-style-type: none"> a. Within the zone it is located. b. On adjacent or adjoining zones. c. On public spaces. 2. Scale, location and design. 3. Lighting and traffic safety. 4. Impacts on landscape values and natural character. 5. Impacts on cultural and heritage values. 6. Cumulative effects. 7. Duration of consent.

Signs (SIGN)

	<p>e. Does not resemble any official sign, road sign or Traffic Signal.</p> <p>f. Is not located:</p> <ol style="list-style-type: none"> i. Within 100m of an intersection and/or a traffic signal on legal road corridors with a posted speed limit of less than 70kph. ii. Within 200m of an intersection and/or a traffic signal on legal road corridors with a posted speed limit of greater than 70kph. <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> 1. <i>SIGN-R5.1(d) does not apply where the sign is located within the Open Space and/or Sport and Active Recreation Zone and the adjoining zone is also an Open Space and/or Sport and Active Recreation Zone.</i> 	
SIGN-R6	Any Sign in Residential, Neighbourhood Centre, Marsden Primary Centre-Town Centre South, Settlement Zone Residential and Future Urban Zones and Port Nikau Development Area – Residential Areas A - C	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. There is no more than one sign per site. 2. The height of the sign does not exceed 2m (applicable to freestanding signs and to signs affixed to a structure or building). 3. The area of the sign does not exceed 1m². <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> 1. <i>Official signs, road signs and community signs are only required to comply with SIGN-R2 -R5.</i> 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. Visual amenity and character effects including: <ol style="list-style-type: none"> a. Within the zone it is located. b. On adjacent or adjoining zones. c. On public spaces. 2. Scale, location and design. 3. Lighting and traffic safety effects. 4. Effects on landscape values and natural character. 5. Effects on cultural and heritage values. 6. Cumulative effects. 7. Duration of consent.

Signs (SIGN)

SIGN-R7	Any Sign in Rural Production and Rural Living Zones	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> There is no more than one <u>sign</u> per <u>site</u>. The <u>height</u> of the <u>sign</u> does not exceed 3m (applicable to <u>freestanding signs</u> and to <u>signs</u> affixed to a <u>structure</u> or <u>building</u>). The area of the <u>sign</u> does not exceed 3m². <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> <i>Official <u>signs</u>, <u>road signs</u> and <u>community signs</u> are only required to comply with SIGN-R2 – R5.</i> 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> Visual amenity and character <u>effects</u> including: <ol style="list-style-type: none"> Within the zone it is located. On adjacent or adjoining zones. On public spaces. Scale, location and design. Lighting and traffic safety <u>effects</u>. <u>Effects</u> on landscape values and natural character. <u>Effects</u> on cultural and heritage values. Cumulative <u>effects</u>. Duration of consent.
SIGN-R8	Any Sign within Open Space and Natural Open Space Zones	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> There are no more than three <u>signs</u> per <u>site</u>. The <u>height</u> of any <u>sign</u> does not exceed 3m (applicable to <u>freestanding signs</u> and to <u>signs</u> affixed to a <u>structure</u> or <u>building</u>). The area of any <u>sign</u> does not exceed 3m². <p>OR where:</p> <ol style="list-style-type: none"> Any <u>sign</u> is in accordance with an approved Reserve Management Plan authorised under the Reserves Act 1977. <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> <i>Official <u>signs</u>, <u>road signs</u> and <u>community signs</u> are only required to comply with SIGN-R2 – R5.</i> 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> Visual amenity and character <u>effects</u> including: <ol style="list-style-type: none"> Within the zone it is located. On adjacent or adjoining zones. On public spaces. Scale, location and design. Lighting and traffic safety <u>effects</u>. <u>Effects</u> on landscape values and natural character. <u>Effects</u> on cultural and heritage values. Cumulative <u>effects</u>. Duration of consent.

Signs (SIGN)

SIGN-R9	Any Sign in the Waterfront Zone and Settlement Zone	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. There are no more than three <u>signs</u> per <u>site</u>. 2. The <u>height</u> of any <u>sign</u> does not exceed 3m (applicable to <u>freestanding signs</u> and <u>signs</u> affixed to a <u>structure</u> or <u>building</u>). 3. Any individual <u>sign</u> is no larger than 1m² and the total area of all <u>signs</u> is no greater than 3m². <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> 1. <u>Official signs</u>, <u>road signs</u> and <u>community signs</u> are only required to comply with SIGN-R2 – R5. 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. Visual amenity and character <u>effects</u> including: <ol style="list-style-type: none"> a. Within the zone it is located. b. On adjacent or adjoining zones. c. On public spaces. 2. Scale, location and design. 3. Lighting and traffic safety <u>effects</u>. 4. <u>Effects</u> on landscape values and natural character. 5. <u>Effects</u> on cultural and heritage values. 6. Cumulative <u>effects</u>. 7. Duration of consent.
SIGN-10	Any Sign in the Airport Zone	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. There are no more than two <u>signs</u> per <u>site</u>. 2. The <u>height</u> of any <u>freestanding sign</u> does not exceed 2m above ground level. 3. The <u>height</u> of any <u>sign</u> affixed to a <u>structure</u> or <u>building</u> does not exceed the <u>height</u> of the <u>structure</u> or <u>building</u> to which the <u>sign</u> is affixed. 4. On a <u>site</u> with a <u>frontage</u> less than 25m, the area of the signage does not exceed 2.5m². 5. On a <u>site</u> with a <u>frontage</u> greater than 25m, the area of the signage does not exceed 0.1m² per metre of <u>frontage</u> to a maximum of 6m². <p><i>Rule Exemption:</i></p>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. Visual amenity and character <u>effects</u> including: <ol style="list-style-type: none"> a. Within the zone it is located. b. On adjacent or adjoining zones. c. On public spaces. 2. Scale, location and design. 3. Lighting and traffic safety <u>effects</u>. 4. <u>Effects</u> on landscape values and natural character. 5. <u>Effects</u> on cultural and heritage values. 6. Cumulative <u>effects</u>. 7. Duration of consent.

Signs (SIGN)

1. Official signs, road signs and community signs are only required to comply with SIGN-R2 – R5.

SIGN-R11	Any Sign within the Ruakaka Equine Zone	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. <u>Signs</u> visible from beyond the zone only relate to the goods and services available within the Ruakaka Equine Zone, <u>equine related activities</u>, or information related to the management of the Ruakaka Equine Zone. <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> 1. <u>Official signs, road signs and community signs</u> are only required to comply with SIGN-R2 – R5. 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. Visual amenity and character <u>effects</u> including: <ol style="list-style-type: none"> a. Within the zone it is located. b. On adjacent or adjoining zones. c. On public spaces. 2. Scale, location and design. 3. Lighting and traffic safety <u>effects</u>. 4. <u>Effects</u> on landscape values and natural character. 5. <u>Effects</u> on cultural and heritage values. 6. Cumulative <u>effects</u>. 7. Duration of consent.
SIGN-R12	Any Sign within the City Centre, Sport and Active Recreation, Settlement Zone Industry, Mixed Use, and Local Centre Zones and Port Nikau Development Area – Local Commercial Area D	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. There are no more than five <u>signs</u> per <u>site</u> (excluding directional <u>signs</u>). Any <u>sign</u> standards specified below contribute to the five-<u>sign</u> maximum. 2. No more than one <u>freestanding sign</u> is shared by establishments on a rear <u>site</u> sharing an accessway. 3. No more than one <u>freestanding sign</u> is permitted per <u>road frontage</u> where a single establishment occupies a <u>site</u>. If a <u>site</u> has two <u>frontages</u> the <u>signs</u> shall have a separation distance of 25m. 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. Visual amenity and character effects including: <ol style="list-style-type: none"> a. Within the zone it is located. b. On adjacent or adjoining zones. c. On public spaces. 2. Scale, location and design. 3. Lighting and traffic safety <u>effects</u>. 4. <u>Effects</u> on landscape values and natural character.

Signs (SIGN)

4. The height of any freestanding sign does not exceed 8.5m above ground level, except within the City Centre Zone where the height does not exceed 4m above ground level.
5. On a site with a frontage of less than 25m, the total signage area does not exceed 3m².
6. On a site with a frontage greater than 25m:
 - a. The total signage area does not exceed 0.12m² per metre of frontage up to a maximum area of 6m².
 - b. No sign has an area greater than 3m².
7. The height of any sign affixed to a building or structure does not exceed the height of the building or structure.
8. Directional signs with signage content for directional purposes only shall not exceed 1m² in area and 1.5m in height and do not contribute to the five-sign maximum.

Rule Exemption:

1. Official signs, road signs and community signs are only required to comply with SIGN-R2 – R5.

5. Effects on cultural and heritage values.
6. Cumulative effects.
7. Duration of consent.

SIGN-R13	Any Sign within the Commercial, Shopping Centre, Light Industrial Zones	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. There are no more than five <u>signs</u> per <u>site</u> (excluding directional <u>signs</u>). Any <u>sign</u> standards specified below contribute to the five-<u>sign</u> maximum. 2. No more than one <u>freestanding sign</u> is shared by establishments on a rear <u>site</u> sharing an accessway. 3. No more than one <u>freestanding sign</u> is permitted per <u>road frontage</u> where a single establishment occupies a <u>site</u>. If a <u>site</u> has two <u>frontages</u> the <u>signs</u> shall have a minimum separation distance of 25m. 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. Visual amenity and character <u>effects</u> including: <ol style="list-style-type: none"> a. Within the zone it is located. b. On adjacent or adjoining zones. c. On public spaces. 2. Scale, location and design. 3. Lighting and traffic safety <u>effects</u>. 4. <u>Effects</u> on landscape values and natural character.

Signs (SIGN)

4. The height of any freestanding sign does not exceed 8.5m above ground level.
5. On a site with a frontage of less than 25m, the total signage area does not exceed 6m².
6. On a site with a frontage greater than 25m:
 - a. The total signage area does not exceed 0.24m² per metre of frontage up to a maximum area of 12m².
 - b. No sign has an area greater than 6m².
7. The height of any sign affixed to a building or structure does not exceed the height of the building or structure.
8. Directional signs with signage content for directional purposes only shall not exceed 1m² in area and 1.5m in height and do not contribute to the five-sign maximum.

Rule Exemption:

1. Official signs, road signs and community signs are only required to comply with SIGN-R2 – R5.

5. Effects on cultural and heritage values.
6. Cumulative effects.
7. Duration of consent.

SIGN-R14	Any Sign within the Heavy Industrial, Marsden Primary Centre Industry, Port and Strategic Rural Industries Zones	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. The <u>height</u> of any <u>sign</u> affixed to a <u>building</u> or <u>structure</u> does not exceed the <u>height</u> of the <u>building</u> or <u>structure</u> to which the <u>sign</u> is affixed. 2. The <u>height</u> of any <u>freestanding sign</u> does not exceed 9m above ground level. <p><i>Rule Exemption:</i></p>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. Visual amenity and character <u>effects</u> including: <ol style="list-style-type: none"> a. Within the zone it is located. b. On adjacent or adjoining zones. c. On public spaces. 2. Scale, location and design. 3. Lighting and traffic safety <u>effects</u>. 4. <u>Effects</u> on landscape values and natural character.

Signs (SIGN)

<ol style="list-style-type: none"> <u>Official signs, road signs and community signs</u> are only required to comply with SIGN-R2 – R5. 	<ol style="list-style-type: none"> <u>Effects</u> on cultural and heritage values. Cumulative <u>effects</u>. Duration of consent.
--	---

SIGN-R15	Any Sign within the Hospital Zone	
<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> <u>Signs</u> visible from beyond the zone only relate to the goods and services available within the Hospital Zone, or information related to the management of the Hospital Zone. <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> <u>Official signs, road signs and community signs</u> are only required to comply with SIGN-R2 – R5. 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> Visual amenity and character <u>effects</u> including: <ol style="list-style-type: none"> Within the zone it is located. On adjacent or adjoining zones. On public spaces. Scale, location and design. Lighting and traffic safety <u>effects</u>. <u>Effects</u> on landscape values and natural character. <u>Effects</u> on cultural and heritage values. Cumulative <u>effects</u>. Duration of consent. 	

SIGN-R16	Any Sign on a Verandah	
<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> The <u>signs</u> comply with the permitted <u>sign</u> rules for the relevant zone. No more than one <u>sign</u> is located on the <u>verandah</u> fascia. No more than one <u>sign</u> is attached beneath the <u>verandah</u>. No <u>sign</u> is located on top of the <u>verandah</u>. Any <u>signs</u> located on or attached to or beneath the <u>verandah</u>: <ol style="list-style-type: none"> Do not exceed a combined total area of 2.5m². 	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> Visual amenity and character <u>effects</u> including: <ol style="list-style-type: none"> Within the zone it is located. On adjacent or adjoining zones. On public spaces. Scale, location and design. Lighting and traffic safety <u>effects</u>. <u>Effects</u> on landscape values and natural character. 	

Signs (SIGN)

- | | |
|--|--|
| <ul style="list-style-type: none"> b. Are located at least 2.4m above the footpath. c. Are setback 600mm horizontally from a vertical line taken from the <u>road</u> kerb, except for <u>signs</u> located on the <u>verandah</u> fascia. d. Are no more than 900mm in depth. e. Protrude no more than 200mm from the fascia. f. Where the <u>sign</u> is located under the <u>verandah</u>, is at right angles to the fascia. | <ul style="list-style-type: none"> 5. <u>Effects</u> on cultural and heritage values. 6. Cumulative <u>effects</u>. 7. Duration of consent. |
|--|--|

Rule Exemption:

1. Official signs, road signs and community signs are only required to comply with SIGN-R2 – R5.

SIGN-R17 Any Sign on a Scheduled Built Heritage Item or with the Site Surrounds

	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> 1. The <u>sign</u>: <ul style="list-style-type: none"> a. Only provides information directly related to the item’s heritage value. b. Will not damage the <u>built heritage</u> item or the <u>site surrounds</u>. c. Does not contain illuminated, flashing or moving elements. 2. Total signage does not exceed an area of 0.25m² in <u>Residential Zones</u>. 3. Total signage does not exceed an area of 2.5m² in <u>Business Zones</u>. 4. Total signage does not exceed an area of 1.5m² in all other zones. <p><i>Note:</i></p> <ol style="list-style-type: none"> 1. <u>Site surrounds</u> is defined in the Definitions Chapter. 	<p>Activity Status when compliance not achieved: Discretionary</p>
--	--	--

SIGN-R18 Any Illuminated Sign Not Visible from Beyond the Site Boundary

	<p>Activity Status: Permitted</p>
--	-----------------------------------

Signs (SIGN)

SIGN-R19	Any Illuminated Sign Visible from Beyond the Site Boundary										
	<p>Activity Status: Restricted Discretionary</p> <p>Where:</p> <ol style="list-style-type: none"> 1. The <u>illuminated sign</u> is located within the following zones and Port Nikau Development Area: <ol style="list-style-type: none"> a. City Centre Zone b. Mixed Use Zone c. Commercial Zone d. Shopping Centre Zone e. Local Centre Zone f. Light Industrial Zone g. Heavy Industrial Zone h. Sport and Active Recreation Zone i. Port Zone j. Marsden Primary Centre – Town Centre South or Industry k. Strategic Rural Industries Zone l. Hospital Zone 2. The <u>illuminated sign</u>: <ol style="list-style-type: none"> a. Complies with the signage controls for the zone in which the <u>sign</u> is located and the requirements of SIGN-R5. b. Is not animated, moving or flashing and does not contain any moving image or wording. c. Is not located within 20m of any <u>road</u> intersection. d. Complies with the Illuminated Signage Brightness Limits in the table below. e. The maximum brightness levels have been measured by calculation or certified by a suitably qualified and experienced professional (e.g. Chartered Professional Engineer or Independently Qualified Person). <p>SIGN Table 1: Illuminated Signage Brightness Limits</p> <table border="1" data-bbox="373 1868 1136 2020"> <thead> <tr> <th data-bbox="373 1868 533 2020"></th> <th data-bbox="533 1868 716 2020">Low light environment</th> <th data-bbox="716 1868 932 2020">Medium light environment</th> <th data-bbox="932 1868 1136 2020">High light environment</th> </tr> </thead> <tbody> <tr> <td data-bbox="373 2020 533 2020"></td> <td data-bbox="533 2020 716 2020"></td> <td data-bbox="716 2020 932 2020"></td> <td data-bbox="932 2020 1136 2020"></td> </tr> </tbody> </table>			Low light environment	Medium light environment	High light environment					<p>Activity Status when compliance not achieved: Discretionary</p>
	Low light environment	Medium light environment	High light environment								

Signs (SIGN)

	Future Urban, Rural Lifestyle, Rural Production, Ruakaka Equine, Natural Open Space, Low Density Residential, Large Lot Residential Zones, Port Nikau Development Area – Residential Areas A - C)	Settlement Zone Centre, Strategic Rural Industries, Local Centre, Neighbourhood Centre, General Residential, Medium Density Residential, Open Space Zones, Port Nikau Development Area – Local Commercial Area D)	Settlement Zone Industry, City Centre, Mixed Use, Waterfront, Commercial, Shopping Centre, Light Industrial, Marsden Primary Centre, Heavy Industrial, Sport and Active Recreation, Port, Airport and Hospital Zones)
Maximum candelas per m ² (cd/ m ²) during the hours of darkness	150	300	350

f. Complies with a 0.5 second transition time between images.

g. Has a minimum dwell time of 8 seconds per image.

Matters of discretion:

1. The **effects** of the **illuminated sign**, specifically light spill and glare, on the **amenity values** and character of the surrounding zone(s).
2. Scale, location, and hours of operation/duration of illumination.
3. The **effects** of illumination/animation on traffic safety and the efficient and safe function of the roading network.
4. Cumulative **effects**.

Notes:

Signs (SIGN)

1. All *official signs, road signs, community signs* or *signs* not visible from beyond the *site boundary* refer to rule SIGN-R2 – R4 and SIGN-R18 above.
2. During daylight hours, an exterior digital *sign* may have a significantly higher luminance to stand-out from a higher (daylight) background luminance, provided these *signs* are programmed to reduce their luminance down to a much lower level during the night hours.

SIGN-R20	Any Illuminated Sign Visible from Beyond the Site Boundary
	<p>Activity Status: Discretionary</p> <p>Where:</p> <ol style="list-style-type: none"> 1. The <i>sign</i> is located within the following zones and Port Nikau Development Area: <ol style="list-style-type: none"> a. <i>Residential Zones</i> b. Neighbourhood Centre Zone c. Open Space Zone d. Natural Open Space Zone e. Waterfront Zone f. Marsden Primary Centre-Town Centre South g. Airport Zone h. Ruakaka Equine Zone i. Rural Production Zone j. Rural Lifestyle Zone k. Settlement Zone Residential l. Future Urban Zone m. Settlement Zone Industry n. Settlement Zone Centre <p>Note:</p> <ol style="list-style-type: none"> 1. All <i>official signs, road signs, community signs</i> or <i>signs</i> not visible from beyond the <i>site boundary</i> refer to rule SIGN-R2 – R4 and SIGN-R18 above.

SIGN-R21	Consolidated Sign Installations
	<p>Activity Status: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. The <i>effects</i> of the consolidated signage installation, specifically on the <i>amenity values</i> and character of the surrounding zone(s). 2. Scale, location and content of consolidated signage installations. 3. The <i>effects</i> of consolidated signage installations on traffic safety and the efficient and safe function of the roading network. 4. Cumulative <i>effects</i>. <p>Note:</p>

Signs (SIGN)

1. 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.