

# 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 Signs

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

1. Maintains or enhances the amenity and character of the surrounding [environment](#).

# Signs (SIGN)

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"> <li>1. Requiring signage to relate to the goods or services available on site.</li> <li>2. Limiting the size, location, and design of signage.</li> <li>3. Requiring the consideration of cumulative <b>effects</b> of signage, taking into account whether the signage in conjunction with existing signs will create visual clutter or other adverse cumulative <b>effects</b> on <b>amenity values</b> or traffic safety.</li> </ol>
SIGN-P2 – Built Heritage	<p>To avoid adverse <b>effects</b> of signage on scheduled <b>built heritage</b> items or within their surroundings by:</p> <ol style="list-style-type: none"> <li>1. Restricting unnecessary, unsympathetic, large-scale or inappropriate signage.</li> <li>2. Avoiding signs that will damage, dominate, obscure or detract from the <b>built heritage</b> item or surrounds.</li> </ol>
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"> <li>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.</li> <li>2. Controlling the location, size and design of signage visible from roads.</li> </ol>
SIGN-P5 – Community Signs	<p>To provide for permanent community signage where:</p> <ol style="list-style-type: none"> <li>1. It clearly displays the location of public facilities, place-names and their distances, destinations of historical, cultural, spiritual, sporting, or scenic significance.</li> <li>2. It does not result in significant adverse <b>effects</b>, including cumulative <b>effects</b>, on the character and amenity of the zone in which it is located.</li> </ol>
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)

SIGN-P7 – Illuminated Signage (Amenity and Character)	To require illuminated signage to maintain the amenity and character of the zone and Resource Areas in which it is located by controlling: <ol style="list-style-type: none"> <li>The use of illuminated signage in zones where <b>amenity values</b> are higher and the background lighting levels are generally lower.</li> <li>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.</li> </ol>
SIGN-P8 – Illuminated Signage (Traffic Safety)	To require illuminated signage to be located and designed to minimise the potential for adverse <b>effects</b> on traffic safety.

## Rules

SIGN-R1	Any Activity Not Otherwise Listed in This Chapter	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> <li>Resource consent is not required under any rule of the District Plan.</li> <li>The activity is not prohibited under any rules of the District Plan.</li> </ol> <p>Notes:</p> <ol style="list-style-type: none"> <li><i>All temporary signs located on vehicles, within the legal road <b>boundary</b>, 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).</i></li> <li><i>Signage content (such as offensive messages), whether temporary or permanent, located on vehicles within the legal road <b>boundary</b>, 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.</i></li> </ol>	
SIGN-R2	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"> <li>The sign: <ol style="list-style-type: none"> <li>Does not obscure any official sign, traffic sign or traffic signal.</li> <li>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.</li> </ol> </li> </ol>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <li>Visual amenity including: <ol style="list-style-type: none"> <li>Within the zone it is located.</li> <li>On adjacent or adjoining zones.</li> <li>On public spaces.</li> </ol> </li> <li>Scale, location and design.</li> </ol>

# Signs (SIGN)

- 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.
  - e. Does not resemble any Official Sign, Road Sign or Traffic Signal.
  - f. Is not located:
    - 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.
- 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.

*Rule Exemption:*

1. *SIGN-R2. 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.*

**SIGN-R3**

Any Sign in Residential, Neighbourhood Centre, Marsden Primary Centre-Town Centre South, Rural Village Residential and Rural (Urban Expansion) Zones and Port Nikau Development Area – Residential Areas A - C

Activity Status: Permitted

Where:

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 1m<sup>2</sup>.

*Rule Exemption:*

1. *Official signs, road signs and **community signs** are only required to comply with SIGN-R2 and SIGN-R14–16.*

Activity Status when compliance not achieved: Restricted Discretionary

Matters of discretion are restricted to:

1. Visual amenity and character **effects** including:
  - 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.

# Signs (SIGN)

6. Cumulative **effects**.
7. Duration of consent.

SIGN-R4	Any Sign in Rural Production and Rural Living Zones	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> <li>1. There is no more than one sign per site.</li> <li>2. The height of the sign does not exceed 3m (applicable to freestanding signs and to signs affixed to a structure or <b>building</b>).</li> <li>3. The area of the sign does not exceed 3m<sup>2</sup>.</li> </ol> <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> <li>1. <i>Official signs, road signs and <b>community signs</b> are only required to comply with SIGN-R2 and SIGN-R14–16.</i></li> </ol>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <li>1. Visual amenity and character <b>effects</b> including:               <ol style="list-style-type: none"> <li>a. Within the zone it is located.</li> <li>b. On adjacent or adjoining zones.</li> <li>c. On public spaces.</li> </ol> </li> <li>2. Scale, location and design.</li> <li>3. Lighting and traffic safety <b>effects</b>.</li> <li>4. <b>Effects</b> on landscape values and natural character.</li> <li>5. <b>Effects</b> on cultural and heritage values.</li> <li>6. Cumulative <b>effects</b>.</li> <li>7. Duration of consent.</li> </ol>
SIGN-R5	Any Sign within Open Space and Natural Open Space Zones	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> <li>1. There are no more than three signs per site.</li> <li>2. The height of any sign does not exceed 3m (applicable to freestanding signs and to signs affixed to a structure or <b>building</b>).</li> <li>3. The area of any sign does not exceed 3m<sup>2</sup>.</li> </ol> <p>OR where:</p> <ol style="list-style-type: none"> <li>4. Any sign is in accordance with an approved Reserve Management Plan authorised under the Reserves Act 1977.</li> </ol> <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> <li>1. <i>Official signs, road signs and <b>community signs</b> are only required to</i></li> </ol>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <li>1. Visual amenity and character <b>effects</b> including:               <ol style="list-style-type: none"> <li>a. Within the zone it is located.</li> <li>b. On adjacent or adjoining zones.</li> <li>c. On public spaces.</li> </ol> </li> <li>2. Scale, location and design.</li> <li>3. Lighting and traffic safety <b>effects</b>.</li> <li>4. <b>Effects</b> on landscape values and natural character.</li> <li>5. <b>Effects</b> on cultural and heritage values.</li> <li>6. Cumulative <b>effects</b>.</li> <li>7. Duration of consent.</li> </ol>

# Signs (SIGN)

comply with SIGN-R2 and SIGN-R14  
– 16.

SIGN-R6	Any Sign in the Waterfront Zone and Rural Village Centre Zone	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> <li>1. There are no more than three signs per site.</li> <li>2. The height of any sign does not exceed 3m (applicable to freestanding signs and signs affixed to a structure or <b>building</b>).</li> <li>3. Any individual sign is no larger than 1m<sup>2</sup> and the total area of all signs is no greater than 3m<sup>2</sup>.</li> </ol> <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> <li>1. <i>Official signs, road signs and <b>community signs</b> are only required to comply with SIGN-R2 and SIGN-R14–16.</i></li> </ol>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <li>1. Visual amenity and character <b>effects</b> including:               <ol style="list-style-type: none"> <li>a. Within the zone it is located.</li> <li>b. On adjacent or adjoining zones.</li> <li>c. On public spaces.</li> </ol> </li> <li>2. Scale, location and design.</li> <li>3. Lighting and traffic safety <b>effects</b>.</li> <li>4. <b>Effects</b> on landscape values and natural character.</li> <li>5. <b>Effects</b> on cultural and heritage values.</li> <li>6. Cumulative <b>effects</b>.</li> <li>7. Duration of consent.</li> </ol>
SIGN-R7	Any Sign in the Airport Zone	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> <li>1. There are no more than two signs per site.</li> <li>2. The height of any freestanding sign does not exceed 2m above ground level.</li> <li>3. The height of any sign affixed to a structure or <b>building</b> does not exceed the height of the structure or <b>building</b> to which the sign is affixed.</li> <li>4. On a site with a frontage less than 25m, the area of the signage does not exceed 2.5m<sup>2</sup>.</li> <li>5. On a site with a frontage greater than 25m, the area of the signage does not exceed 0.1m<sup>2</sup> per metre of frontage to a maximum of 6m<sup>2</sup>.</li> </ol> <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> <li>1. <i>Official signs, road signs and <b>community signs</b> are only required to</i></li> </ol>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <li>1. Visual amenity and character <b>effects</b> including:               <ol style="list-style-type: none"> <li>a. Within the zone it is located.</li> <li>b. On adjacent or adjoining zones.</li> <li>c. On public spaces.</li> </ol> </li> <li>2. Scale, location and design.</li> <li>3. Lighting and traffic safety <b>effects</b>.</li> <li>4. <b>Effects</b> on landscape values and natural character.</li> <li>5. <b>Effects</b> on cultural and heritage values.</li> <li>6. Cumulative <b>effects</b>.</li> <li>7. Duration of consent.</li> </ol>



# Signs (SIGN)

comply with SIGN-R2 and SIGN-R14–16.

SIGN-R8	Any Sign within the Ruakaka Equine Zone	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> <li>Signs 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.</li> </ol> <p><i>Rule Exemption:</i></p> <ol style="list-style-type: none"> <li><i>Official signs, road signs and <u>community signs</u> are only required to comply with SIGN-R2 and SIGN-R14–16.</i></li> </ol>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <li>Visual amenity and character <u>effects</u> including:               <ol style="list-style-type: none"> <li>Within the zone it is located.</li> <li>On adjacent or adjoining zones.</li> <li>On public spaces.</li> </ol> </li> <li>Scale, location and design.</li> <li>Lighting and traffic safety <u>effects</u>.</li> <li><u>Effects</u> on landscape values and natural character.</li> <li><u>Effects</u> on cultural and heritage values.</li> <li>Cumulative <u>effects</u>.</li> <li>Duration of consent.</li> </ol>
SIGN-R9	Any Sign within the City Centre, Sport and Active Recreation, Rural Village 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"> <li>There are no more than five signs per site (excluding directional signs). Any sign standards specified below contribute to the five-sign maximum.</li> <li>No more than one freestanding sign is shared by establishments on a rear site sharing an accessway.</li> <li>No more than one freestanding sign is permitted per road frontage where a single establishment occupies a site. If a site has two frontages the signs shall have a separation distance of 25m.</li> <li>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.</li> </ol>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <li>Visual amenity and character <u>effects</u> including:               <ol style="list-style-type: none"> <li>Within the zone it is located.</li> <li>On adjacent or adjoining zones.</li> <li>On public spaces.</li> </ol> </li> <li>Scale, location and design.</li> <li>Lighting and traffic safety <u>effects</u>.</li> <li><u>Effects</u> on landscape values and natural character.</li> <li><u>Effects</u> on cultural and heritage values.</li> <li>Cumulative <u>effects</u>.</li> <li>Duration of consent.</li> </ol>

## Signs (SIGN)

5. On a site with a frontage of less than 25m, the total signage area does not exceed 3m<sup>2</sup>.
6. On a site with a frontage greater than 25m:
  - a. The total signage area does not exceed 0.12m<sup>2</sup> per metre of frontage up to a maximum area of 6m<sup>2</sup>.
  - b. No sign has an area greater than 3m<sup>2</sup>.
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 1m<sup>2</sup> 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 and SIGN-R14– 16.*

SIGN-R10	Any Sign within the Commercial, Shopping Centre, Light Industrial Zones	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> <li>1. There are no more than five signs per site (excluding directional signs). Any sign standards specified below contribute to the five-sign maximum.</li> <li>2. No more than one freestanding sign is shared by establishments on a rear site sharing an accessway.</li> <li>3. No more than one freestanding sign is permitted per road frontage where a single establishment occupies a site. If a site has two frontages the signs shall have a minimum separation distance of 25m.</li> <li>4. The height of any freestanding sign does not exceed 8.5m above ground level.</li> <li>5. On a site with a frontage of less than 25m, the total signage area does not exceed 6m<sup>2</sup>.</li> </ol>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <li>1. Visual amenity and character <b>effects</b> including:           <ol style="list-style-type: none"> <li>a. Within the zone it is located.</li> <li>b. On adjacent or adjoining zones.</li> <li>c. On public spaces.</li> </ol> </li> <li>2. Scale, location and design.</li> <li>3. Lighting and traffic safety <b>effects</b>.</li> <li>4. <b>Effects</b> on landscape values and natural character.</li> <li>5. <b>Effects</b> on cultural and heritage values.</li> <li>6. Cumulative <b>effects</b>.</li> <li>7. Duration of consent.</li> </ol>



# Signs (SIGN)

6. On a site with a frontage greater than 25m:
  - a. The total signage area does not exceed 0.24m<sup>2</sup> per metre of frontage up to a maximum area of 12m<sup>2</sup>.
  - b. No sign has an area greater than 6m<sup>2</sup>.
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 1m<sup>2</sup> 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 and SIGN-R14– 16.*

## SIGN-R11

Any Sign within the Heavy Industrial, Marsden Primary Centre Industry, Port and Strategic Rural Industries Zones

Activity Status: Permitted

Where:

1. The height of any sign affixed to a **building** or structure does not exceed the height of the **building** or structure to which the sign is affixed.
2. The height of any freestanding sign does not exceed 9m above ground level.

*Rule Exemption:*

1. *Official signs, road signs and **community signs** are only required to comply with SIGN-R2 and SIGN-R14– 16.*

Activity Status when compliance not achieved: Restricted Discretionary

Matters of discretion are restricted to:

1. Visual amenity and character **effects** including:
  - 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.

## SIGN-R12

Any Sign within the Hospital Zone

Activity Status: Permitted

Activity Status when compliance not achieved: Restricted Discretionary

# Signs (SIGN)

**Where:**

1. Signs 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.

**Rule Exemption:**

1. *Official signs, road signs and **community signs** are only required to comply with SIGN-R2 and SIGN-R14 – 16.*

**Matters of discretion are restricted to:**

1. Visual amenity and character **effects** including:
  - 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.

**SIGN-R13**

**Any Sign on a Verandah**

**Activity Status: Permitted**

**Where:**

1. The signs comply with the permitted sign rules for the relevant zone.
2. No more than one sign is located on the verandah fascia.
3. No more than one sign is attached beneath the verandah.
4. No sign is located on top of the verandah.
5. Any signs located on or attached to or beneath the verandah:
  - a. Do not exceed a combined total area of 2.5m<sup>2</sup>.
  - b. Are located at least 2.4m above the footpath.
  - c. Are setback 600mm horizontally from a vertical line taken from the road kerb, except for signs located on the verandah fascia.
  - d. Are no more than 900mm in depth.
  - e. Protrude no more than 200mm from the fascia.
  - f. Where the sign is located under the verandah, is at right angles to the fascia.

**Rule Exemption:**

1. *Official signs, road signs and **community signs** are only required to comply with SIGN-R2 and SIGN-R14 – 16.*

**Activity Status when compliance not achieved: Restricted Discretionary**

**Matters of discretion are restricted to:**

1. Visual amenity and character **effects** including:
  - 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-R14	Any Official Sign	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> <li>If illuminated, the sign satisfies the Illuminated Signage Brightness Limits specified in Rule SIGN-R19.2(d) – (e).</li> </ol>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion:</p> <ol style="list-style-type: none"> <li>The <u>effects</u> of the illuminated sign, specifically light spill and glare, on the <u>amenity values</u> and character of the surrounding zone(s).</li> <li>Scale, location, and hours of operation/duration of illumination.</li> <li>The <u>effects</u> of illumination/animation on traffic safety and the efficient and safe function of the roading network.</li> <li>Cumulative <u>effects</u>.</li> </ol>
SIGN-R15	Any Road Sign	
	<p>Activity Status: Permitted</p> <p>Where:</p> <ol style="list-style-type: none"> <li>Signs: <ol style="list-style-type: none"> <li>Are erected by a road controlling authority or their authorised representative.</li> <li>Are for the purpose of traffic control, direction or public safety.</li> <li>Are located within the legal road reserve.</li> <li>Comply with the AS/NZS 1158 series of standards.</li> <li>That are illuminated satisfy the Illuminated Signage Brightness Limits specified in Rule SIGN-R19.2(d) – (e).</li> </ol> </li> </ol> <p>Note:</p> <ol style="list-style-type: none"> <li><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></li> </ol>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <li>Visual amenity <u>effects</u>.</li> <li>Scale, location and design.</li> <li>Lighting and traffic safety <u>effects</u>.</li> <li><u>Effects</u> on landscape values and natural character.</li> <li><u>Effects</u> on cultural and heritage values.</li> <li>Cumulative <u>effects</u>.</li> <li>Duration of consent.</li> <li>The <u>effects</u> of the illuminated sign, specifically light spill and glare, on the <u>amenity values</u> and character of the surrounding zone(s).</li> </ol>
SIGN-R16	Any Community Sign	
	<p>Activity Status: Permitted</p>	<p>Activity Status when compliance not achieved: Restricted Discretionary</p>

# Signs (SIGN)

**Where:**

1. The sign complies with the permitted standards of SIGN-R2 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:
  - 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.

**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.*

**Matters of discretion are restricted to:**

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-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"> <li>1. The sign:           <ol style="list-style-type: none"> <li>a. Only provides information directly related to the item's heritage value.</li> <li>b. Will not damage the <u>built heritage</u> item or the site surrounds.</li> </ol> </li> </ol>	<p>Activity Status when compliance not achieved: Discretionary</p>

# Signs (SIGN)

- c. Does not contain illuminated, flashing or moving elements.
- 2. Total signage does not exceed an area of 0.25m<sup>2</sup> in Residential Zones.
- 3. Total signage does not exceed an area of 2.5m<sup>2</sup> in Business Zones.
- 4. Total signage does not exceed an area of 1.5m<sup>2</sup> in all other zones.

*Note:*

- 1. *Site surrounds is defined in Chapter 4.*

SIGN-R18	Any Illuminated Sign Not Visible from Beyond the Site Boundary
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Activity Status: Permitted

SIGN-R19	Any Illuminated Sign Visible from Beyond the Site Boundary
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Activity Status: Restricted Discretionary

Where:

- 1. The illuminated sign is located within the following zones and Port Nikau Development Area:
  - a. City Centre
  - b. Mixed Use
  - c. Commercial
  - d. Shopping Centre
  - e. Local Centre
  - f. Light Industrial
  - g. Heavy Industrial
  - h. Sport and Active Recreation
  - i. Port
  - j. Marsden Primary Centre – Town Centre South or Industry
  - k. Strategic Rural Industries
  - l. Hospital
- 2. The illuminated sign:
  - a. Complies with the signage controls for the zone in which the sign is located and the requirements of SIGN-R2.
  - b. Is not animated, moving or flashing and does not contain any moving image or wording.
  - c. Is not located within 20m of any road intersection.
  - d. Complies with the Illuminated Signage Brightness Limits in the table below.

Activity Status when compliance not achieved:  
Discretionary

# Signs (SIGN)

- 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).

**SIGN Table 1: Illuminated Signage Brightness Limits**

	Low light <u>environment</u>	Medium light <u>environment</u>	High light <u>environment</u>
	(Rural Urban Expansion, Rural Living, Rural Production, Ruakaka Equine, Natural Open Space, Low Density Residential, Large Lot Residential Zones, Port Nikau Development Area – Residential Areas A - C)	(Rural Village Centre Subzone, Strategic Rural Industries, Local Centre, Neighbourhood Centre, General Residential, Medium Density Residential, Open Space Zones, Port Nikau Development Area – Local Commercial Area D)	(Rural Village Industry Subzone, 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 <sup>2</sup> (cd/m <sup>2</sup> ) 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:

- The effects of the illuminated sign, specifically light spill and glare, on the amenity values and character of the surrounding zone(s).



# Signs (SIGN)

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:*

1. All official signs, road signs, community signs or signs not visible from beyond the site boundary refer to rule SIGN-R14 – R16 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

Activity Status: Discretionary

Where:

1. The sign is located within the following zones and Port Nikau Development Area:
  - a. Residential Zones
  - b. Neighbourhood Centre
  - c. Open Space
  - d. Natural Open Space
  - e. Waterfront
  - f. Marsden Primary Centre-Town Centre South
  - g. Airport
  - h. Ruakaka Equine
  - i. Rural Production
  - j. Rural Living
  - k. Rural Village Residential
  - l. Rural (Urban Expansion)
  - m. Rural Village Industry
  - n. Rural Village Centre

*Note:*

1. All official signs, road signs, community signs or signs not visible from beyond the site boundary refer to rule SIGN-R14 – R16 and SIGN-R18 above.

## SIGN-R21 Consolidated Sign Installations

Activity Status: Restricted Discretionary

Matters of discretion are restricted to:

1. The effects of the consolidated signage installation, specifically on the amenity values and character of the surrounding zone(s).

## Signs (SIGN)

2. Scale, location and content of consolidated signage installations.
3. The effects of consolidated signage installations on traffic safety and the efficient and safe function of the roading network.
4. Cumulative effects.

*Note:*

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.*