

Appendix A – Officer’s Recommendation Decisions on Submissions - Signs

Submission point No.	Submitter	Provision	Position	Summary of decision requested	Reasons	Officer Recommendation	Relevant section of s42A Report
67.7	Adam Booth	Signs	Support	RETAIN SIGN-R1	<ul style="list-style-type: none"> No reason provided. 	Reject	Topic 6: Signs Rules
136.158	Federated Farmers of New Zealand (Inc) - Northland Province	Signs	Support	RETAIN SIGN-R2 as notified. OR With wording that achieves a similar intent. AND Any consequential amendments.	<ul style="list-style-type: none"> The submitter supports SIGN-R2 as notified. 	Accept	Topic 6: Signs Rules
136.159	Federated Farmers of New Zealand (Inc) - Northland Province	Signs	Support	RETAIN SIGN-R3 as notified. OR With wording that achieves a similar intent. AND Any consequential amendments.	<ul style="list-style-type: none"> The submitter supports SIGN-R3 as notified. 	Accept	Topic 6: Signs Rules
136.160	Federated Farmers of New Zealand (Inc) - Northland Province	Signs	Support	RETAIN SIGN-R4 as notified. OR With wording that achieves a similar intent. AND Any consequential amendments.	<ul style="list-style-type: none"> The submitter supports SIGN-R4 as notified. 	Accept in part	Topic 6: Signs Rules
136.161	Federated Farmers of New Zealand (Inc) - Northland Province	Signs	Support	RETAIN SIGN-R6 as notified. OR With wording that achieves a similar intent. AND Any consequential amendments.	<ul style="list-style-type: none"> The submitter supports SIGN-R6 as notified. 	Accept	Topic 6: Signs Rules
140.82	Horticulture New Zealand	Signs	Support	RETAIN SIGN-P1 as notified AND	<ul style="list-style-type: none"> Growers are required to display health and safety signage when spraying agrichemicals. Permitting this signage is supported. 	Reject	Topic 5: Signs Policies

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				any consequential or alternative amendments required to address the concerns raised by the submitter.			
140.83	Horticulture New Zealand	Signs	Support	RETAIN SIGN-R3 as notified AND any consequential or alternative amendments required to address the concerns raised by the submitter.	<ul style="list-style-type: none"> Supports the permitted activity status. 	Accept	Topic 6: Signs Rules
140.84	Horticulture New Zealand	Signs	Amend	AMEND SIGN-R4.1.b. as follows: b. The sign relates to goods and services available on the site <u>and health and safety requirements on site</u> ; and AND Any consequential or alternative amendments required to address the concerns raised by the submitter.	<ul style="list-style-type: none"> The submitter requests an amendment to SIGN-R4 so that health and safety requirements on signs are added to the rule. Health and safety signage can be attached to buildings, structures, windows, fences or walls. 	Accept in part	Topic 6: Signs Rules
222.55	Kaipara District Council	Signs	Amend	AMEND SIGN-R4.b. as follows: b. The sign relates to goods and services available on the site <u>where the business is operating</u> ; and ...	<ul style="list-style-type: none"> The wording of the rule is ambiguous and has been open to debate with owners of signs who have stated that their sign placed kilometres away from their business ‘site’ complies with the rule. The submitter requests an amendment is made to the rule by adding the wording <u>where the business is operating</u> to SIGN-R4.b. 	Accept	Topic 6: Signs Rules
FS49.13	Foodstuffs North Island Ltd	Signs	Support in part	Foodstuffs seeks the following amendments to SIGN-R4 and suggests that a separate rule be included to address signage on or attached to a structure, fence or wall.	<ul style="list-style-type: none"> Foodstuffs consider that where signage is attached to a building or window and is directly related to the use of that building comprises branding it should be exempt from the sign size (SIGN-S2) and 	Accept in part	Topic 6: Signs Rules

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					number of signs (SIGN-S4) standards.		
247.35	Foodstuffs North Island Limited	Signs	Amend	<p>AMEND SIGN-R4 as follows (or to similar effect): “Signs on or attached to a building or; structure; window; fence or wall 1. Activity status: Permitted Where: a. The sign does not protrude above the highest point of the building or structure; b. The sign relates to goods and services available on the site; and c. The sign complies with: i. SIGN-S1 Traffic safety for signs.; ii. SIGN-S2 Sign Size; and iii. SIGN-S4 Number of signs. AND Any necessary consequential amendments.</p>	<ul style="list-style-type: none"> Where signage is attached to a building or window and is directly related to the use of that building comprises branding, it should be exempt from the sign size (SIGN-S2) and number of signs (SIGN-S4) standards. Submitter suggests that a separate rule be included to address signage on or attached to a structure, fence or wall. 	Reject	Topic 6: Signs Rules
267.3	Northland Fish and Game Council	Signs	Amend	<p>ADD a definition for 'Official Sign' as follows: <u>means all signs required or provided for under any statute or regulation, or are otherwise related to aspects of public safety.</u></p>	<ul style="list-style-type: none"> The submitter seeks that a definition be provided for 'Official sign' to avoid any ambiguity/confusion regarding what an official sign is. The Proposed District Plan does not make it clear which signage category Northland Fish and Game-related signage will fall under (i.e., 'Official signs' or 'Information signs'). As there are different conditions associated with each rule, the submitter seeks clarity by way of a definition for 'Official signs'. 	Reject	Topic 1: Signs Definitions

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					<ul style="list-style-type: none"> The submission provides further information on typical fish and game-related signage. 		
267.4	Northland Fish and Game Council	Signs	Amend	<p>AMEND the definition for 'Information Sign' as follows: means a sign that provides information or direction to public, including:</p> <ol style="list-style-type: none"> education, safety and public awareness; relating to a place of historic or environmental significance regulatory signs erected by, or on behalf of the relevant authority signs erected by the Crown, the Council or any other statutory administering body, for the purposes of marking the boundaries of or conveying the name of, or information about: <ol style="list-style-type: none"> marine reserves; coastal protection areas; cultural heritage sites; a scheduled heritage building or item; reserves, parks and public places; <u>hunter or angler access.</u> <p>or to advise of activities which may or may not be undertaken in such areas.</p>	<ul style="list-style-type: none"> The Proposed District Plan does not make it clear which signage category Northland Fish and Game-related signage will fall under (i.e., 'Official signs' or 'Information signs'). As there are different conditions associated with each rule, the submitter seeks clarity by way of including 'hunter and angler access points' within the definition for 'Information Signs'. The submission provides further information on typical fish and game-related signage and its informative nature. 	Accept	Topic 1: Signs Definitions
267.27	Northland Fish and Game Council	Signs	Support	<p>RETAIN SIGN-P1 as notified.</p>	<ul style="list-style-type: none"> It is important that the organisation can operate under a single and clear rule. 	Reject	Topic 5: Signs Policies

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267.28	Northland Fish and Game Council	Signs	Support	RETAIN SIGN-R3 as notified.	<ul style="list-style-type: none"> It is important that the submitter can operate under a single and clear rule. 	Accept	Topic 6: Signs Rules
269.37	Health New Zealand - Te Whatu Ora	Signs	Accept in part	<p>No specific decision requested; however the submission reserves its position in relation to the remaining signs provisions (refer incorrect wording in the submission) – to the extent that they do not undermine the operation of the Hospital zone provisions and/or they seek to unreasonably control or constrain Hospital and Hospital Related Activity in the Hospital zone.</p> <p>AND</p> <p>Any necessary proposed/alternative/consequential relief to address matters raised in this submission.</p>	<ul style="list-style-type: none"> The submitter reserves their position in relation to the remaining signs provisions – to the extent that they do not undermine the operation of the Hospital zone provisions and/or they seek to unreasonably control or constrain Hospital and Hospital Related Activity in the Hospital zone. 	Accept in part	Topic 1: Signs General Submissions
330.6	New Zealand Transport Agency	Signs	Support	RETAIN the definition of "Sign" as notified.	<ul style="list-style-type: none"> The definition is supported. 	Accept	Topic 1: Signs
330.96	New Zealand Transport Agency	Signs	Support	RETAIN the Overview of the Signs chapter as notified.	<ul style="list-style-type: none"> Overview is supported, particularly the paragraph referencing signage and the State Highway network, and that any sign directed at or visible from a State Highway with a 70km/h or faster speed zone may require affected party approval from NZTA. 	Accept	Topic 2: Signs Overview
330.97	New Zealand Transport Agency	Signs	Support	RETAIN SIGN-O1 as notified.	<ul style="list-style-type: none"> Supports the objective wording, particularly the reference to supporting public safety. 	Accept	Topic 4: Signs Objectives

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330.98	New Zealand Transport Agency	Signs	Support	RETAIN SIGN-P1 as notified.	<ul style="list-style-type: none"> Policy is supported, especially the explicit reference to 'official signs' throughout the District. 	Accept in part	Topic 5: Signs Policies
330.99	New Zealand Transport Agency	Signs	Support	RETAIN SIGN-P4 as notified.	<ul style="list-style-type: none"> Policy is supported as it enables signage but where designed and located so they do not compromise the safe use of any road by road users. 	Accept	Topic 5: Signs Policies
330.100	New Zealand Transport Agency	Signs	Support	RETAIN the Notes in the Signs chapter as notified.	<ul style="list-style-type: none"> Notes for signs are supported as it clearly states that signage within the State Highway corridors may require a separate approval process with NZTA. 	Accept	Topic 6: Signs Rules
330.101	New Zealand Transport Agency	Signs	Support	RETAIN SIGN-R1 as notified.	<ul style="list-style-type: none"> Rule is supported as it provides clarity for plan users and makes the necessary link to the relevant standard SIGN-S1. 	Reject	Topic 6: Signs Rules
330.102	New Zealand Transport Agency	Signs	Support	RETAIN SIGN-R3 as notified.	<ul style="list-style-type: none"> Rules is supported as 'information signs' should be provided for. 	Accept in part	Topic 6: Signs Rules
330.103	New Zealand Transport Agency	Signs	Support	RETAIN SIGN-R7 as notified.	<ul style="list-style-type: none"> Supports the discretionary activity status for 'billboards', 'digital signs' and 'any signs not otherwise listed in this table' as it enables consideration of effects, including signage and digital signage with displays visible from a State Highway. Digital signage and billboards directed towards roads are, in their nature, designed to capture vehicle occupant attention 	Accept	Topic 6: Signs Rules

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					and may distract drivers causing negative safety effects.		
330.104	New Zealand Transport Agency	Signs	Support	RETAIN SIGN-R8 as notified.	<ul style="list-style-type: none"> Supports the discretionary activity status for 'billboards', 'digital signs' and 'any signs not otherwise listed in this table' as it enables consideration of effects, including signage and digital signage with displays visible from a State Highway. Digital signage and billboards directed towards roads are, in their nature, designed to capture vehicle occupant attention and may distract drivers causing negative safety effects. 	Accept	Topic 6: Signs Rules
330.105	New Zealand Transport Agency	Signs	Support	RETAIN SIGN-R9 as notified.	<ul style="list-style-type: none"> Supports the discretionary activity status for 'billboards', 'digital signs' and 'any signs not otherwise listed in this table' as it enables consideration of effects, including signage and digital signage with displays visible from a State Highway. Digital signage and billboards directed towards roads are, in their nature, designed to capture vehicle occupant attention and may distract drivers causing negative safety effects. 	Accept	Topic 6: Signs Rules
330.106	New Zealand Transport Agency	Signs	Support	<p>RETAIN SIGN-S1. AND ADD an advisory note to SIGN-S1 as follows: <u>Advisory Note: NZTA shall be notified of all signage directed at State highway</u></p>	<ul style="list-style-type: none"> Supports the standard, as it includes signage ‘located along, within or that can be seen from a State Highway’ and requires compliance with NZTA sign regulations outside of the 	Accept	Topic 7: Signs Standards

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				<p><u>traffic to enable NZTA to apply relevant State highway signage standards.</u></p> <p>AND</p> <p>Alternative or consequential relief as may be necessary to fully achieve the relief sought in the submission.</p>	<p>Proposed District Plan. NZTA supports the matters of discretion 3 a., b. and c. as the focus on traffic safety, driver distraction, and potential effects on vehicle manoeuvring and access.</p> <ul style="list-style-type: none"> An advice note is sought such that NZTA are involved in resource consenting processes for signage covered by this standard, as this enables NZTA to apply relevant State Highway signage standards. 		