

## Appendix B – Updated Officer's Recommended Amendments to the Signs Chapter

Note the below provisions represent the Section 42A Report Writing Officer's recommended amendments to the provisions of the Proposed District Plan, in response to submissions (with red underline used for next text and ~~red strikethrough~~ for deleted text as recommended in the section 42A report and blue underline used for new text and ~~blue strikethrough~~ for deleted text as recommended in the Right of Reply report).

### SIGN — Signs

#### Overview

Signs have an important function as a communication tool within the Kaipara District. Signs advertise goods and services, provide notice of forthcoming events, warn of hazards, identify premises, direct and control pedestrians and traffic. Signs enable businesses, community groups and other organisations to support the social, economic, and cultural wellbeing of the District.

It is appropriate to allow signs; but the number, size, location, and visual prominence of signs needs to be balanced against the potential impact they can have on public health and safety and visual amenity.

The controls on signs in this chapter apply to permanent and temporary signs sited on private property including signs on privately owned buildings within the District. The Council Signs Bylaw manages signs located on Council owned or controlled land and property. This includes Council roads and road reserves as well as State Highway road reserves with 70km/h or less speed zones. Any sign directed at or visible from a State Highway with a 70km/h or faster speed zone may require affected party approval from the NZ Transport Agency.

#### Objectives

<b>SIGN-O1</b>	<b>Signs support the needs of the community</b>
Signs contribute to the social, economic and cultural wellbeing of the community, support public safety, and maintain or enhance the amenity and character values of the zone they are located in.	

#### Policies

<b>SIGN-P1<sup>1</sup></b>	<b>Enable compatible signs</b>
Allow signs that are generally compatible with the role, function, and character of the zone they are located, including: <ol style="list-style-type: none"> <li>1. Commercial advertising signs;</li> <li><del>2. Official signs;</del></li> <li>3. Information signs;</li> <li>4. Real estate sign; and</li> <li>5. Temporary signs.</li> </ol>	

<sup>1</sup> Fish and Game [267.3] & [267.4]

<b>SIGN-P2</b>	<b>Manage the adverse effects of signs</b>
<p>Manage the adverse effects of signs across the Kaipara District to ensure signs do not:</p> <ol style="list-style-type: none"> <li>1. Detract from the amenity and character values of the zone in which they are located;</li> <li>2. Compromise the heritage values associated with heritage buildings, items, or sites; and</li> <li>3. Generate significant visual impacts, including from illumination, flashing or content.</li> </ol>	

<b>SIGN-P3</b>	<b>Manage cumulative effects of signs</b>
<p>Manage potential cumulative effects of signs across the Kaipara District by ensuring signs are appropriately located and limited in number.</p>	

<b>SIGN-P4</b>	<b>Managing road safety</b>
<p>Ensure that signs are designed and located so they do not compromise the safe use of any road by road users.</p>	

## Rules

**Notes:**

1. Temporary signs that are located on Council owned or controlled land and property, including Council road reserves and State Highway road reserves within the 70km/h or less speed zones may require a permit and have requirements other than those found in this chapter.
2. Any sign directed at or visible from a State Highway with a 70km/h or faster speed zone may require affected party approval from the NZ Transport Agency.
3. Signs can also be subject to permits under Kaipara District Council's bylaws, a Reserve Management Plan or a Conservation Management Strategy.

<b>SIGN-R1<sup>2</sup></b>	<b>Official signs</b>	
<b>All zones</b>	<p><b>1. Activity status:</b> Permitted</p> <p><b>Where:</b></p> <ol style="list-style-type: none"> <li>a. <del>The sign complies with SIGN-S1 Traffic safety for signs.</del></li> </ol>	<p><b>2. Activity status when compliance not achieved:</b> <del>Refer to relevant standard.</del></p>

<b>SIGN-R2</b>	<b>Temporary signs</b>	
<b>All zones</b>	<p><b>1. Activity status:</b> Permitted</p> <p><b>Where:</b></p> <ol style="list-style-type: none"> <li>a. The sign is removed within four weeks after the day it is first erected;</li> <li>b. Any sign associated with events is removed within one week of the event ending;</li> <li>c. The sign complies with the height in relation to boundary, height and setback standards for the relevant zone, except for the road boundary setback; and</li> <li>d. The sign complies with:             <ol style="list-style-type: none"> <li>i. SIGN-S1 Traffic safety for signs;</li> <li>ii. SIGN-S2 Sign size;</li> <li>iii. SIGN-S3 Free standing signs; and</li> <li>iv. SIGN-S4 Number of signs.</li> </ol> </li> </ol>	<p><b>2. Activity status when compliance with SIGN-R2.1.a-c not achieved:</b> Restricted Discretionary</p> <p><b>3. Matters over which discretion is restricted:</b></p> <ol style="list-style-type: none"> <li>a. The location of the sign;</li> <li>b. The duration of the temporary sign;</li> <li>c. Any impacts on amenity; and</li> <li>d. Any potential adverse effects on the land transport network.</li> </ol> <p><b>4. Activity status when compliance with SIGN-R2.1.d not achieved:</b> Refer to relevant standard.</p>

<sup>2</sup> Fish and Game [267.3] & [267.4]

<b>SIGN-R3</b>	<b>Information signs</b>	
<b>All zones</b>	<p><b>1. Activity status:</b> Permitted</p> <p><b>Where:</b></p> <ul style="list-style-type: none"> <li>a. The information sign complies with: <ul style="list-style-type: none"> <li>i. SIGN-S1 Traffic safety for signs; and</li> <li>ii. SIGN-S3 Free standing signs.</li> </ul> </li> </ul>	<p><b>2. Activity status when compliance not achieved:</b> Refer to relevant standard.</p>
<b>SIGN-R4<sup>3</sup></b>	<b>Signs on or attached to a building, structure, window, fence or wall</b>	
<b>All zones</b>	<p><b>1. Activity status:</b> Permitted</p> <p><b>Where:</b></p> <ul style="list-style-type: none"> <li>a. The sign does not protrude above the highest point of the building or structure;</li> <li>b. The sign relates to goods and services available on the site <u>where the business is operating</u>; and</li> <li>c. The sign complies with: <ul style="list-style-type: none"> <li>i. SIGN-S1 Traffic safety for signs;</li> <li>ii. SIGN-S2 Sign size; and</li> <li>iii. SIGN-S4 Number of signs.</li> </ul> </li> </ul>	<p><b>2. Activity status when compliance with SIGN-R4.1.a and SIGN-R4.1.b not achieved:</b> Restricted Discretionary</p> <p><b>3. Matters over which discretion is restricted:</b></p> <ul style="list-style-type: none"> <li>a. The character and amenity of the surrounding area; and</li> <li>b. Any adverse cumulative effects.</li> </ul> <p><b>4. Activity status when compliance with SIGN-R4.1.c not achieved:</b> Refer to relevant standard.</p>
<b>SIGN-R5</b>	<b>Veranda signs</b>	
<b>All zones</b>	<p><b>1. Activity status:</b> Permitted</p> <p><b>Where:</b></p> <ul style="list-style-type: none"> <li>a. The sign is under the veranda or does not extend 300mm above the veranda;</li> <li>b. The sign relates to goods and services available on the site; and</li> <li>c. The sign complies with: <ul style="list-style-type: none"> <li>i. SIGN-S1 Traffic safety for signs;</li> <li>ii. SIGN-S2 Sign size;</li> <li>iii. SIGN-S3 Free standing signs; and</li> <li>iv. SIGN-S4 Number of signs.</li> </ul> </li> </ul>	<p><b>2. Activity status when compliance with SIGN-R5.1.a and SIGN-R5.1.b not achieved:</b> Restricted Discretionary</p> <p><b>3. Matters over which discretion is restricted:</b></p> <ul style="list-style-type: none"> <li>a. The character and amenity of the surrounding area; and</li> <li>b. Any adverse cumulative effects.</li> </ul> <p><b>4. Activity status when compliance with SIGN-R5.1.c not achieved:</b> Refer to relevant standard.</p>

<sup>3</sup> KDC [222.55]

<b>SIGN-R6</b>	<b>Freestanding, double-sided signs</b>	
<b>All zones</b>	<p><b>1. Activity status:</b> Permitted</p> <p><b>Where:</b></p> <ul style="list-style-type: none"> <li>a. The sign complies with the height in relation to boundary, height and setback standards for the relevant Zone, except for the road boundary setback;</li> <li>b. The sign relates to goods and services available on the site; and</li> <li>c. The sign complies with:                             <ul style="list-style-type: none"> <li>i. SIGN-S1 Traffic safety for signs;</li> <li>ii. SIGN-S2 Sign size;</li> <li>iii. SIGN-S3 Free standing signs; and</li> <li>iv. SIGN-S4 Number of signs.</li> </ul> </li> </ul>	<p><b>2. Activity status when compliance with SIGN-R6.1.a and SIGN-R6.1.b not achieved:</b> Restricted Discretionary</p> <p><b>3. Matters over which discretion is restricted:</b></p> <ul style="list-style-type: none"> <li>a. The character and amenity of the surrounding area; and</li> <li>b. Any adverse cumulative effects.</li> </ul> <p><b>4. Activity status when compliance with SIGN-R6.1.c not achieved:</b> Refer to relevant standard.</p>

<b>SIGN-R7</b>	<b>Billboards</b>	
<b>All zones</b>	<b>1. Activity status:</b> Discretionary	<b>2. Activity status when compliance not achieved:</b> Not Applicable

<b>SIGN-R8</b>	<b>Digital signs</b>	
<b>All zones</b>	<b>1. Activity status:</b> Discretionary	<b>2. Activity status when compliance not achieved:</b> Not Applicable

<b>SIGN-R9</b>	<b>Any signs not otherwise listed in this table</b>	
<b>All zones</b>	<b>1. Activity status:</b> Discretionary	<b>2. Activity status when compliance not achieved:</b> Not Applicable

## Standards

SIGN-S1 <sup>4</sup>	Traffic safety for signs	
All zones	<p>1. All signs located along, within or that can be seen from a State Highway where the speed limit is 70km/h or more, must:</p> <ol style="list-style-type: none"> <li>a. Comply with all New Zealand Transport Agency Sign regulations; and</li> <li>b. Display the name and contact details of the person who erected the sign.</li> </ol> <p><u>Advisory Note: Applicants should contact NZTA shall be notified of all signage directed at State highway traffic to enable NZTA to apply to confirm compliance with relevant State highway signage standards.</u></p>	<p>2. <b>Activity status when compliance not achieved:</b> Restricted Discretionary</p> <p>3. <b>Matters over which discretion is restricted:</b></p> <ol style="list-style-type: none"> <li>a. Impacts on traffic safety;</li> <li>b. Any potential driver distraction; and</li> <li>c. Any potential effects on vehicle manoeuvring and access</li> </ol>

SIGN-S2	Sign size	
All zones	<p>1. Any temporary sign must not exceed a total area of 2m<sup>2</sup>. Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign.</p> <p>2. Any veranda sign must:</p> <ol style="list-style-type: none"> <li>a. Provide a clearance of at least 2.4m from the footpath to the bottom of the sign;</li> <li>b. Have a maximum height of 0.6m and a maximum depth of 0.25m;</li> <li>c. Be setback 0.5m from the front of the veranda;</li> <li>d. Be positioned at least 0.5m from the end of the veranda; and</li> <li>e. Be mounted at right angles to the kerb line.</li> </ol>	<p>3. <b>Activity status when compliance not achieved:</b> Restricted Discretionary</p> <p>4. <b>Matters over which discretion is restricted:</b></p> <ol style="list-style-type: none"> <li>a. The character and amenity values of the surrounding area;</li> <li>b. Any adverse cumulative effects.</li> </ol>
Outstanding Natural Character	<p>5. The maximum total sign area, excluding <del>official and</del> information signs, within coastal environment,</p>	<p>7. <b>Activity status when compliance not achieved:</b> Restricted Discretionary</p>

<sup>4</sup> NZTA [330.106]

<p><b>Area, High Natural Character Area, Outstanding Natural Feature, Outstanding Natural Landscape, Historic heritage buildings and items, Sites and areas of significance to Māori<sup>5</sup></b></p>	<p>Outstanding Natural Character Area, High Natural Character Area, Outstanding Natural Feature or, Outstanding Natural Landscape must not exceed 5m<sup>2</sup>.</p> <p>6. The maximum total sign area on scheduled historic heritage buildings or items or sites and areas of significance to Māori must not exceed 0.25m<sup>2</sup>.</p>	<p><b>8. Matters over which discretion is restricted:</b></p> <ul style="list-style-type: none"> <li>a. Adverse effects on the values, characteristics and qualities of the feature, landscape, or precinct;</li> <li>b. The specific values that apply to the site; and</li> <li>c. Any adverse cumulative effects.</li> </ul>
<p><b>Commercial zone, Industrial zone</b></p>	<p>9. The maximum total sign area, excluding <del>official and</del> information signs on any site must not exceed:</p> <ul style="list-style-type: none"> <li>a. 6m<sup>2</sup> where there is less than 24m road frontage width; or</li> <li>b. 0.25m<sup>2</sup> for every 1m of road frontage, up to a maximum area of 12m<sup>2</sup> where there is greater than 24m frontage width.</li> </ul>	<p><b>10. Activity status when compliance not achieved:</b> Restricted Discretionary</p> <p><b>11. Matters over which discretion is restricted:</b></p> <ul style="list-style-type: none"> <li>a. The impact on the character and amenity of the surrounding area; and</li> <li>b. Any adverse cumulative effects.</li> </ul>
<p><b>General residential zone, Open space zone<sup>6</sup></b></p>	<p>12. The total area of the sign on any site must not exceed 2m<sup>2</sup>, excluding <del>official and</del> information signs. Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign.</p>	<p><b>13. Activity status when compliance not achieved:</b> Restricted Discretionary</p> <p><b>14. Matters over which discretion is restricted:</b></p> <ul style="list-style-type: none"> <li>a. The impact on the character and amenity of the surrounding area; and</li> <li>b. Any adverse cumulative effects.</li> </ul>
<p><b>General rural zone, Rural lifestyle zone</b></p>	<p>15. The maximum total of sign area on any site, excluding <del>official and</del> information signs, must not exceed 3m<sup>2</sup>. Where a sign is double-sided, the maximum sign area is calculated as the area of one side of the sign.</p>	<p><b>16. Activity status when compliance not achieved:</b> Restricted Discretionary</p> <p><b>17. Matters over which discretion is restricted:</b></p> <ul style="list-style-type: none"> <li>a. The impact on the character and amenity of the surrounding area; and</li> <li>b. Any adverse cumulative effects.</li> </ul>

<sup>5</sup> Fish and Game [267.3] and [267.4]

<sup>6</sup> Fish and Game [267.3] and [267.4]

SIGN-S3	Free standing signs	
<p><b>Commercial zone, Industrial zone</b></p>	<p>1. All free-standing signs, including support structures must not exceed 4m in height measured from ground level.</p>	<p>2. <b>Activity status when compliance not achieved:</b> Restricted Discretionary</p> <p>3. <b>Matters over which discretion is restricted:</b></p> <ul style="list-style-type: none"> <li>a. The impact on the character and amenity of the surrounding area; and</li> <li>b. Any adverse cumulative effects.</li> </ul>
<p><b>All zones excluding: Commercial and Industrial zones</b></p>	<p>4. All free-standing signs, including support structures, must not exceed 3m in height measured from ground level.</p>	<p>5. <b>Activity status when compliance not achieved:</b> Restricted Discretionary</p> <p>6. <b>Matters over which discretion is restricted:</b></p> <ul style="list-style-type: none"> <li>a. The impact on the character and amenity of the surrounding area; and</li> <li>b. Any adverse cumulative effects.</li> </ul>

SIGN-S4	Number of signs	
<p><b>All zones<sup>7</sup></b></p>	<p>1. There must be no more than:</p> <ul style="list-style-type: none"> <li>a. Four permanent signs per site within the Commercial or Industrial zones, excluding <del>official</del>-of information signs; or</li> <li>b. Two permanent signs in all other zones, excluding <del>official</del>-of information signs.</li> </ul> <p>2. There must be no more than two temporary signs, or real estate signs per site.</p> <p>3. There must be no more than two permanent signs per site, except where a site has more than one road frontage, in which case signs are limited to a maximum of four permanent signs per site.</p> <p>4. <b>This standard does not apply to:</b></p> <ul style="list-style-type: none"> <li>a. Portable signs, including but not limited to, sandwich boards, teardrop flags or banners;</li> <li>b. Signs fixed to vehicles or trailers and signs on street furniture; and</li> <li>c. Signs located on a road or public place within the Kaipara District which are subject to the provisions of Kaipara District Council's bylaws.</li> </ul>	<p>5. <b>Activity status when compliance not achieved:</b> Restricted Discretionary</p> <p>6. <b>Matters over which discretion is restricted:</b></p> <ul style="list-style-type: none"> <li>a. The impact on the character and amenity of the surrounding area; and</li> <li>b. Any adverse cumulative effects.</li> </ul>

<sup>7</sup> Fish and Game [267.3] and [267.4]

