

## Hearing Statement for Signs - 11 March 2026

1. Good Morning Commissioners, my name is Katherine Overwater and I am the s42A reporting officer on the signs chapter of the Proposed District Plan.
2. The signs chapter, while small by comparison to other topics, attracted eight original submitters (with 28 individual submission points) and one further submitter (with one individual further submission point).
3. Overall, there was general support for the signs chapter from submitters, with the key concerns being raised in respect to the proposed provision SIGN-R4, the addition of a definition for 'Official Sign'; amending the definition for 'Information Sign' and the inclusion of an advice note in SIGN-S1.
4. My key recommendations to the panel today included in my s42A report are:
  - Removal of the term 'official sign' (a National Planning Standards definition) and its attendant definition, and the inclusion of the wording from the signs bylaw to the definition for 'information sign';
  - Included the wording 'hunter or angler access' to the definition of 'information sign'
  - Reject the request to remove the requirement for signs on or attached to a structure, fence or wall to be addressed in a separate rule from SIGN-R4; and for signs attached to a Building to be exempt from SIGN-S2 – Sign size and SIGN-S4- Number of signs;
  - Additional wording to the rule SIGN-R4.1.b for clarity 'where the business is operating'; and
  - Include advice note in SIGN-S1 to ensure New Zealand Transport Agency are notified of all signage directed at State Highway traffic.
5. I would also like to draw the panel's attention to some omissions from Appendix C relating to the definitions for this chapter which, include:
  - Advertising Sign;
  - Digital sign;
  - Fascia sign;
  - Flashing sign;
  - Free-standing sign;
  - Land Development sign;
  - Real Estate or Development sign;
  - Real Estate Sign;
  - Third Party Advertising Sign.

6. All of these definitions have been included in the PDP, but (to my knowledge) did not attract specific submissions on these definitions.
7. In my view, if the panel were minded that there is sufficient scope through this process (perhaps through plan integration), my suggestion would be to rationalise these definitions as several do not relate to any provisions in the plan and are therefore sitting as “orphan definitions”.
8. The panel will see from my recent addendum that Federated Farmers and New Zealand Transport Agency were satisfied with my recommendations made in **Appendix B (provided to the panel in word version)**. However Mr Badham on behalf of Foodstuffs New Zealand has disagreed with my recommendation and continues to request changes to SIGNS-R4 and SIGNS-S2 and S4.
9. The panel will see that I have not accepted the suggested changes to either the rule or the standards, simply because I do not consider this to be necessary given that the rule (SIGN-R4) is designed to capture all activities across all of the zones. I also do not think that it is necessary to create a separate rule for structures, fences and walls.
10. It is also clear to me from the examples given in Mr Badham’s evidence that Foodstuffs currently meet the rule and standards as proposed and while they “may” require consents for additional signage on their buildings if modified in the future, this would only be a Restricted Discretionary activity as proposed in the rules. In my view, a low level consent with the aim to ensure any visual effects for the activity are managed and mitigated through the matters discretion is restricted to is appropriate.
11. My concern is that if we make the changes as they have suggested, the exclusions would apply to all businesses and retailers across all zones in the District, which could mean increased signage and therefore more potentially unmanaged impacts if the plan is too permissive. If the panel do wish to explore this matter further, I am happy to do so.
12. On balance, I consider the signs chapter has now landed in a good position for the Kaipara District. It is simple and enabling, but requires consents for signage where effects need to be managed and aims to avoid any conflicts with the KDC bylaw.
13. I am now in your hands for any further questions on this topic.