

SIGN - Signs

Signs are an important and established means of communicating information for business and public/community purposes. In particular they provide directions, identify premises, assist businesses in selling goods and services, and promote local events and activities.

The size, location and design of *signs* all have the potential to generate adverse *effects* on the *amenity values* of the surrounding *environment*. Additionally, *signs* can become obtrusive, visually dominating or distracting to motorists particularly flags and banners adjoining the road *carriageway* and digital/electronic *signs* that contain moving or changing text or are flashing or blinking.

It is important therefore to recognise the need for suitably designed and located *signs* by allowing for some *signs* as *permitted activities* subject to specific standards. The purpose of these standards is to maintain the *amenity values* associated with the various *zones* in the District and maintain a safe and efficient *road* network with minimal driver distraction.

Note: in addition to the District Plan, the erection of *hoardings* on Kapiti Coast District Council land is controlled under the Council’s Public Places Bylaw 2010.

Note: for *signs* located on *state highways* or on private property near a *state highway* the New Zealand Transport Agency’s “Manual of Traffic Signs and Markings” and “Traffic Control Devices Manual” apply and are mandatory.

Strategic Context

The Primary Objectives that this chapter implements are:

- DO-01 - Tangata Whenua;
- DO-03 - Development Management;
- DO-04 - Coastal Environment;
- DO-08 - Strong Communities;
- DO-011 - Character and Amenity Values;
- DO-014 - Access and Transport; and
- DO-015 - Economic Vitality.

DO-01	Tangata Whenua	
To work in partnership with the <i>tangata whenua</i> of the District in order to maintain <i>kaitiakitanga</i> of the District’s resources and ensure that decisions affecting the natural <i>environment</i> in the District are made in accordance with the principles of Te Tiriti o Waitangi (Treaty of Waitangi).		
DO-03	Development Management	Amended 01 Sep 23 PC2
To maintain a consolidated urban form within existing urban areas and a limited number of identified growth areas, and to provide for the <i>development</i> of new urban areas where these can be efficiently serviced and integrated with existing townships, delivering:		

1. urban areas which maximise the efficient end use of energy and integration with infrastructure;
2. a variety of living and working areas in a manner which reinforces the function and vitality of centres;
3. an urban environment that enables more people to live in, and more businesses and community services to be located in, parts of the urban environment:
 - a. that are in or near a *Centre Zone* or other area with many employment opportunities; or
 - b. that are well serviced by existing or planned public or active transport; or
 - c. where there is high demand for housing or for business land relative to other areas within the urban environment;

while accommodating *identified qualifying matters* that constrain development;

4. resilient communities where development does not result in an increase in risk to life or severity of damage to property from natural hazard events;
5. higher residential densities in locations that are close to centres and public open spaces, with good access to public transport;
6. management of development in areas of special character or amenity in a manner that has regard to those special values;
7. sustainable natural processes including freshwater systems, areas characterised by the productive potential of the land, ecological integrity, identified landscapes and features, and other places of significant natural amenity;
8. an adequate supply of housing and areas for business/employment to meet the needs of the District's anticipated population which is provided at a rate and in a manner that can be sustained within the finite carrying capacity of the District;
9. management of the location and effects of potentially incompatible land uses including any interface between such uses; and
10. urban environments that support reductions in greenhouse gas emissions and are resilient to the current and future effects of climate change.

DO-O4 Coastal Environment

To have a coastal environment where:

1. areas of outstanding natural character and high natural character, outstanding natural features and landscapes, areas of *significant indigenous vegetation, and significant habitats of indigenous fauna* are identified and protected;
2. areas of outstanding natural character and high natural character are restored where degraded;
3. the effects of inappropriate subdivision, use and development are avoided, remedied, or mitigated;
4. public access to and along the coast to facilitate active and passive recreational use is maintained and enhanced while managing inappropriate vehicle access; and
5. Inappropriate development does not result in further loss of coastal dunes in the area mapped as the coastal environment.

DO-O8 Strong Communities

To support a cohesive and inclusive community where people:

1. have easy access and connectivity to quality and attractive public places and local social and community services and facilities;
2. have increased access to locally produced food, energy and other products and resources;
3. have improved health outcomes through opportunities for active living or access to health services; and
4. have a strong sense of safety and security in public and private spaces.

DO-O11 Character and *Amenity Values*

Amended 01

Sep 23 PC2

To recognise the unique character and *amenity values* of the District's distinct communities, while providing for character and *amenity values* to develop and change over time in response to the diverse and changing needs of people, communities and future generations, resulting in:

1. residential areas characterised by the presence of mature vegetation, a variety of built forms and *building densities*, the retention of landforms, and the recognition of unique community identities;
2. vibrant, lively *metropolitan* and *town centres* supported by higher density residential and mixed use areas;
3. *local centres*, village communities and employment areas characterised by high levels of amenity, accessibility and convenience;
4. productive rural areas, characterised by openness, natural landforms, areas and corridors of *indigenous vegetation*, and *primary production activities*; and
5. well managed interfaces between different types of land use areas (e.g. between living, working and rural areas) and between potentially conflicting land uses, so as to minimise adverse *effects*.

DO-O14 Access and Transport

To ensure that the transport system in the District:

1. integrates with land use and urban form and maximises accessibility;
2. improves the efficiency of travel and maximises mode choice to enable people to act sustainably as well as improving the resilience and health of communities;
3. contributes to a strong economy;
4. avoids, remedies or mitigates adverse *effects* on land uses;
5. does not have its function and operation unreasonably compromised by other activities;
6. is safe, fit for purpose, cost effective and provides good connectivity for all communities; and
7. provides for the integrated movement of people, goods and services.

DO-O15 Economic Vitality

To promote sustainable and on-going economic development of the local economy, including the rural sector, with improved number and quality of jobs and investment through:

1.
 1. encouraging *business activities* in appropriate locations within the District, principally through differentiating and managing various types of *business activities* both on the basis of the activity, and the potential local and strategic *effects* of their operation;
 2. reinforcing a compact, well designed and sustainable regional form supported by an integrated *transport network*;
 3. enabling opportunities to make the economy more resilient and diverse;
 4. providing opportunities for the growth of a low carbon economy, including clean technology;
 5. minimising *reverse sensitivity effects* on *business activities*, including *primary production activities*; and
 6. enhancing the amenity of *Working Zones*;

while:

2.
 1. ensuring that economic growth and development is able to be efficiently serviced by *infrastructure*;
 2. encouraging commercial consolidation and the co-location of community services and facilities primarily within the *Paraparaumu Sub-Regional Centre* and *Town Centres*; and
 3. managing contamination, pollution, odour, noise and glare, associated with *business activities*, including *primary production activities*.

The rules in this chapter apply to all land and activities in all *zones* unless otherwise specified.

Provisions in other chapters of the Plan may also be relevant.

Policies

SIGN-P1	Public Benefit
The public benefit of appropriately designed and located <i>signs</i> will be recognised.	
SIGN-P2	Character and Amenity of the Residential and Rural Zones
The type, size, location and design of <i>signs</i> will be managed to protect the landscape, character and <i>amenity values</i> of the Residential and Rural Zones.	
SIGN-P3	Character and amenity of the Working Zones
The type, size, location and design of <i>signs</i> will be managed to enable businesses to identify and advertise their business premises while minimising any adverse <i>effects</i> of such signage on the landscape, character and <i>amenity values</i> of the Working Zones.	
SIGN-P4	Safety
<ol style="list-style-type: none"> 1. The traffic safety benefits of appropriately designed and located <i>signs</i> will be recognised; and 2. <i>Signs</i> will be designed and located so they do not interfere with the safe and efficient use of <i>roads</i> (including <i>State Highways</i>) and pedestrian/cycle ways. 	
SIGN-P5	Sign Assessment Criteria
<p>In considering <i>resource consent</i> applications for activities which do not meet the <i>permitted activity</i> standards for <i>signs</i>, or <i>signs</i> that are not provided for as a <i>restricted discretionary activity</i> under this chapter, the <i>Council</i> shall have regard to the following matters to determine the appropriateness or otherwise of the proposed <i>sign</i>:</p> <p>Purpose</p> <ol style="list-style-type: none"> 1. the primary purpose and any secondary purposes of the <i>sign</i>. For example, to provide information to the community, to give directions, to attract attention, to advertise sponsorship, or private advertising; 2. the degree to which the <i>sign(s)</i> relate to activities on the <i>subject site</i> or in a nearby area; 3. the extent to which the proposed <i>sign</i> type is needed compared to a <i>sign</i> that complies with the <i>permitted activity</i> standards; 4. the extent to which any wider public benefit may result from the <i>sign</i> being displayed; <p>Location</p> <ol style="list-style-type: none"> 1. the <i>effects</i> of the bulk, location and placement of the <i>sign(s)</i> on a <i>subject site</i> or <i>building</i>, including existing and proposed <i>sign(s)</i>; <p>Character and Amenity</p> <ol style="list-style-type: none"> 1. the proposed location, size, design and content of any proposed <i>sign</i> and its consistency with the character and <i>amenity values</i> of the <i>subject site</i>, adjacent <i>subject sites</i> and the surrounding area; 2. the visual dominance and proliferation of the <i>sign(s)</i> and the number of <i>signs</i> already existing on the <i>subject site</i> and on adjacent <i>subject sites</i>; <p>Type of sign</p> <ol style="list-style-type: none"> 1. the colour, material and reflectivity of the <i>sign(s)</i>; 2. whether the <i>sign(s)</i> contain any offensive or objectionable material including any <i>conditions</i> of consent required to maintain the content of the <i>sign</i> in this respect; 3. whether the <i>sign</i> will or is likely to detract from the character and <i>amenity values</i> of the area; 	

Safety

1. the degree to which the *sign(s)* may adversely affect traffic and pedestrian/cyclist safety, including sightlines and any potential obstructions or distractions to pedestrians, cyclists and motorists;
2. the degree to which the *sign(s)* may adversely affect *aircraft operations* at the Kāpiti Coast Airport;
3. the degree of *effects* of the proposed *sign(s)* on the efficiency of the adjacent and surrounding *road* network;
4. any traffic safety benefits of having the proposed type of *sign(s)*; and

Cumulative Effects

1. any cumulative *effects* relating to any of the above.

Rules

SIGN-R1	<p><i>Signs</i> in all <i>zones</i> meeting the general <i>permitted activity</i> standards and the relevant zone-specific <i>permitted activity</i> standards.</p> <p>The following <i>signs</i> are excluded from this rule:</p> <ul style="list-style-type: none"> • <i>Signs</i> managed by rule SIGN-R10. <p><i>Sign measurement criteria</i> apply to activities under this rule.</p>
Permitted Activity	<p>Standards</p> <p><i>Sign Measurement Criteria:</i></p> <p>Where the area of a <i>sign</i> must be measured to assess against rules and standards within this chapter, the following measurement criteria must be followed:</p> <ol style="list-style-type: none"> a. In relation to 2-sided/double sided or 3-sided <i>signs</i>; the area of the <i>sign</i> is the combined total surface area of all sides/surfaces of the <i>sign</i>. b. Flags and banners that have lettering on one side only (with the other side of the material being plain/blank) shall be regarded as a single-sided <i>sign</i> c. Flags and banners that have lettering on both sides of the flag/banner or contain no text shall be regarded as a 2-sided/double sided <i>sign</i> d. Where the lettering, symbols or graphics are to be located on a surface such as a building, wall, fence or similar, the <i>sign</i> area is calculated by measuring the rectangular area which encloses all letters, symbols or graphics that make up the <i>sign</i>. e. A <i>sign</i> that has more than 3 sides or surface areas shall be considered a three dimensional sign. <p>General Permitted Activity Standards for signs in all zones</p> <ol style="list-style-type: none"> 1. All <i>signs</i> must be displayed on the <i>subject site</i> on which the activity will be undertaken on, and must not be allowed within the <i>legal road</i>, except: <ol style="list-style-type: none"> a. street name, directional and enforcement <i>signs</i> authorised by the road controlling authority and erected by or on behalf of the road controlling authority including <i>signs</i> authorised under any applicable bylaw; b. <i>road</i> marking, regulatory and warning <i>signs</i>, and any <i>signs</i> relating to the management of traffic within the District authorised by the road controlling

- c. decorative, festive, information or advertising *signs*, banners, or flags erected within *legal road* authorised by the road controlling authority and erected by or on behalf of the *Council*;
 - d. *signs* under verandahs provided for in rule SIGN-R8 as 'Sign type' (7) in SIGN-Table 2 'Additional standards for signs in the Working Zones';
 - e. sandwich board *signs* provided for in rule SIGN-R8 as 'Sign type' (10) in SIGN-Table 2 'Additional standards for signs in the Working Zones';
 - f. election *signs* in areas specified by resolution of Council; and
 - g. *community purpose event/charity event signs* provided for as a *permitted activity* in rule SIGN-R5.
2. All free-standing *signs* within 10 metres of a *vehicle access* must be setback at least 1.5 metres from the *road boundary*. This setback does not apply if the *sign*:
 - a. is less than 1 metre in *height*, measured from the *height* of the kerb closest to the *sign*; or
 - b. is clear and unobstructed (except for up to 2 posts necessary to structurally support the *sign*) up to at least 2.5m in *height* above the level of the kerb closest to the *sign*.
 3. In addition to Standard 2 above, all free-standing *signs* on a corner *subject site* must be set back at least 10 metres from the intersection of the two *roads*, measured from the edge of the intersecting kerbs to the nearest edge of the *sign*. This setback does not apply where such *signs* are clear and unobstructed (except for up to 2 posts necessary to structurally support the *sign*) up to at least 2.5m in *height* above the level of the kerb closest to the *sign*.
 4. All *signs* must have any external lighting permanently fixed (i.e. not flashing, blinking or changing) and directed solely at the *sign*.
 5. *Signs*, other than official road controlling and traffic management *signs* located within *legal road* and authorised by the road controlling authority, must not incorporate any reflective material.
 6. *Signs* must not be located and positioned for the purpose of being viewed from the airspace.
 7. *Signs* must not emit any sound.
 8. The total area of digital/electronic *signs* must not exceed 0.6m² and shall be limited to 2 non-moving or changing words, for example, 'We're Open' or 'Closed', or equivalent terminology, or 'Vacancy' or 'No Vacancy', or equivalent terminology.

Note: Digital/electronic *signs* that contain moving or changing text are a *non-complying activity* under SIGN-R17.
 9. Electronic/digital *signs* located within the Airport Zone or within 20 metres of the Airport Zone must not:
 - a. be flashing; or
 - b. be blinking; or
 - c. be rotating; or
 - d. contain moving or changing text, symbols or graphics; or
 - e. be turned on between the hours of 10pm and 7am (inclusive).

Note: for all types of signage proposed to be located in the Airport Zone or within the vicinity of the Airport Zone, please refer to the *Permitted Activity Standards for the Airport Zone* for maximum *height* standards.

	<p>10. Electronic/digital <i>signs</i> located within the <i>Residential Zones</i> or on a <i>subject site</i> adjacent to or adjoining (and facing) a <i>Residential Zone</i> must not be:</p> <ol style="list-style-type: none"> be flashing; or be blinking; or be rotating; or contain moving or changing text, symbols or graphics; or be turned on between the hours of 7pm and 7am (inclusive). <p>11. Within 50 metres of any intersection with a <i>Strategic Arterial Route</i>, <i>signs</i> must not:</p> <ol style="list-style-type: none"> be free-standing; exceed a maximum of 1 <i>sign</i> per <i>road</i> frontage of any <i>subject site</i>; incorporate any reflective material; be flashing or blinking, illuminated, or contain moving or changing text; or mimic the design, wording, graphics, shape or colour of an official <i>road sign</i>. <p>12. <i>Signs</i> located within 75 metres of a <i>Strategic Arterial Route</i> with a speed limit of 80-100km/hr must not:</p> <ol style="list-style-type: none"> be free-standing; exceed a maximum of 1 <i>sign</i> per <i>road</i> frontage of any <i>subject site</i>; incorporate any reflective material; be flashing or blinking, illuminated, moving or changing; or mimic the design, wording, graphics, shape or colour of an official <i>road sign</i>. <p>Note: Consultation with the New Zealand Transport Agency (NZTA) is recommended for <i>signs</i> that do not comply with standards 11 or 12 above.</p> <p>13. The activity must comply with all relevant <i>permitted activity</i> standards within INF-PNU.</p> <p>14. The activity complies with all other relevant <i>permitted activity</i> rules and <i>permitted activity</i> standards in all other chapters (unless otherwise specified).</p> <p>Note: See NH-FLOOD-R2 for separation of <i>buildings</i> and <i>structures</i> from <i>waterbodies</i> standards.</p>	
SIGN-R2	Election <i>signs</i> (local body/ national) in all <i>zones</i> .	Amended 1 Oct 24 PC1F
Permitted Activity	<p>Standards</p> <ol style="list-style-type: none"> The total area of election signage per person or party (whichever is the lesser) on an approved <i>subject site</i> or on private property must not exceed 3.0m². <p>Note: A list of approved <i>subject sites</i> is included in the Council's Candidate Information Handbook a copy of which is available from the Council's Service Centres or on the Council's website.</p> <ol style="list-style-type: none"> Election <i>signs</i> must be single faced i.e. one display face only, not 'V' or other multi-faced <i>signs</i>. Election <i>signs</i> must not exceed 1.8 metres in <i>height</i> (above <i>original ground level</i>). 	

	<p>4. Elections <i>signs</i> must meet the requirements of the Electoral (Advertisements of a Specified Kind) Regulations 2005.</p> <p>5. Election <i>signs</i> must only be erected and displayed during the period beginning 2 months before polling day and ending with the close of the day before polling day.</p> <p>Note: This rule only applies outside the timeframes specified in Section 221B (1) of the Electoral Act 1993 and Regulation 4 of the Electoral (Advertisements of a Special Kind) Regulations 2005.</p>
SIGN-R3	Garage sale and open home <i>signs</i> in all zones.
Permitted Activity	<p>Standards</p> <ol style="list-style-type: none"> 1. There shall be a maximum of one <i>sign</i> in relation to one garage sale or one open home. 2. The <i>sign</i> must be located on the <i>subject site</i> of the garage sale or open home. 3. The total area of the <i>sign</i> must not exceed 1.0m² except for real estate flags which shall have a maximum width of 1.0 metre and shall not exceed 2.0 metres in <i>height (above original ground level)</i>. 4. The <i>sign</i> must be removed at the conclusion of the garage sale or open home. 5. The <i>sign</i> shall contain a maximum of 6 words.
SIGN-R4	<p><i>Signs</i> for the following activities in all zones:</p> <ul style="list-style-type: none"> • <i>Community facilities,</i> • <i>Places of recreation;</i> • Civic offices; • Community centres; • Community libraries; • The display of information to the public for the purposes of welfare, care, safety and culture; • Courthouses; and • Public toilets
Permitted Activity	<p>Standards</p> <ol style="list-style-type: none"> 1. Signs must not: <ol style="list-style-type: none"> a. exceed 1.8 metres in <i>height (above original ground level)</i>; b. exceed 2.0m² in area, except in the <i>Residential Zones</i> and <i>Rural Zones</i>, where <i>signs</i> must not exceed 1.2m² in area; c. exceed more than one <i>sign</i> per <i>road</i> frontage (except on <i>places of recreation</i>). This shall exclude public safety <i>signs</i>, warning <i>signs</i>, directional <i>signs</i> and emergency management <i>signs</i> that relate to the <i>place of recreation</i> within which the <i>sign</i> is located and that are erected by or on behalf of the Council; d. be located anywhere other than on the <i>subject site</i> of the facility or <i>place of recreation</i> that the <i>sign</i> relates to; and e. contain text, symbols and graphics on the <i>signs</i> except for: <ol style="list-style-type: none"> i. The name or logo of the facility or <i>place of recreation</i>; and ii. Information or images of the grounds/premises of the facility or <i>place of recreation</i> and the goods/services/activities offered by the facility or <i>place of recreation</i>; and iii. Hours of Operation.
SIGN-R5	Community purpose event/ charity event <i>signs</i> in all zones.

Permitted Activity	<p>Standards</p> <ol style="list-style-type: none"> 1. The total number of <i>signs</i> throughout the District in relation to one community purpose event/ charity event must not exceed 12. 2. There must be a maximum of 1 <i>sign</i> in relation to one community purpose event/charity event per <i>subject site</i>. 3. The total area of <i>community purpose event/charity event signs</i> on a <i>subject site</i> must not exceed 1.6m². 4. <i>Signs</i> must not exceed 1.8 metres in <i>height</i> (above <i>original ground level</i>) except for <i>signs</i> attached to a fence adjoining a <i>road boundary</i> where the <i>sign</i> must not protrude above the top of the fence line. <p>Note: In accordance with the 'General Permitted Activity Standards for <i>signs</i> in all zones' in SIGN-R1 standard 1 (above), regarding the location of <i>signs</i> for a <i>community purpose event/charity event</i> is not restricted to the <i>subject site</i> of the activity/event. However, any signage located within <i>legal road</i>, <i>road reserve</i>, or other <i>Council-owned</i> land is required to obtain the written consent of the <i>Council</i> prior to any signage being erected.</p> <ol style="list-style-type: none"> 5. <i>Signs</i> shall be erected and displayed only during the period beginning 30 days before the first day of the event and removed within 3 days of the conclusion of the event. 6. <i>Signs</i> must be restricted to text, symbols, logos and images/graphics that inform the general public of: <ol style="list-style-type: none"> a. the name of the event (if relevant); b. the business/company/individual/charity hosting or managing the event; c. sponsors involved with supporting the event; d. the days, dates and times of the event; e. the activities, goods and services offered at the event; and f. the website address for the event (if relevant). 7. <i>Signs</i> must not contain any contact numbers or email addresses.
SIGN-R6	<i>Signs on or within historic heritage features.</i>
Permitted Activity	<p>Standards</p> <ol style="list-style-type: none"> 1. <i>Signs</i> attached to <i>historic heritage features</i> identified as New Zealand Heritage List/Rārangi Kōrero Category 1 or 2 are not permitted except for: <ol style="list-style-type: none"> a. plaques or <i>signs</i> not exceeding 0.5m² in area attached to a <i>scheduled historic building</i> that identify the <i>scheduled historic building</i>; b. plaques or <i>signs</i> not exceeding 1.0 metres in <i>height</i> (above <i>original ground level</i>) and not exceeding 0.5m² in area that identify the <i>historic heritage feature</i>; c. plaques or <i>signs</i> not exceeding 0.2m² in area attached to a <i>scheduled historic structure</i> or a <i>notable tree</i>, that identify the <i>structure</i> or <i>notable tree</i>; and d. plaques or <i>signs</i> located within 0.5 metres of a <i>scheduled historic structure</i> or <i>notable tree</i> and not exceeding 1.0 metres in <i>height</i> (above <i>original ground level</i>) and not exceeding 0.2m² in area that identify the <i>structure</i> or tree. 2. <i>Signs</i> attached to any other <i>scheduled historic building</i> and freestanding <i>signs</i> on any <i>scheduled historic site</i> must meet the following standards:

	<ol style="list-style-type: none"> a. <i>signs</i> must only relate to the activity undertaken on the <i>subject site</i> or be for the purpose of identifying the <i>scheduled historic building</i> or <i>site</i>; b. <i>signs</i> for the purpose of identifying a <i>scheduled historic building</i> or <i>scheduled historic site</i> must not exceed 0.5m² in area; c. there shall be a maximum of 1 <i>sign</i> per <i>road</i> frontage; d. the <i>sign</i> must not be above verandah level, or where there is no verandah, must not exceed 2.0 metres in <i>height</i> from <i>original ground level</i>; and e. the <i>sign</i> must not obscure any window, or architectural or decorative feature on the <i>scheduled historic building</i>; f. the <i>sign</i> must not cause irreversible damage to the original material of the <i>scheduled historic building</i> or result in the removal of any decorative features or detailing; and g. the <i>sign</i> complies with the relevant maximum permitted area standard for the activity occurring on the <i>subject site</i>, as set out in this chapter.
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SIGN-R7	<i>Signs in the Rural Zones and the Residential Zones</i>
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Permitted Activity	<p>General Permitted Activity Standards for Signs in the Rural Zones and the Residential Zones</p> <ol style="list-style-type: none"> 1. The maximum <i>height</i> (above <i>original ground level</i>) of <i>signs</i> is 1.8 metres, except for <i>signs</i> attached to a fence adjoining a <i>road boundary</i> where the <i>sign</i> must not protrude above the top of the fence line. 2. <i>Signs</i> shall contain a maximum of 6 words and shall not include any contact numbers, website links or email addresses. <p>Note: any numbers or letters pertaining to the address of the <i>property</i> that is contained in a <i>sign</i> shall be counted as one word.</p> <ol style="list-style-type: none"> 3. The following sign-specific standards listed in SIGN-Table 1 apply:
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SIGN-Table 1 - Additional Sign-specific Standards for Signs in the Rural Zones and the Residential Zones:	Sign Type	Standards
	Property identification <i>signs</i>	<ol style="list-style-type: none"> 1. One <i>sign</i> per property which must: <ol style="list-style-type: none"> a. not exceed of 0.20m² in area; and b. be located near the entrance to the <i>site</i> or attached to the <i>residential building</i> on the <i>site</i> or the letterbox or on the <i>property boundary</i> fence provided that the <i>sign</i> does not protrude above the <i>height</i> of the fence line.
	Property sale/for lease <i>signs</i>	<ol style="list-style-type: none"> 2. One <i>sign</i> per property which must: <ol style="list-style-type: none"> a. not exceed 1.2m² in area for a single-sided <i>sign</i> or 2.4m² in area for a 2-sided <i>sign</i>; and b. be removed no later than 10 days after the <i>property</i> has been sold, leased or withdrawn from the market.
	<i>Home business signs in the Residential Zones</i>	<ol style="list-style-type: none"> 3. One <i>sign</i> per property which must not: <ol style="list-style-type: none"> a. exceed 0.5m² in area; b. exceed 1.8 metres in <i>height</i> (above <i>original ground level</i>), unless the <i>sign</i> is attached to a fence adjoining a <i>road boundary</i> whereby the <i>sign</i> shall not protrude above the top

		<p>of the fence line; and</p> <p>c. include any other lettering, characters or symbols on the <i>sign</i> except the name/logo of the operator/business, the occupation/activity, and the hours of operation.</p> <p>d. advertise prostitution or related activities.</p>																
	<i>Home business signs in the Rural Zones</i>	<p>4. One <i>sign</i> per property which must not:</p> <p>a. exceed 1.0 m² in area;</p> <p>b. exceed 1.8 metres in <i>height</i> (above <i>original ground level</i>), unless the <i>sign</i> is attached to a fence adjoining a <i>road boundary</i> whereby the <i>sign</i> shall not protrude above the top of the fence line; and</p> <p>c. include any other lettering, characters or symbols on the <i>sign</i> except the name/logo of the operator/business, the occupation/activity; and the hours of operation.</p>																
	<i>Roadside stalls and retail outlets in the Rural Zones</i>	<p>5. The total area of all <i>signs</i> must not exceed 2.4m²;</p> <p>6. There shall be a maximum of 6 words per <i>sign</i> limited to:</p> <p>a. the name of the business/ activity;</p> <p>b. type of goods; and</p> <p>c. the words 'Open' or 'Closed'.</p> <p>7. <i>Signs</i> shall use a colour combination for the background, wording and legend that are not similar to those used for any official <i>road sign</i> or traffic <i>sign</i>;</p> <p>8. Signs must not incorporate reflective materials, internal or external illumination, or moving, changing, flashing or animated parts.</p> <p>9. There must be a minimum gap of 50 millimetres between lettering; and</p> <p>10. The following minimum capital letter size standards apply to roadside stalls and retail outlet signs located adjacent to any road with a 70-100 km/hr speed zone (mm = millimetres; and kph = kilometres per hour):</p> <table border="1"> <thead> <tr> <th>Speed</th> <th>Main Message</th> <th>Property Name</th> <th>Second Message</th> </tr> </thead> <tbody> <tr> <td>70 kph</td> <td>200 mm</td> <td>150 mm</td> <td>100 mm</td> </tr> <tr> <td>80 kph</td> <td>250 mm</td> <td>175 mm</td> <td>125 mm</td> </tr> <tr> <td>100 kph</td> <td>300 mm</td> <td>200 mm</td> <td>150 mm</td> </tr> </tbody> </table>	Speed	Main Message	Property Name	Second Message	70 kph	200 mm	150 mm	100 mm	80 kph	250 mm	175 mm	125 mm	100 kph	300 mm	200 mm	150 mm
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70 kph	200 mm	150 mm	100 mm															
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SIGN-R8	<i>Signs in the Working Zones.</i>
Permitted Activity	<p>Standards</p> <p>General Permitted Activity Standards for Signs in the Working Zones.</p> <p>1. The maximum total area of signage per business premises/tenancy shall not exceed 5m² excluding sale of <i>property</i>/for lease <i>signs</i>, <i>community purpose event/charity event signs</i>, election <i>signs</i> and moveable footpath <i>signs</i>.</p> <p>2. In addition to the signage provisions set out in standard 1 above, subject sites may have a maximum of 1 free-standing <i>sign</i> per <i>road</i> frontage provided that:</p>

- a. each free-standing *sign* must not exceed 6 metres in *height* (above *original ground level*);
 - b. each free-standing *sign* must not exceed 5m² in area; and
 - c. lettering and symbols on each free-standing *sign* are limited to:
 - i. name and logo of the *subject site* or business complex (if relevant); and
 - ii. names and logos of businesses operating from the *subject site*; and
 - iii. hours of operation.
3. The following sign-specific standards listed in SIGN-Table 2 apply:

SIGN-Table 2 - Additional Sign-specific Standards for Signs in the Working Zones	Sign Type	Standards
	Sale of property/for lease <i>signs</i> .	<ol style="list-style-type: none"> 1. Maximum of 1 <i>sign</i> per <i>road</i> 2. Single sided <i>signs</i> must not exceed 2.0m² in area. 3. 2-sided/double sided <i>signs</i> must not exceed 4.0m² in area. 4. The maximum <i>height</i> of free-standing <i>signs</i> must be 4 metres above <i>original ground level</i>. 5. The maximum <i>height</i> of <i>signs</i> attached to a <i>building</i>, excluding <i>minor buildings</i>, or a fence, must not protrude above the top of the roof/fence line. 6. <i>Signs</i> must be removed no later than 10 days after the property has been sold, leased or withdrawn from the market.
	Free standing directional <i>signs</i> directing vehicles into/out of a <i>subject site</i> .	<ol style="list-style-type: none"> 1. Free-standing <i>signs</i> for the purpose of directing traffic into/out of a <i>subject site</i> must: <ol style="list-style-type: none"> a. not exceed 1.0 metre in <i>height</i> (above <i>original ground level</i>); b. not exceed 0.5m² in area; and c. be limited to directional arrows and the words 'Entry' or 'Exit' or equivalent terminology.
	<i>Signs</i> associated with advertising developers/ trade companies on <i>subject sites</i> under construction.	<ol style="list-style-type: none"> 1. Maximum of 1 <i>sign</i> per <i>road</i> frontage provided that: <ol style="list-style-type: none"> a. the <i>signs</i> do not exceed 2.0m² in area each; and b. lettering/symbols contained in the <i>signs</i> are limited to the name of the tradesperson/company connected to the construction, alteration, <i>demolition</i>, or <i>development</i> occurring on the <i>subject site</i>; and the new proposed activity for the <i>subject site</i> (if relevant); and c. all <i>signs</i> are removed at the completion of the construction/ <i>demolition</i>
	Wall or window <i>signs</i> on the ground floor level of any <i>building</i> .	<ol style="list-style-type: none"> 1. Signs parallel to walls or windows shall:

		<ol style="list-style-type: none"> a. have a maximum area of 20% of the wall or window area or the maximum area of signage provided for in the 'General <i>Permitted Activity Standards for signs in the Working Zones</i>', whichever is the lesser; and b. not protrude more than 50mm from the wall to which it is attached. <ol style="list-style-type: none"> 2. Signs protruding out from a wall at a 90° angle must: <ol style="list-style-type: none"> a. be located a minimum of 2.5 metres above the level of the footpath; and b. not protrude more than 500 millimetres from the wall to which it is attached; and c. not exceed 1m² in area.
	<p><i>Signs above the ground floor level of any building.</i></p>	<ol style="list-style-type: none"> 1. There shall be a maximum of one* <i>sign</i> above ground floor level per wall/facade which can be either: <ol style="list-style-type: none"> a. a single-sided <i>sign</i> parallel to the wall of the <i>building</i> which shall not exceed the maximum area of signage provided for in the 'General <i>Permitted Activity Standards for signs in the Working Zones</i>'; or b. a 2-sided <i>sign</i> located above and perpendicular to the ground floor verandah (if there is one) which shall not exceed the maximum area of signage provided for in the 'General <i>Permitted Activity Standards for signs in the Working Zones</i>'. <p>*Note: the maximum of one <i>sign</i> required by this standard is in addition to the permitted parapet <i>signs</i> provided for in this rule.</p>
	<p><i>Signs attached to roofs of single storey buildings.</i></p>	<ol style="list-style-type: none"> 1. The total area of <i>signs</i> attached to roofs per <i>subject site</i> must not exceed the maximum area of signage provided for in the 'General <i>Permitted Activity Standards for signs in the Working Zones</i>'. 2. The maximum <i>height</i> of any <i>sign</i> attached to a roof shall be 4 metres above <i>original ground level</i>.
	<p><i>Signs under verandahs.</i></p>	<ol style="list-style-type: none"> 1. Signs must not be located under a verandah where the distance between the footpath and veranda is less than 2.6 metres. 2. The minimum clearance under the <i>sign</i> must be 2.3 metres. 3. Any <i>sign</i> can protrude a maximum of 300 millimetres below the verandah. 4. The number of <i>signs</i> mounted under the verandah must not exceed one <i>sign</i> per

		<p>business premise, except where:</p> <ol style="list-style-type: none"> a. the business premise has frontage to more than one <i>road</i> in which case there shall be a maximum of one under verandah <i>sign</i> per <i>road</i> frontage, per business premise; b. the business premise has more than one entrance in which case there shall be a maximum of one under verandah <i>sign</i> per entrance, per business premise; or c. the business premise has a <i>road</i> frontage in excess of 10 metres in which case there shall be a maximum of one under verandah <i>sign</i> for each additional 10 metres of <i>road</i>
	<i>Parapet Signs.</i>	<ol style="list-style-type: none"> 1. The total area of parapet <i>signs</i> per <i>building</i> (regardless of the number of tenancies/business premises within that <i>building</i>) shall be no more than 50% of the parapet area or the maximum area of signage provided for in the 'General <i>Permitted Activity Standards</i> for <i>signs</i> in the <i>Working Zones</i>', whichever is the lesser.
	<i>Fascia Signs.</i>	<ol style="list-style-type: none"> 1. The <i>sign</i> must be parallel to the fascia; and 2. The <i>sign</i> must not extend beyond the surface area of the fascia.
	<i>Sandwich boards and-moveable footpath signs.</i>	<ol style="list-style-type: none"> 1. One <i>sign</i> shall be permitted per business premises. 2. There must be a clear, unobstructed footpath width of at least 1.2 metres when the <i>sign</i> is on the footpath at all times. 3. The <i>sign</i> must be located on the same side of the <i>road</i> as the business premises to which it relates and be located in the area parallel to the business premises' frontage. 4. The <i>sign</i> must not be located in or directly adjacent to any area marked as a bus stop, taxi stand, disability park or pedestrian crossing. 5. The total <i>height</i> of the sandwich board including the base must not exceed 900 millimetres (from <i>original ground level</i>). 6. The width of the <i>sign</i> measured at any location including the base must be equal to or less than 600 millimetres. 7. The <i>sign</i> must be sufficiently weighted to ensure it remains secure in location. 8. The base of the <i>sign</i> must be a substantially different colour than the pavement. 9. Folding sandwich boards must be able to be locked in the open position. 10. The <i>sign</i> must be free from sharp edges,

		<p>protrusions and moving parts.</p> <p>Flags and banners.</p> <ol style="list-style-type: none"> 1. There must be no more than one flag or banner per business premise/tenancy with up to a maximum of four flags or banners per <i>subject site</i>. 2. Flags and banners attached to <i>buildings</i>, excluding <i>minor buildings</i>, or fences must not protrude above the top of the roof line of a <i>building</i> or the fence line of a fence. 3. The maximum <i>height</i> of free-standing flags shall be 1.5 metres above <i>original ground level</i>. 4. Flags and banners shall have a maximum width of 1.0 metre. <p>Note: flags and banners are required to be fully contained within the subject business premises/tenancy <i>subject site</i> boundaries. Care should be taken when locating flags or banners within a <i>subject site</i> to ensure that, when windy, they do not encroach into <i>legal road</i> or onto adjacent <i>subject sites</i>.</p>
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SIGN-R9	Signs in the Paraparaumu North Gateway Precinct (within the <i>Mixed Use Zone</i>).
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<p>Permitted Activity</p>	<p>Standards</p> <ol style="list-style-type: none"> 1. There may be an unlimited number of <i>signs</i> per <i>subject site</i> (unless specifically stated below) provided that: <ol style="list-style-type: none"> a. The maximum area of <i>signs</i> per business premises/tenancy does not exceed 5m²; and b. Text, symbols and graphics on the <i>signs</i> is limited to: <ol style="list-style-type: none"> i. the name and logo of the <i>site</i> or business complex (if relevant); and ii. the names and logos of businesses operating from the <i>site</i>; and iii. information and images of the business premises and the goods/services/activities offered by the business premises/tenancy; and iv. hours of operation. 2. <i>Signs</i> must not protrude above the top of the roof line of the <i>building</i>, excluding <i>minor buildings</i>. 3. Any electronic/digital <i>signs</i> must not: <ol style="list-style-type: none"> a. be flashing; or b. be blinking; or c. contain moving or changing text, symbols or graphics; or d. be turned on between the hours of 10pm and 6am (inclusive). 4. All <i>signs</i> visible from a <i>Strategic Arterial Route</i> must: <ol style="list-style-type: none"> a. use no more than 6 words or symbols and have a minimum letter <i>height</i> of 160 millimetres; and b. be located so as to provide an unrestricted view to the motorist for a minimum
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distance of 180 metres.

5. The following sign-specific standards listed in SIGN-Table 3 apply:

SIGN-Table	Sign Type	Standards
SIGN-Table 3 - Additional Sign-specific Standards for signs in the Paraparaumu North Gateway Precinct	Free standing <i>subject site</i> identification/ advertising signs	<ol style="list-style-type: none"> 1. Maximum of one free-standing <i>sign</i> per <i>road</i> frontage; 2. <i>Signs</i> must not exceed 5 metres in <i>height</i> (above <i>original ground level</i>); and 3. Lettering and symbols on the <i>sign</i> is limited to: <ol style="list-style-type: none"> a. name and logo of the <i>subject site</i> or business complex (if relevant); and b. names and logos of businesses operating from the <i>subject site</i>; and c. hours of operation.
	Sale of <i>property</i> /for lease signs.	<ol style="list-style-type: none"> 1. Single sided <i>signs</i> must not exceed 2.0m² in area. 2. 2-sided <i>signs</i> must not exceed 4.0m² in area. 3. The maximum <i>height</i> of any free-standing sale of <i>property</i>/for lease <i>sign</i> above ground level shall be 4 metres above <i>original ground level</i>. 4. The maximum <i>height</i> of any sale of <i>property</i>/for lease <i>sign</i> attached to a <i>building</i>, excluding <i>minor buildings</i>, or fence, must not protrude above the top of the roof/fence line. 5. <i>Signs</i> must be removed no later than 10 days after the <i>property</i> has been sold, leased or withdrawn from the market.
SIGN-R10	<p>The following types of <i>signs</i> are permitted activities:</p> <ol style="list-style-type: none"> 1. The use of corporate colours painted on buildings as a means of identifying a premise, unless subject to a design guide or design standards; 2. <i>Signs</i> that may be erected under the Resource Management Act and Regulations for the purpose of public notification; and 3. Any text, symbols or graphics painted on or attached to any vehicle or trailer with a current registration and warrant of fitness, provided that it is not parked for the primary purpose of directing attention to any <i>subject site</i>, business premise, person, company, activity, political/topical issue or vehicle sale 	
Permitted Activity	Note: Rule SIGN-R1 does not apply to signs managed by this rule.	
SIGN-R11	Except as provided for under SIGN-R11 to SIGN-R13, any <i>sign</i> that is expressly provided for as a <i>permitted activity</i> in this chapter but does not meet one or more of the general <i>permitted activity</i> standards or the relevant <i>zone-specific permitted activity</i> standards.	
Restricted Discretionary Activity	<p>Criteria for notification</p> <p>The NZTA will be considered an affected party for any <i>resource consent</i></p>	<p>Matters of Discretion</p> <ol style="list-style-type: none"> 1. Visual <i>effects</i>. 2. <i>Effects</i> on transport (including the

	<p>application received for signage that does not meet general <i>permitted activity</i> standards 11 or 12 as set out in SIGN-R1.</p>	<p><i>transport network</i>).</p> <ol style="list-style-type: none"> 3. Traffic <i>effects</i>. 4. Public safety. 5. Appropriateness of the proposed <i>sign</i>. 6. Context and surroundings. 7. Visual, character and amenity <i>effects</i>. 8. Cumulative <i>effects</i>. 9. Any positive <i>effects</i> to be derived from the proposed <i>sign</i>. 10. Size of the <i>sign(s)</i>. 11. Location of the <i>sign(s)</i>. 12. The robustness and frangibility of the <i>sign(s)</i>, including the materials used to construct the <i>sign(s)</i> and method of attachment. 13. Content of the <i>sign(s)</i>, including number and size of words, symbols and graphics and the complexity of the content. 14. Necessity for the <i>sign(s)</i>.
SIGN-R12	<p><i>Signs on a scheduled historic building or structure, or within a scheduled historic site or scheduled historic area, except as provided for in SIGN-R13 below or where specified as a non-complying activity.</i></p>	
Restricted Discretionary Activity	Standards	Matters of Discretion
		<ol style="list-style-type: none"> 1. <i>Effect on historic heritage values.</i> 2. <i>Effect on visual, character and amenity.</i> 3. Colour and materials of proposed <i>building or structures.</i> 4. Layout, design and location of proposed <i>building or structures.</i> 5. <i>Effects on context and surroundings.</i>
SIGN-R13	<p><i>Signs on a scheduled historic building or structure, or within a scheduled historic site or a scheduled historic area which are identified on the New Zealand Heritage List/Rārangī Kōrero as Category 1 or 2 that do not meet one or more of the permitted activity standards in SIGN-R6 standard (1)</i></p>	
Restricted Discretionary Activity	Standards	Matters of Discretion
	<ol style="list-style-type: none"> 1. <i>Signs must not exceed the maximum height and size requirements as set out in the permitted activity standards for signs on historic heritage features in SIGN-R6.</i> 2. <i>Signs must not cause irreversible damage to the original material of the scheduled historic building, or result in the removal of any decorative features or detailing.</i> 	<ol style="list-style-type: none"> 1. Any impacts on the character of the façade of the <i>scheduled historic building.</i> 2. The method of attachment to the <i>scheduled historic building.</i> 3. Whether the location of the <i>sign</i> is in a place that would traditionally be used as advertising areas. 4. Whether the <i>sign</i> is compatible with the heritage value of the <i>scheduled historic building</i> or the <i>subject site</i> on which it is placed including its scale, dimensions, materials, colour and

		<p>location.</p> <ol style="list-style-type: none"> 5. Whether the <i>sign</i> obscures any significant views, areas and <i>historic heritage features</i>. 6. Whether the <i>sign</i> is dominating in appearance or detracts from the historic significance of the place. 7. Whether the <i>sign</i> obscures any window, or architectural or decorative feature on the <i>scheduled historic building</i>. 8. Whether the proposed <i>sign</i> will result in undue visual clutter. 9. Whether the <i>sign</i> relates to the activity undertaken on the <i>subject site</i> or is for the purpose of identification of the heritage <i>subject site</i>.
SIGN-R14	Free-standing <i>signs</i> within the Ōtaki South Precinct that are visible from a <i>Strategic Arterial Route</i> .	
Restricted Discretionary Activity	Standards	Matters of Discretion
		<ol style="list-style-type: none"> 1. Traffic <i>effects</i>. 2. Visual and amenity <i>effects</i>.
SIGN-R15	Any <i>sign</i> not otherwise provided for as a <i>permitted activity</i> , a <i>restricted discretionary activity</i> , or a <i>non-complying activity</i> in this chapter.	
Discretionary Activity		
SIGN-R16	<i>Signs</i> on <i>scheduled historic buildings</i> or <i>structures</i> , <i>scheduled historic sites</i> or <i>scheduled historic areas</i> identified on the New Zealand Heritage List/ Rārangī Kōrero as Category 1 or 2 that do not meet one or more of the <i>restricted discretionary activity</i> standards in SIGN-R13	
Discretionary Activity		
SIGN-R17	<p><i>Signs</i> (excluding those expressly provided for as a <i>permitted activity</i> in this chapter) that:</p> <ol style="list-style-type: none"> 1. are located within <i>legal road</i>; 2. are on or attached to motor vehicles, trucks, trailers, caravans or another type of supporting <i>structure</i> or device and located anywhere other than on the <i>subject site</i> to which the activity advertised in the <i>sign</i> takes place; 3. are digital/electronic in nature and are flashing, blinking or contain moving or changing text or graphics and form the background to any traffic signals, or conflict with the colour, shape, design or wording of any official traffic control <i>sign</i>; 4. are red or green in colour and form the background to any traffic signals, or conflict with the colour, shape, design or wording of an official traffic control <i>sign</i>; or 5. incorporates reflective material and is located adjacent to a <i>Strategic Arterial Route</i>. 	
Non-Complying		

