

10.0	SIGNS	1
10.1	INTRODUCTION.....	1
10.2	ISSUES	1
10.3	OBJECTIVES	1
10.4	POLICIES.....	2
10.5	METHODS OF IMPLEMENTATION.....	4
10.5.1	OTHER LEGISLATION	4
10.5.2	REGULATION.....	5
10.6	RULES FOR DISPLAY OF SIGNS	6
10.6.1	LOCATION.....	6
10.6.2	LIGHTING AND GLARE.....	6
10.6.3	CONTENT AND DESIGN	6
10.6.4	DURATION OF DISPLAY	7
10.6.5	SIGNS IN THE ROAD RESERVE.....	7
10.6.6	HERITAGE	7
10.7	ALL ZONES (EXCLUDING SITES SUBJECT TO RULE 10.8)	9
10.7.1	PERMITTED ACTIVITIES	9
10.7.1.1	<i>Community signs</i>	9
10.7.1.2	<i>Temporary signs that advertise the intention to sell, lease or auction land or buildings</i>	9
10.7.1.3	<i>Temporary signs that advertise construction activities or the intention to subdivide and sell land</i>	9
10.7.1.4	<i>Temporary signs that advertise a forthcoming gala, sporting or other non-commercial public event</i>	9
10.7.1.5	<i>Temporary signs that advertise an electoral candidate or party</i>	9
10.7.1.6	<i>Official Signs</i>	10
10.7.2	RESTRICTED DISCRETIONARY ACTIVITIES	10
10.7.2.1	<i>Signs listed as Permitted activities which do not comply with respect to:</i>	10
10.7.3	DISCRETIONARY ACTIVITIES	10
10.7.3.1	<i>Permanent signs located in any Natural Heritage Overlay and not provided for as Permitted or Restricted Discretionary activities</i>	10
10.7.3.2	<i>Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities</i>	10
10.7.3.3	<i>Signs not specifically provided for as Permitted or Restricted Discretionary activities</i>	10
10.8	FRINGE COMMERCIAL, OUTER COMMERCIAL, PORT MANAGEMENT & INDUSTRIAL ZONES (EXCLUDING SITES FRONTING LYTTON ROAD, AWAPUNI ROAD, STANLEY ROAD, GREY STREET, CUSTOMHOUSE STREET, GLADSTONE ROAD BETWEEN DERBY STREET AND COBDEN STREET AND MAIN ROAD MAKARAKA)	11
10.8.1	PERMITTED ACTIVITIES	11
10.8.1.1	<i>Permanent and temporary signs (excluding signs listed in 10.7)</i>	11
10.8.2	RESTRICTED DISCRETIONARY ACTIVITIES	11
10.8.2.1	<i>Portable signs which do not comply as Permitted activities with respect to:</i>	11
10.8.3	DISCRETIONARY ACTIVITIES	11
10.8.3.1	<i>Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities</i>	11
10.8.4	NON-COMPLYING ACTIVITIES	11
10.8.4.1	<i>Signs not specifically provided for as Permitted, Restricted Discretionary or Discretionary activities</i>	11
10.9	FRINGE COMMERCIAL, OUTER COMMERCIAL OR INDUSTRIAL ZONES (SITES FRONTING LYTTON ROAD, AWAPUNI ROAD, STANLEY ROAD, GREY STREET, CUSTOMHOUSE STREET, GLADSTONE ROAD BETWEEN DERBY STREET AND COBDEN STREET AND MAIN ROAD MAKARAKA)	12
10.9.1	PERMITTED ACTIVITIES	12
10.9.1.1	<i>Permanent or temporary signs (excluding signs listed in 10.7)</i>	12

10.9.1.1.1	General	12
10.9.1.1.2	Signs affixed to building façade	12
10.9.1.1.3	Signs on verandah fascia	12
10.9.1.1.4	Signs under verandahs	12
10.9.1.1.5	Signs on verandah roof	12
10.9.1.1.6	Signs not affixed to buildings or verandahs	12
10.9.2	RESTRICTED DISCRETIONARY ACTIVITIES	13
10.9.2.1	<i>Signs which do not comply as Permitted activities with respect to:</i>	<i>13</i>
10.9.3	DISCRETIONARY ACTIVITIES	13
10.9.3.1	<i>Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities</i>	<i>13</i>
10.9.4	NON-COMPLYING ACTIVITIES	13
10.9.4.1	<i>Signs not specifically provided for as Permitted, Restricted Discretionary or Discretionary activities</i>	<i>13</i>
10.10	RESIDENTIAL, RURAL COMMERCIAL, AND SUBURBAN COMMERCIAL ZONES	14
10.10.1	PERMITTED ACTIVITIES	14
10.10.1.1	<i>Permanent signs that identify the name of the property or building or business</i>	<i>14</i>
10.10.1.2	<i>Permanent signs associated with retail activities in residential zones</i>	<i>14</i>
10.10.1.3	<i>Permanent signs associated with Permitted activities in Rural Commercial and Suburban Commercial zones</i>	<i>14</i>
10.10.1.4	<i>Portable signs (including sandwich boards)</i>	<i>14</i>
10.10.2	RESTRICTED DISCRETIONARY ACTIVITIES	15
10.10.2.1	<i>Signs which do not comply as Permitted activities with respect to:</i>	<i>15</i>
10.10.3	DISCRETIONARY ACTIVITIES	15
10.10.3.1	<i>Permanent signs located in any Natural Heritage Overlay and not provided for as Permitted or Restricted Discretionary activities</i>	<i>15</i>
10.10.3.2	<i>Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities</i>	<i>15</i>
10.10.4	NON-COMPLYING ACTIVITIES	15
10.10.4.1	<i>Signs not specifically provided for as Permitted, Restricted Discretionary or Discretionary activities</i>	<i>15</i>
10.11	INNER COMMERCIAL AND AMENITY COMMERCIAL ZONES	16
10.11.1	PERMITTED ACTIVITIES	16
10.11.1.1	<i>Permanent and temporary signs (excluding signs listed in 10.7 and permanent freestanding signs)</i>	<i>16</i>
10.11.1.1.1	General	16
10.11.1.1.2	Signs above verandah level	16
10.11.1.1.3	Signs on verandah fascia	16
10.11.1.1.4	Signs under verandahs	16
10.11.1.1.5	Signs below verandah level	16
10.11.2	RESTRICTED DISCRETIONARY ACTIVITIES	17
10.11.2.1	<i>Signs which do not comply as Permitted activities with respect to:</i>	<i>17</i>
10.11.3	DISCRETIONARY ACTIVITIES	17
10.11.3.1	<i>Permanent signs located in any Natural Heritage Overlay and not provided for as Permitted or Restricted Discretionary activities</i>	<i>17</i>
10.11.3.2	<i>Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities</i>	<i>17</i>
10.11.3.3	<i>Permanent freestanding signs and supporting structures which are 3 metres or less in height</i>	<i>17</i>
10.11.4	NON-COMPLYING ACTIVITIES	17
10.11.4.1	<i>Signs not specifically provided for as Permitted, Restricted Discretionary or Discretionary activities</i>	<i>17</i>

10.11.4.2	Permanent freestanding signs and supporting structures which are greater than 3 metres in height	17
10.12	RURAL ZONES.....	19
10.12.1	PERMITTED ACTIVITIES	19
10.12.1.1	Permanent and temporary signs (excluding signs listed in 10.7)	19
10.12.1.1.1	General.....	19
10.12.1.1.2	Location	19
10.12.2	RESTRICTED DISCRETIONARY ACTIVITIES	19
10.12.2.1	Signs which do not comply as Permitted activities with respect to:	19
10.12.3	DISCRETIONARY ACTIVITIES	19
10.12.3.1	Permanent signs located in any Natural Heritage Overlay and not provided for as Permitted or Restricted Discretionary activities.....	19
10.12.3.2	Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities	19
10.13	ANTICIPATED ENVIRONMENTAL RESULTS	20

10.0 SIGNS

10.1 Introduction

Signs are necessary to enable people and communities to provide for their social, economic, and cultural wellbeing and for their health and safety. However, any adverse effects of signs must be avoided, remedied or mitigated. The District Plan issues with regard to signage include safety, access, and the maintenance and enhancement of amenity and heritage values.

The siting of signs is fundamental to both the effectiveness of a sign and matters of safety, access and amenity and heritage values.

Inappropriately sited signs may inhibit access within the road reserve. Unimpaired access to and from intersections or private property is necessary to ensure the efficient function of the transportation system, and to mitigate the risk of damage or injury from road accidents. Portable signs have on occasions, been placed where they physically inhibit the movement of pedestrians, or vehicles crossing the road berm to enter property accesses.

Advertising signs may influence driver behaviour and potentially cause a road safety hazard. Examples may include advertising signs that mimic traffic signs, or aerial advertising - such as blimps - distracting motorists from the driving task. Situations where commercial signs inadvertently entice motorists to drive erratically have also been identified as a hazard. Vehicles may have to slow down to read signs obscured by other signs, or to turn suddenly into an accessway.

The amenity values of a locality reflect the activities that occur in the local environment, as well as the characteristics that make the locality unique or significant. It is necessary to keep the scale and intensity of signs appropriate to the character of the local neighbourhood to maintain the amenity of the local environment.

Signs located on sites other than the site to which they relate may, singularly or cumulatively, erode the amenity values and character of the vicinity in which they are erected, particularly in areas of high heritage or recreational value or where people generally pursue non-trading activities. In general, motorists anticipate more signage on roads with high volumes of traffic, and occupants on properties adjoining such roads may be more tolerant of signs for similar reasons.

10.2 Issues

- 10.2.1 Inappropriate design (including clarity and conciseness), scale and location of signage may compromise road safety and efficiency by inhibiting driver visibility and obstructing pedestrian and vehicular traffic flows within the road reserve and distracting drivers.
- 10.2.2 Inappropriate design, scale and location of signage may adversely affect the amenity values and heritage values of the site and the surrounding environment.
- 10.2.3 The cumulative impact of signs on a site or on different sites in close proximity may adversely affect the amenity values of the surrounding environment.

10.3 Objectives

- | |
|---|
| 1. Effective signage which does not compromise the safety and efficiency of the road transport network. |
|---|

- | |
|--|
| <p>2. Signage that maintains or enhances the amenity values and heritage values of the environment in which such signage is located.</p> |
|--|

Principal reason (1): The objective seeks to ensure that signage does not impinge on the safe and efficient functioning of the transport network as required by Sections 5 and 7 of the Act.

Principal reason (2): The objective seeks to ensure that the scale, design and location of signage on any site reflects the character, amenity values and heritage values of the site, as required by Sections 6 and 7 of the Act.

10.4 Policies

- | |
|--|
| <ol style="list-style-type: none"> 1. Manage the design, content and location of signage to ensure that signs do not either singularly or cumulatively restrict drivers' visibility, cause distraction, obstruct the pedestrian or vehicular traffic flows or adversely affect public safety. <ul style="list-style-type: none"> • Restrict drivers' visibility, cause distraction or obstruct the pedestrian or vehicular traffic flows; • Adversely affect public safety; 2. Ensure that the illumination from signs does not adversely affect amenity values or distract drivers. 3. Ensure that signs are maintained and designed in a professional manner. 4. Ensure that signage will not adversely affect amenity values, natural heritage values and cultural heritage values of the area in which it is located, specifically: |
|--|

Residential and Reserve Zones

- The intensity and scale of signage in residential in residential zones should be limited so as not to detract from the domestic quality of the environment. Signs associated with non-residential activities in Residential zones should not detract from residential character.

Inner Commercial Zone and Amenity Commercial Zone

- Signs should be of an intensity and scale that implies a sense of vibrancy but which does not dominate the streetscape or the buildings to which signs are attached.
- Signs shall not detract from or obscure the architectural qualities of buildings.
 - The scale and intensity of signs should be limited above verandah or first floor level, where architectural qualities of buildings are most expressed.
 - Signs that are affixed to buildings or verandahs should generally not project out from or above the buildings or verandahs, although small signs projecting perpendicular to a building's façade may be acceptable.
 - Signs should not cover or interrupt the architectural details of ornamentation of a building's façade, particularly above verandah level.
- The content and design of signs should not detract from heritage values, amenity values and sense of place.

Fringe Commercial, Outer Commercial, Industrial and Port Zones

- Signs should be located in a manner and of a scale and intensity that is consistent with the architectural qualities of the buildings to which they are affixed.

- Signs should be used to maintain or enhance the main entranceways into Gisborne City and the heart of the city centre and prominent locations in relation to tourist and recreational routes, including Lytton Road, Stanley Road, Grey Street, Customhouse Street, Awapuni Road, Gladstone Road and Main Road, Makaraka.
- Signs should not dominate the streetscape or otherwise adversely affect the character and amenity values of the surrounding environment, particularly with regard to views from principal or arterial roadways residential zones, reserve zones, areas and areas where open space predominates.

Suburban and Rural Commercial Zones

- Signs should not dominate the streetscape.
- Signs should be located in a manner and of a scale and intensity that is consistent with the architectural qualities of the buildings to which they are affixed.
- The content and scale of signs should be consistent with the Suburban and Rural context.
- Signs should not adversely affect the character and amenity values of the surrounding environment, particularly with regard to residential zones, reserve zones, areas where open space predominates or other areas where amenity values are sensitive.

Rural Zones

- Signage in areas with natural heritage values, cultural heritage values or scenic significance should be limited and shall be of a scale, intensity and design that respects the values of the environment.
- The intensity and scale of signs should not detract from rural character.

Heritage Items Listed in Appendix Three and Four

- The location, intensity, design and content of signs attached to and in close proximity to heritage items should not detract from the heritage values of these items.

5. Enable the erection of signs that provide community information, including:
 - Matters of public health and safety;
 - The location of destinations, routes, distances and public facilities and the names of settlements, streets and features;
 - Site characteristics or features of historical, cultural, spiritual, aesthetic, environmental, scenic or scientific significance;
 - Recreation and access values and regulations.
6. Enable temporary erection of signs that do not adversely affect public safety, health or access, but may not otherwise comply with the rules of this plan, to meet the social, cultural or economic needs of the community.

Explanation (1): Signs that physically obstruct roadways, pedestrians or cycleways, obstruct vision, distract drivers or confuse drivers have the potential to interfere with the efficient movement of people and may also lead to injury to people or damage to property from accidents. Restrictions on the size, location, design and intensity of signs can help to ensure the efficient and safe operation of the roading network.

Explanation (2): Illuminated signs can increase the prominence of signs. However, if poorly located or designed illuminated signs can adversely affect amenity values or create a hazard to

vehicle movement and safety. These adverse effects can be more significant where the illumination is by intermittent or flashing sources of light and when there is light spillage outside of the site. Illuminated signs have less potential to impact on amenity values in commercial zones.

Explanation (3): Signs that are not designed and maintained to a professional standard can have an adverse effect on the visual amenity of the surrounding environment.

Explanation (4): Signs are an important part of the environment; they are a legitimate form of advertising and provide a variety of public information. However, insensitively designed and located signs can impact upon heritage values and amenity values.

To maintain or enhance amenity values, it is important that signs do not create a "cluttered" appearance which can detract from the other characteristics of the environment.

It is also important that signage respects the existing built fabric, particularly for signs located on or in close proximity to listed heritage items. The built fabric is also particularly important within the Inner Commercial zone because it has heritage values, a distinct form and is identified with the commercial "heart" of Gisborne.

Some areas are more sensitive to signs than other areas. Residential areas, reserves, open space areas and areas with cultural heritage, natural heritage and scenic values are particularly sensitive to signs.

Industrial and Commercial environments are likely to be consistent with a wider range and greater intensity of signage. However even in these locations the design, location, intensity of signs, and placement of signs on buildings is managed to protect areas of special amenity values or heritage values (such as the Inner Commercial zone and Amenity Commercial zone) and the amenity values of adjoining areas. Signage is also managed along the entranceways to Gisborne City and adjacent to key recreational and tourist routes because the visual character and sense of identity in these areas are important for economic and social wellbeing.

Large signs that attempt to persuade or attract and do not relate to any of the activities on the site have a high potential to impact on the amenity values and heritage values of the surrounding environment. Their impact is likely to be particularly significant in:

- *Residential zones (where they are likely to conflict with residential character);*
- *Inner Commercial zone and Amenity Commercial zone (because they may detract from heritage values, the character of the built environment and sense of place);*
- *Adjacent to the main entranceways into Gisborne City and along prominent locations in relation to tourist and recreational routes (where they may conflict with improving visual character and detract from the sense of place);*
- *In open space areas and in areas with natural heritage values, cultural heritage values or scenic significance (because they are likely to detract from these values).*

Explanation (5): This policy provides for road safety and direction signs, public health signs, recreational and access regulatory signs and non-commercial signs giving information about the significance of a particular site. Principal reason (2): Section 5 of the Act.

Explanation (6): Where signs are erected for a limited duration until an event takes place, such as with real estate signs, provisions for temporary signs are necessary to balance their needs against the amenity values of the area. However, the safety, health and access rules, standards and terms for signs would generally take precedence over social and economic provisions. Principal reason (4): To make provision for the use of signs in situations where their adverse effects on amenity values are minor due to the short time the sign is displayed.

10.5 METHODS OF IMPLEMENTATION

10.5.1 Other Legislation

1. The following legislation, which is outside of the District Plan, also controls the design and display of signs:

-
- a) Regulations 127-131 of the Traffic Regulations 1976 (and subsequent amendments);
 - b) Bylaws made under S684(15) of the Local Government Act 1974;
 - c) The Transit New Zealand Signs on State Highways Bylaw 1987/3;
 - d) The Building Act 1991 (and subsequent amendments);
 - e) The Building Standards 1991 (and subsequent amendments).

Note:

Situations may arise in which Gisborne District Council bylaws conflict with District Plan policies or rules. In such situations, District Plan requirements override that of the bylaws.

10.5.2 Regulation

1. Rules:

- a) Develop rules which identify and protect the amenity values and heritage values of the surrounding areas.
- b) The zoning system will be used as a basis for implementing rules for signs.

Principal reason (1.a): To identify the circumstances in which inappropriate signs will impact on the significant amenity values and heritage values of these areas and avoid, remedy or mitigate adverse effects on these values.

Principal reason (1.b): Different zones in which different activities take place have different amenity values. Greater provisions for signs may be allowed in areas where trading activities are anticipated, provided that the amenity values of the area are not compromised

10.6 RULES FOR DISPLAY OF SIGNS

Note:

Activities shall comply, where relevant, with the district or regional rules specified in Chapter 3-Cultural Heritage, Chapter 4-Natural Heritage, Chapter 5-Natural Hazards, Chapter 6-Land Chapter 7- Beds of Lakes and Rivers and Chapter 9 – Contaminated Sites.

General Rules

The following General Rules shall apply to the display of signage identified as permitted activities:

10.6.1 Location

- a) Signage on land zoned residential, reserve or Rural Industrial A, shall be located on the site to which they relate.
- b) Signs shall not be located on or protrude above any ridgeline.
- c) Signs shall not restrict visibility to or from intersections and property access.

Note:

Attention is drawn to the requirements of the Land Transport Authorities' "Road and Traffic Standards No.6 Guidelines for Visibility at Driveways and Transit New Zealand 's "Highway Planning Under the Resource Management Act 1991".

10.6.2 Lighting and glare

- a) Activities (including signs) shall not include revolving, flashing, animated or moving lights, lasers or images which could produce glare, except on any site in the Inner Commercial zone which is more than 100 metres from a state highway boundary.
- b) Activities shall not emit artificial lighting greater than:
 - i) 10 lux spill (horizontal and vertical) of light as measured at or within the boundary of any site zoned residential or the notional boundary of any rural dwelling;
 - ii) 20 lux spill (horizontal and vertical) of light as measured at or within the boundary of any property zoned commercial.
 - iii) 10 lux spill (horizontal and vertical) of light as measured within any road carriageway, other than from road lighting.

10.6.3 Content and Design

- a) Signs shall be maintained to a professional standard so that they do not adversely affect the visual amenity of the area.
- b) The design does not conflict or cause confusion with traffic signs or signals;
- c) Portable signs (excluding traffic signs) shall be a maximum of 700mm wide and 1 metre in height;
- d) The message shall be clear, concise and easy to read;
- e) The minimum lettering height shall be 120mm where the posted speed limit is less than 70 km/hr and 160mm where the posted speed limit is 70. km/hr or greater
- f) The sign shall not reflect light onto road users.

10.6.4 Duration of Display

- a) Temporary signs shall be removed no later than seven calendar days after the completion of the event or the activity to which they relate.
- b) Portable signs shall only be displayed during the business hours of the activity to which the sign relates.
- c) Permanent signs shall be removed when no longer required.

10.6.5 Signs in the Road Reserve

- a) Signs (excluding traffic signs) shall not be placed on the median strip or carriageway of any road.
- b) Signs (excluding traffic signs) shall not be placed in Council road reserve unless provided for by another rule.
- c) Portable signs (excluding traffic signs but including sandwich boards) shall only be located on the grass berm or where there is no berm, portable signs shall be located no more than 400mm from the kerb.
- d) Signs (excluding traffic signs) shall not be placed in the State Highway Road Reserve where the posted speed limit is greater than 50 km/h.

Note:

- 1. Attention is drawn to the requirements of the Traffic Regulations 1976 and any subsequent amendments. (Note that Section 127 to 131 relate specifically to signs).
- 2. Attention is drawn to Transit New Zealand bylaws for Signs within the Road Reserve of State Highways, and any subsequent amendments.

10.6.6 Heritage

- a) Signs on sites containing an item identified in Appendix Three and on sites identified in Appendix Four as having cultural landscape or townscape value shall be located on the site to which they relate.
- b) Signs on sites containing an item identified in Appendix Three or Four and signs located in the road reserve directly adjacent to sites containing an item identified in Appendix Three or Four shall not obscure any architectural feature of the heritage item, including but not limited to windows, columns, mouldings, cornices and balustrades, except that signs on buildings identified in Appendix Three or Four may be located on ground floor windows if contained within the face of the windows.
- c) Signs affixed to the façade or a building identified in Appendix Three or Four shall not extend above the façade.
- d) Signs shall not be located on the roof of any building identified in Appendix Three or Four.
- e) Signs shall not be located on the roof of a verandah associated with a building identified in Appendix Three or Four.
- f) The following signs shall be deemed to comply with 10.6.6c:
 - ii. signs attached at right angles to a building with a maximum sign face area of 0.72m² and not projecting out from the building by more than 1200mm.

-
- iii. signs on the Spandrel Panel of a building and contained within the structural bay of the building, with a maximum sign face area of 3m².
 - iv. signs under a verandah and contained within the depth of the verandah, perpendicular to the building façade and not exceeding 600mm in height.

10.7 ALL ZONES (excluding sites subject to Rule 10.8)

10.7.1 Permitted Activities

The following activities shall be permitted activities provided they comply with the General Rules, where applicable:

Refer also to Rules 10.9.1, 10.10.1 – 10.11.1 and 10.12.1 for additional Permitted activities.

10.7.1.1 Community signs

Provided that:

- a) Maximum height of freestanding signs: 2.4m.
- b) Maximum sign face area: 3m² per face.
- c) Signs affixed to a building shall not protrude above the roofline.
- d) Signs in the Inner Commercial zone shall not be located above the verandah fascia and, for clarity, shall not be on the verandah roof.
- e) Signs in the Inner Commercial, Amenity Commercial, Residential, Reserve or Rural Industrial A zones shall be located on the site to which they relate.

10.7.1.2 Temporary signs that advertise the intention to sell, lease or auction land or buildings

Provided that:

- a) Signs are located on the site to which they relate.
- b) Maximum sign face area: 0.6m² per face; and
- c) In the case of auctions, one sign per property with a maximum sign face area of 1.5m² per face.

10.7.1.3 Temporary signs that advertise construction activities or the intention to subdivide and sell land

Provided that:

- a) Signs are located on the site to which they relate.
- b) Only one sign shall be displayed per road frontage.

10.7.1.4 Temporary signs that advertise a forthcoming gala, sporting or other non-commercial public event

Provided that:

- a) Signs are located on the site to which they relate.

10.7.1.5 Temporary signs that advertise an electoral candidate or party

Provided that:

- a) One sign per political party or independent candidate may be erected at any approved site identified in Appendix 17.
- b) Signs may be located on private property, with the owners consent.

- c) Signs may be displayed a maximum of six weeks prior to the date of the election.
- d) Maximum sign face area: 3m² per face.
- e) Signs are to be constructed and installed in a manner which minimises any danger or damage to persons or property.

Note:

It is advised that prior to the display of signage on or adjacent to a state highway the written consent of Transit New Zealand must first be obtained.

10.7.1.6 Official Signs

10.7.2 Restricted Discretionary Activities

The following activities shall be restricted discretionary activities:

10.7.2.1 Signs listed as Permitted activities which do not comply with respect to:

- a) Maximum sign face area

Provided that:

1. The activity shall comply with all rules (except 10.7.2.1(a) above) specified for a Permitted activity.

Council shall restrict its discretion to the matter a) specified above.

10.7.3 Discretionary Activities

The following activities shall be discretionary activities:

10.7.3.1 Permanent signs located in any Natural Heritage Overlay and not provided for as Permitted or Restricted Discretionary activities

Refer to Chapter 4 and Urban and Rural Planning maps for Natural Heritage Overlays.

10.7.3.2 Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities

10.7.3.3 Signs not specifically provided for as Permitted or Restricted Discretionary activities

10.8 FRINGE COMMERCIAL, OUTER COMMERCIAL, PORT MANAGEMENT & INDUSTRIAL ZONES (excluding sites fronting Lytton Road, Awapuni Road, Stanley Road, Grey Street, Customhouse Street, Gladstone Road between Derby Street and Cobden Street and Main Road Makaraka)

10.8.1 Permitted Activities

The following activities shall be permitted activities provided they comply with the General Rules, where applicable:

10.8.1.1 Permanent and temporary signs

Provided that:

- a) Only one portable sign per road frontage may be displayed in the road reserve directly adjacent to the property to which the sign relates.

10.8.2 Restricted Discretionary Activities

The following activities shall be restricted discretionary activities:

10.8.2.1 Portable signs which do not comply as Permitted activities with respect to:

- a) Maximum sign face area
- b) Number of signs per road frontage

*Refer to Sections
10.6.3(C) and 10.8.1.1(a)*

Provided that:

1. The activity shall comply with all rules (except 10.8.2.1(a) and 10.8.2.1(b) above) specified for a Permitted activity.

Council shall restrict its discretion to the matters a) and b) specified above.

10.8.3 Discretionary Activities

The following activities shall be discretionary activities:

10.8.3.1 Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities

10.8.4 Non-Complying Activities

The following activities shall be non-complying activities:

10.8.4.1 Signs not specifically provided for as Permitted, Restricted Discretionary or Discretionary activities

10.9 FRINGE COMMERCIAL, OUTER COMMERCIAL OR INDUSTRIAL ZONES (sites fronting Lytton Road, Awapuni Road, Stanley Road, Grey Street, Customhouse Street, Gladstone Road between Derby Street and Cobden Street and Main Road Makaraka)

10.9.1 Permitted Activities

The following activities shall be permitted activities provided they comply with the General Rules, where applicable:

10.9.1.1 Permanent or temporary signs (excluding signs listed in 10.7)

Refer to Section 10.7 for additional permitted activities.

Provided that:

10.9.1.1.1 General

- a) Permanent signs shall only be located on the site to which they relate.
- b) Signs shall not be placed on the roof of any building.
- c) Signs shall cover a maximum of 30% of the area of a building (including any associated verandah fascias) visible from any one location in a road reserve or other public place.

10.9.1.1.2 Signs affixed to building façade

- a) Permanent signs shall not obscure windows, except that signs may be located on the face of ground floor windows if contained within the face of the windows.
- b) Signs shall not extend above the façade of the building.
- c) Signs protruding out from the façade of a building shall be limited to one sign per business or activity having a maximum sign face area of 1.44m² per face and extending at right angles to the façade.

10.9.1.1.3 Signs on verandah fascia

- a) Signs shall be contained within the depth of the verandah fascia or shall have a maximum height of 600mm.
- b) Signs must be set back a minimum of 500mm from a vertical line extending upwards from the edge of any adjacent road carriageway.

10.9.1.1.4 Signs under verandahs

- a) Signs under verandahs shall be erected in a manner which ensures that a distance of at least 2.4m is maintained between the footpath and the sign.

10.9.1.1.5 Signs on verandah roof

- a) Signs on the verandah roof shall be limited to one sign per business or activity having a maximum sign face area of 1.44m² per face.

10.9.1.1.6 Signs not affixed to buildings or verandahs

Provided that:

- a) Maximum sign face area (per face) 3m²
- b) Maximum total sign face area of all signs visible from any one location in the road reserve 6m²

-
- c) Maximum height of signs 2.4m
 - d) Freestanding signs shall be at least 4m distance from the kerbline.
 - e) Portable signs (including sandwich boards) located in the road reserve shall be limited to one sign per road frontage for each business or activity.

10.9.2 Restricted Discretionary Activities

The following activities shall be restricted discretionary activities:

10.9.2.1 Signs which do not comply as Permitted activities with respect to:

Permanent or temporary signs (excluding signs listed in 10.7) which do not comply with the rules for Permitted Activities in Rule 10.9.1.1:

Provided that:

1. The activity shall comply with all rules (except 10.9.1.1) specified for a Permitted activity.

Council shall restrict its discretion to the matters a) - d) specified below.

- a) Road safety
- b) Amenity values
- c) Heritage values
- d) Cumulative effects

10.9.3 Discretionary Activities

The following activities shall be discretionary activities:

10.9.3.1 Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities

10.9.4 Non-Complying Activities

The following activities shall be non-complying activities:

10.9.4.1 Signs not specifically provided for as Permitted, Restricted Discretionary or Discretionary activities

All rules which relate to the Rural Coastal Environment zone are shown as deleted. This is indicative only and has no legal status. Please refer to the rules in the notified Plan in the interim period.

10.10 RESIDENTIAL, RURAL COMMERCIAL, AND SUBURBAN COMMERCIAL ZONES

10.10.1 Permitted Activities

The following activities shall be permitted activities provided they comply with the General Rules, where applicable:

10.10.1.1 Permanent signs that identify the name of the property or building or business

Refer also to Rule 10.7 for additional Permitted activities.

Provided that:

- a) Signs are located on the site to which they relate.
- b) Maximum sign face area (per face), per road frontage:
 - i) Residential zones 1.0m²
 - ii) Rural and suburban commercial zones 1.5m²

10.10.1.2 Permanent signs associated with retail activities in residential zones

Provided that:

- a) Signs are located on the site to which they relate.
- b) Signs shall only be located:
 - i) on any part of a building front below verandah level;
 - ii) on any wall of a building (excluding sites adjacent to a residential zone);
 - iii) within the verandah fascia and shall have a maximum height of 600mm.

10.10.1.3 Permanent signs associated with Permitted activities in Rural Commercial and Suburban Commercial zones

Provided that:

- a) Signs are located on the site to which they relate.
- b) Signs shall only be located:
 - i) on any part of a building front below verandah level;
 - ii) on any wall of a building provided that the written consent of adjoining property owners is obtained and submitted to the Consent Authority;
 - iii) within the verandah fascia and shall have a maximum height of 600mm.

10.10.1.4 Portable signs (including sandwich boards)

Provided that:

- a) Signs are located on the site to which they relate.
- b) There is a maximum of one such sign per frontage.

10.10.2 Restricted Discretionary Activities

The following activities shall be restricted discretionary activities:

10.10.2.1 Signs which do not comply as Permitted activities with respect to:

- a) Maximum sign face area

Provided that:

1. The activity shall comply with all rules (except 10.10.2.1(a) above) specified for a Permitted activity.

Council shall restrict its discretion to the matter a) specified above.

10.10.3 Discretionary Activities

The following activities shall be discretionary activities:

10.10.3.1 Permanent signs located in any Natural Heritage Overlay and not provided for as Permitted or Restricted Discretionary activities

10.10.3.2 Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities

10.10.4 Non-Complying Activities

The following activities shall be non-complying activities:

10.10.4.1 Signs not specifically provided for as Permitted, Restricted Discretionary or Discretionary activities

10.11 INNER COMMERCIAL AND AMENITY COMMERCIAL ZONES

10.11.1 Permitted Activities

The following activities shall be permitted activities provided they comply with the General Rules, where applicable:

10.11.1.1 Permanent and temporary signs (excluding signs listed in 10.7 and permanent freestanding signs)

Refer also to Rule 10.7 for additional permitted activities.

Provided that:

10.11.1.1.1 General

- a) Permanent signs shall not obscure windows.
- b) Signs shall only be located on the site to which they relate.
- c) Unless otherwise specified, the height of signs shall be no greater than 75% of the height of the spandrel panel.

10.11.1.1.2 Signs above verandah level

- a) Signs shall not be located on the verandah roof.
- b) No signs shall be located above the verandah fascia except the following:
 - i) signs identifying activities located solely above ground level; having a maximum sign face area of 0.72m² per face; and limited to one sign per activity located solely above ground level; and located at right angles to the building and not projecting out from the building by more than 1200mm and not exceeding a width of 200mm;
 - ii) one sign that identifies the name of the building and/or the date of construction and contained and attached to the building, within a structural bay of the building, having a maximum sign face area of 3m²;
 - iii) signs located within the spandrel panel of the building and contained within a structural bay of the building, having a maximum sign face area of 3m².

10.11.1.1.3 Signs on verandah fascia

- a) Signs shall be contained within the verandah; and shall have a maximum height of 600mm.

10.11.1.1.4 Signs under verandahs

- a) Signs shall be contained within the depth of the verandah, perpendicular to the building facade and shall not exceed 600mm in height.
- b) Signs shall be limited to one per business or activity.
- c) Signs shall be erected in a manner which ensures that a distance of at least 2.4 metres is maintained between the footpath and the sign.

10.11.1.1.5 Signs below verandah level

- a) Portable signs (including sandwich boards) located in the road reserve shall be limited to one sign per road frontage for each business or activity.

Note:

1. Refer to rule 10.6.3 for content and design requirements.
2. Refer to rule 10.6.5 for road reserve restrictions.

10.11.2 Restricted Discretionary Activities

The following activities shall be restricted discretionary activities:

10.11.2.1 Signs which do not comply as Permitted activities with respect to:

- a) **Maximum sign face area**

Provided that:

1. The activity shall comply with all rules (except 10.11.2.1(a) above) specified for a Permitted activity.

Council shall restrict its discretion to the matter a) specified above.

10.11.3 Discretionary Activities

The following activities shall be discretionary activities:

10.11.3.1 Permanent signs located in any Natural Heritage Overlay and not provided for as Permitted or Restricted Discretionary activities

10.11.3.2 Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities

10.11.3.3 Permanent freestanding signs and supporting structures which are 3 metres or less in height

10.11.4 Non-Complying Activities

The following activities shall be non-complying activities:

10.11.4.1 Signs not specifically provided for as Permitted, Restricted Discretionary or Discretionary activities

10.11.4.2 Permanent freestanding signs and supporting structures which are greater than 3 metres in height

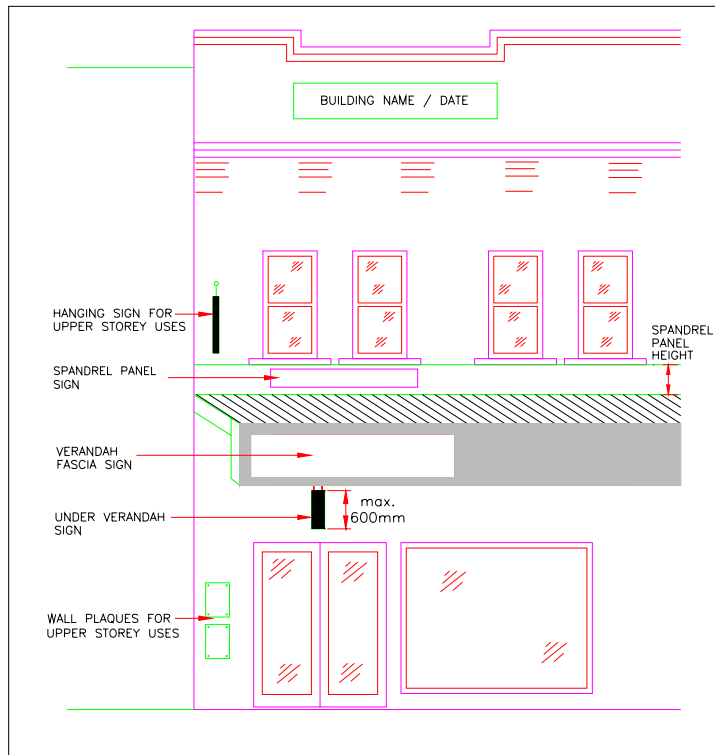


Figure 1. Concepts for Placement of Signs
(Inner Commercial Zone)

10.12 RURAL ZONES

10.12.1 Permitted Activities

The following activities shall be permitted activities provided they comply with the General Rules, where applicable:

10.12.1.1 Permanent and temporary signs (excluding signs listed in 10.7)

Refer also to Rule 10.7 for additional Permitted activities.

Provided that:

10.12.1.1.1 General

- a) Maximum height: 3.0m
- b) Maximum sign face area (per face) 3.0m²
- c) On sites adjoining the state highway, only one permanent double-sided sign is permitted per site.

10.12.1.1.2 Location

- a) Advertising signs or signs advising the name or use of a property on sites adjacent to a state highway shall be erected generally at right angles to the road frontage but angled off the direction of the traffic by approximately 5 degrees to reduce headlight glare.
- b) Minimum distance between signs on the same site on site frontages adjacent to arterial (excluding state highways), principal or collector roads: 80m
- c) Signs on site frontages adjacent to minor roads shall be located on the site to which they relate.

10.12.2 Restricted Discretionary Activities

The following activities shall be restricted discretionary activities:

Refer to Appendix 12 – Roadway Hierarchy maps and 8.8.3 – Roadway Hierarchy Classification.

10.12.2.1 Signs which do not comply as Permitted activities with respect to:

- a) Height
- b) Maximum sign face area
- c) Location

Provided that:

1. The activity shall comply with all rules (except 10.12.2.1(a) – 10.12.2.1(c) above) specified for a Permitted activity.
Council shall restrict its discretion to the matter a) -c) specified above.

10.12.3 Discretionary Activities

The following activities shall be discretionary activities:

10.12.3.1 Permanent signs located in any Natural Heritage Overlay and not provided for as Permitted or Restricted Discretionary activities

10.12.3.2 Signs listed as Permitted which do not comply with the rules, and are not provided for as Restricted Discretionary activities

10.13 ANTICIPATED ENVIRONMENTAL RESULTS

- a) A safe and efficient road transport network.
- b) Signage that is appropriate to the character and quality of the environment in which it is sited.