

## SIGN – Signs

Signs and associated advertising structures are an integral and necessary part of both urban and non-urban environments. Signs promote business, community facilities, and other activities, and are useful and necessary for wayfinding and safety.

However, poorly located or designed signs can result in visual clutter and undermine a range of values, including amenity, heritage, and character values of a place or zone, including from light spill and glare from digital and illuminated signs. Signs visible from the road can also be a traffic safety hazard. What is appropriate signage will depend on the character and amenity values of the zone in which the sign is located or visible from, with a greater number and size of signs expected in commercial and industrial environments than in residential, rural, and open space. The provisions in this chapter seek to allow for signs that are compatible with the character and amenity values of the environment in which they are located and that do not adversely affect the safety of the transport network.

The Wairarapa Consolidated Bylaw 2019 Part 2 also controls the placement of signs in public places to prevent obstruction.

The size and lettering design of election campaign signs visible from a road are controlled through the Electoral (Advertisements of a Specified Kind) Regulations 2005. The time period for signs to be erected and removed for general elections is covered in the Electoral Act 1993. No separate legislation or regulation covers time periods for local government election signage.

There may be a number of rules that apply to an activity, building, structure, or site. Resource consent may therefore be required under rules in this chapter as well as other chapters. Unless specifically stated in a rule, resource consent is required under each relevant rule. The steps to determine the status of an activity are set out in the General Approach section in the How the Plan Works chapter.

The Plan provisions in the other Part 2: District Wide Matters chapters also apply to *signs* and must be complied with, or resource consent sought, except where otherwise specified within the rule or standard.

Provisions in the zone chapters such as height and setback requirements generally do not apply to *signs* unless specifically stated in the rule or standard.

*Official traffic signs* are not subject to the rules and standards in this District Plan, provided *official traffic signs* comply with the Land Transport Rule: Traffic Control Devices Rule 54002/2004, the Manual of Traffic Signs and Marking (MOTSAM), and the Traffic Control Devices Manual.

There is a specific rule for mobile or relocatable signage, including signage affixed to vehicles or trailers and signage not fixed or attached to any structure or natural object. This rule is included due to the definition of ‘sign’ in the National Planning Standards stating that signs are fixed to structures which by definition are fixed to the ground. This mobile or relocatable type of signage is considered a sign in a general sense, and all relevant policies referring to ‘signs’ also apply to this type of signage.

## Objectives

<b>SIGN-O1</b>	<b>Transport safety, character, amenity values, and heritage</b>
<p><i>Signs</i> positively contribute to the social, cultural, and economic wellbeing of the community without compromising transport safety, character, amenity values, or heritage values.</p>	

## Policies

<b>SIGN-P1</b>	<b><i>Official signs and official traffic signs</i></b>
<p>Allow <i>signs</i> that support the safe functioning of the transport network and address health and safety and other legislative requirements, including:</p> <ul style="list-style-type: none"> <li>a. <i>official traffic signs</i>; and</li> <li>b. <i>official signs</i>.</li> </ul>	
<b>SIGN-P2</b>	<b>Character and amenity</b>
<p>Maintain the predominant existing or anticipated character and amenity of each zone by controlling the type, scale, height, form, and placement of <i>signs</i> that are permitted in each zone.</p>	
<b>SIGN-P3</b>	<b><i>Temporary signs</i></b>
<p>Provide for <i>temporary signs</i> relating to <i>temporary activities</i>, real estate, and elections while managing their scale, height, form, placement, and duration in order to maintain amenity values and transport safety.</p>	

<b>SIGN-P4</b>	<b>Potentially incompatible signs</b>
<p>Manage <i>signs</i> that are potentially incompatible with the role, function, and predominant character of the zone and values and characteristics of any Historic Heritage Precinct in which they are located, including:</p> <ul style="list-style-type: none"> <li>a. large-scale <i>signs</i>;</li> <li>b. <i>off-site signs</i>; and</li> <li>c. <i>digital signs</i> or <i>signs</i> that use reflective materials, are illuminated, flashing, or that move.</li> </ul>	
<b>SIGN-P5</b>	<b>Signs consistent with purpose, character, and amenity values of the zone</b>
<p>Allow signs where they are consistent with the purpose, character, and amenity values of the zone, and:</p> <ul style="list-style-type: none"> <li>a. do not compromise the character and amenity values of any adjacent zones;</li> <li>b. maintain public health and safety, including the safe and unobstructed use of the transport network;</li> <li>c. do not result in visual clutter and other adverse cumulative effects;</li> <li>d. manage light spill and glare and maintain night-time amenity for residential activities;</li> <li>e. are complementary in size and scale to other signs in the zone;</li> <li>f. are in proportion to the scale of the building the sign is located on and the number and size of the tenancies and the size of the site; and</li> <li>g. for <i>off-site signs</i>, there is a need for the sign to be located away from the site to which it relates, for example because it is not practical to display the information on the site where the activity occurs, which creates a need for off-site signage.</li> </ul>	
<b>SIGN-P6</b>	<b>Signs located on sites adjoining, adjacent, and/or intended to be read from the transport network</b>
<p>Require <i>signs</i> to be designed and located so they do not compromise the safe and unobstructed use of the transport network by:</p> <ul style="list-style-type: none"> <li>a. controlling <i>sign</i> proliferation, location, reflective materials, illumination, flashing, and moving images and <i>digital signs</i>;</li> <li>b. requiring minimum sight distances, minimum letter height, and maximum number of words or characters depending on the speed environment of a road from which the sign is intended to be read;</li> </ul>	

<p>c. avoiding <i>signs</i> that conceal or limit the visibility of <i>official signs</i> or <i>official traffic signs</i>; and</p> <p>d. avoiding <i>signs</i> that have the potential to distract a driver from reading an <i>official sign</i> or <i>official traffic sign</i>.</p>	
<b>SIGN-P7</b>	<b>Signs in sensitive environments</b>
<p>Manage <i>signs</i> in sensitive environments including in scheduled heritage precincts and on scheduled heritage buildings to avoid compromising the particular values of those areas or features.</p>	
<b>SIGN-P8</b>	<b>Protecting the clarity and brightness of the night sky</b>
<p>Manage illuminated <i>signs</i> to mitigate skyglow to protect the clarity and brightness of the night sky.</p>	

## Rules

Note: If a resource consent application is made under any rules in this section where a proposed *sign* is located on a *site* adjoining or adjacent to a State Highway, and/or where a *sign* is intended to be read from a State Highway, Waka Kotahi NZ Transport Agency will be considered an affected person in accordance with Section 95E of the RMA and notified of the application, where written approval is not provided.

<b>SIGN-R1</b>	<b>Signs, except those affixed to the exterior or within the heritage curtilage of a scheduled heritage building listed in SCHED1 Heritage Buildings and Items or located in a scheduled heritage precinct listed in SCHED2 Heritage Precincts</b>
<b>All Zones</b>	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <p>a. Compliance is achieved with:</p> <ul style="list-style-type: none"> <li>i. SIGN-S1;</li> <li>ii. SIGN-S2;</li> <li>iii. SIGN-S3;</li> <li>iv. SIGN-S4;</li> <li>v. SIGN-S5;</li> <li>vi. SIGN-S6;</li> <li>vii. SIGN-S7;</li> <li>viii. SIGN-S8;</li> <li>ix. SIGN-S9;</li> <li>x. SIGN-S10; and</li> </ul>

		xi. SIGN-S11.
	<b>All zones</b>	<p>2. Activity status: <b>Restricted discretionary</b></p> <p>Where:</p> <p>a. Compliance is not achieved with SIGN-R1(1).</p> <p>Matters of discretion:</p> <p>1. The effect of non-compliance with the relevant standard and the matters of discretion of any standard that is not met.</p>

<b>SIGN-R2</b>	<b>Signs in the scheduled heritage precincts listed in SCHED2 Heritage Precincts</b>	
<b>General Industrial Zone</b> <b>Commercial and Mixed Use Zones</b>	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <p>a. For <i>signs</i> on <i>buildings</i>, no individual <i>sign</i> shall exceed 2m<sup>2</sup> in area (all faces). Total signage on buildings on a <i>site</i> shall not exceed 4m<sup>2</sup> in area;</p> <p>b. Compliance is achieved with:</p> <p>i. SIGN-S4;</p> <p>ii. SIGN-S5;</p> <p>iii. SIGN-S8;</p> <p>iv. SIGN-S9; and</p> <p>v. SIGN-S10;</p> <p>c. No <i>sign</i> shall use reflective materials, or be flashing, or moving, or illuminated by any means other than directional lighting;</p> <p>d. Veranda <i>signs</i> are located:</p> <p>i. either above verandas but within the parapet height; or</p> <p>ii. suspended within verandas; and</p> <p>iii. at least 2.5m above any footpath as measured from the <i>ground level</i> below the veranda; and</p> <p>iv. The <i>sign</i> relates to an activity currently occurring within the <i>building</i> on which the <i>sign</i> is located; and</p> <p>e. There is no more than one free-standing <i>sign</i> per <i>site</i>, and it shall not exceed 0.5m<sup>2</sup> in area (all faces) and 4.5m in height.</p>	
<b>Open Space and</b>	<p>2. Activity status: <b>Permitted</b></p> <p>Where:</p>	

Recreation Zones	<ul style="list-style-type: none"> <li>a. The <i>sign</i> is for the purpose of on-site wayfinding;</li> <li>b. Each <i>sign</i> shall not exceed 1m<sup>2</sup> in area (all faces); and</li> <li>c. The <i>sign</i> does not use reflective materials and is not illuminated, flashing, or moving.</li> </ul>
Residential Zones	<p>3. Activity status: <b>Restricted discretionary</b></p> <p>Where:</p> <ul style="list-style-type: none"> <li>a. The <i>sign</i> is for the purpose of advertising a <i>home business</i>;</li> <li>b. There is only one <i>sign</i> per site;</li> <li>c. The <i>sign</i> shall not exceed 0.5m<sup>2</sup> in area (all faces);</li> <li>d. No freestanding sign shall exceed 2m in height; and</li> <li>e. The <i>sign</i> does not use reflective materials and is not illuminated, flashing, or moving.</li> </ul> <p>Matters of discretion are limited to:</p> <ul style="list-style-type: none"> <li>1. The location, size, design, and appearance of the sign.</li> <li>2. Effects on heritage values.</li> <li>3. Effects on character and amenity values.</li> <li>4. Traffic, road user, and pedestrian safety.</li> </ul>
<p><b>General Industrial Zone</b></p> <p><b>Commercial and Mixed Use Zones</b></p> <p><b>Residential Zones</b></p> <p><b>Open Space and Recreation Zones</b></p>	<p>4. Activity status: <b>Discretionary</b></p> <p>Where:</p> <ul style="list-style-type: none"> <li>a. Compliance is not achieved with SIGN-R2(1), (2), or (3).</li> </ul>

SIGN-R3	<b>Official signs</b>
All zones	<p>1. Activity status: <b>Permitted</b></p> <p>Where the other rules in this chapter do not apply, provided that:</p>

	<ul style="list-style-type: none"> <li>a. The total face area of all <i>official signs</i> per site shall be no greater than 3m<sup>2</sup>;</li> <li>b. The maximum height of any sign shall not exceed 6m above ground level.</li> </ul>
<b>All zones</b>	<p>2. Activity status: <b>Restricted discretionary</b></p> <p>Where:</p> <ul style="list-style-type: none"> <li>a. Compliance is not achieved with SIGN-R3(1).</li> </ul> <p>Matters of discretion:</p> <ul style="list-style-type: none"> <li>1. The location, size, design, and appearance of the sign.</li> <li>2. Duration of the sign.</li> <li>3. Effects on character and amenity values.</li> <li>4. Traffic, road user, and pedestrian safety.</li> <li>5. The effect of non-compliance with any relevant standard and the matters of discretion of any standard that is not met.</li> </ul>

<b>SIGN-R4</b>	<b><i>Temporary Signs</i></b>
<b>All zones</b>	<p>1. Activity status: <b>Permitted</b></p> <p>Where the other rules in this chapter do not apply, provided that:</p> <ul style="list-style-type: none"> <li>a. The total face area of all <i>temporary signs</i> per <i>site</i> shall be no greater than 3m<sup>2</sup> except in the case of temporary signs for Local Body or General Elections on public land where no individual sign is greater than 3m<sup>2</sup> and the Council has provided written authorisation for these to be erected;</li> <li>b. The maximum <i>height</i> of any <i>temporary sign</i> shall not exceed 6m above <i>ground level</i>;</li> <li>c. Any <i>temporary sign</i> advertising an event shall not be displayed for more than 8 weeks before and shall be removed within 7 days after the date of the event;</li> <li>d. Any <i>temporary sign</i> advertising Local Body or General Elections shall not be displayed for more than 9 weeks before polling day and shall be removed by the close of the day before polling day;</li> <li>e. Any <i>temporary signs</i> advertising the sale or auction of a property (real estate sign) shall be located on the <i>site</i> to which</li> </ul>

	<p>they relate and be removed within 3 weeks of the date on which it is sold;</p> <p>f. Any <i>temporary sign</i> advertising new infrastructure provided by a network utility operator must only be installed for the duration of the construction of the infrastructure, and a period of no more than 4 weeks of the infrastructure being made operational;</p> <p>g. No <i>temporary sign</i> shall be located on any public <i>road</i> without the written authorisation of Council;</p> <p>h. No <i>temporary sign</i> shall use reflective materials, or be illuminated, flashing, or moving;</p> <p>i. On removal, the entire <i>sign</i> including support structures is removed and any disturbed ground is reinstated to its previous condition; and</p> <p>j. Compliance is achieved with:</p> <ol style="list-style-type: none"> <li>i. SIGN-S7; and</li> <li>ii. SIGN-S8.</li> </ol>
<b>All zones</b>	<p>2. Activity status: <b>Restricted discretionary</b></p> <p>Where:</p> <ol style="list-style-type: none"> <li>a. Compliance is not achieved with SIGN-R4(1).</li> </ol> <p>Matters of discretion:</p> <ol style="list-style-type: none"> <li>1. The location, size, design, and appearance of the <i>sign</i>.</li> <li>2. Duration of the sign.</li> <li>3. Effects on character and amenity values.</li> <li>4. Traffic, road user, and pedestrian safety.</li> <li>5. The effect of non-compliance with any relevant standard and the matters of discretion of any standard that is not met.</li> </ol>

SIGN-R5	<b><i>Off-site signs</i></b>
<p><b>Commercial and Mixed Use Zones</b></p> <p><b>General Industrial Zone</b></p>	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <ol style="list-style-type: none"> <li>a. Compliance is achieved with: <ol style="list-style-type: none"> <li>i. SIGN-S1;</li> <li>ii. SIGN-S2;</li> <li>iii. SIGN-S3;</li> </ol> </li> </ol>

	<ul style="list-style-type: none"> <li>iv. SIGN-S4;</li> <li>v. SIGN-S5;</li> <li>vi. SIGN-S7;</li> <li>vii. SIGN-S8;</li> <li>viii. SIGN-S9;</li> <li>ix. SIGN-S10; and</li> <li>x. SIGN-S11.</li> </ul>
<b>Open Space and Recreation Zones</b>	<p>2. Activity status: <b>Restricted discretionary</b></p> <p>Matters of discretion:</p> <ul style="list-style-type: none"> <li>1. The location, size, design, and appearance of the <i>sign</i>.</li> <li>2. Effects on character and amenity values.</li> <li>3. Traffic, road user, and pedestrian safety.</li> <li>4. Cumulative effects.</li> </ul>
<b>General Industrial Zone</b> <b>Commercial and Mixed Use Zones</b>	<p>3. Activity status: <b>Restricted discretionary</b></p> <p>Where:</p> <ul style="list-style-type: none"> <li>a. Compliance is not achieved with SIGN-R5(1).</li> </ul> <p>Matters of discretion:</p> <ul style="list-style-type: none"> <li>1. The effect of non-compliance with the relevant standard and the matters of discretion of any standard that is not met.</li> </ul>
<b>Rural Zones</b> <b>Residential Zones</b> <b>Māori Purpose Zone</b> <b>Future Urban Zone</b>	<p>4. Activity status: <b>Discretionary.</b></p>

<b>SIGN-R6</b>	<b>Veranda Signs</b>
<b>Commercial and Mixed Use Zones</b> <b>General Industrial Zone</b>	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <ul style="list-style-type: none"> <li>a. Compliance is achieved with: <ul style="list-style-type: none"> <li>i. SIGN-S1;</li> <li>ii. SIGN-S2;</li> <li>iii. SIGN-S4;</li> <li>iv. SIGN-S5;</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>v. SIGN-S7;</li> <li>vi. SIGN-S8;</li> <li>vii. SIGN-S9; and</li> <li>viii. SIGN-S11;</li> </ul> <ul style="list-style-type: none"> <li>b. The <i>sign</i> is at least 2.5m above any footpath as measured from the <i>ground level</i> below the veranda; and</li> <li>c. The <i>sign</i> relates to an activity currently occurring within the <i>building</i> on which the <i>sign</i> is located.</li> </ul>
<p><b>Commercial and Mixed Use Zones</b></p> <p><b>General Industrial Zone</b></p>	<p>2. Activity status: <b>Restricted discretionary</b></p> <p>Where:</p> <ul style="list-style-type: none"> <li>a. Compliance is not achieved with SIGN-R6(1).</li> </ul> <p>Matters of discretion:</p> <ul style="list-style-type: none"> <li>1. The effect of non-compliance with the relevant standard and the matters of discretion of any standard that is not met.</li> <li>2. The location, size, design, and appearance of the sign.</li> <li>3. Effects on character and amenity values.</li> <li>4. Traffic, road user, and pedestrian safety.</li> <li>5. Cumulative effects.</li> </ul>

<b>SIGN-R7</b>	<b>Mobile or relocatable signage, including signage affixed to vehicles or trailers and signage not fixed or attached to any structure or natural object</b>
<b>All zones</b>	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <ul style="list-style-type: none"> <li>a. The signage would fall within the definition of <i>temporary sign</i> if it was fixed to land and it complies with the standards for temporary signs in SIGN-R4;</li> <li>b. The signage is not located in a scheduled heritage precinct listed in SCHED2;</li> <li>c. The signage would not fall within the definition of <i>digital sign</i> if it was fixed to land;</li> <li>d. If the signage would fall within the definition of <i>off-site sign</i> if it was fixed to land, it is located in the Commercial and Mixed Use Zone or General Industrial Zone;</li> </ul>

		<p>e. The signage meets the standards for signs in SIGN-S1, SIGN-S2, SIGN-S3, SIGN-S5, SIGN-S6, SIGN-S7, SIGN-S8, SIGN-S9, SIGN-S10, SIGN-S11.</p> <p>Note: This rule does not apply to:</p> <ol style="list-style-type: none"> <li>1. Advertising signage painted or adhered directly onto vehicles or trailers, which is incidental to the primary use of that vehicle or trailer.</li> <li>2. Advertising signage painted or adhered directly onto company/fleet vehicles or trailers which are used in the day to day operation of that business.</li> </ol>
	<p><b>All zones</b></p>	<p>2. Activity status: <b>Restricted discretionary</b></p> <p>Where:</p> <ol style="list-style-type: none"> <li>a. Compliance is not achieved with SIGN-R7(1).</li> </ol> <p>Matters of discretion:</p> <ol style="list-style-type: none"> <li>1. The location, size, design, and appearance of the signage.</li> <li>2. Duration of the signage.</li> <li>3. Effects on character, heritage, and amenity values.</li> <li>4. Traffic, road user, and pedestrian safety.</li> <li>5. The matters of discretion of any infringed standard.</li> <li>6. The degree of achievement of AS/NZS 4282:2019 Control of the Obtrusive Effects of Outdoor Lighting.</li> <li>7. The extent to which the light will contribute to skyglow and adversely affect the quality of viewing of the night sky.</li> <li>8. Cumulative effects.</li> </ol>
	<p><b>Rural Zones</b> <b>Residential Zones</b> <b>Māori Purpose Zone</b> <b>Future Urban Zone</b></p>	<p>3. Activity status: <b>Discretionary</b></p> <p>Where:</p> <ol style="list-style-type: none"> <li>a. The signage would fall within the definition of <i>off-site sign</i> if it was fixed to land.</li> </ol>

SIGN-R8	<b>Digital signs</b>
<p><b>All zones</b></p>	<p>1. Activity status: <b>Restricted discretionary</b></p> <p>Where:</p> <p>a. Compliance is achieved with:</p> <ul style="list-style-type: none"> <li>i. SIGN-S1;</li> <li>ii. SIGN-S2;</li> <li>iii. SIGN-S3;</li> <li>iv. SIGN-S4;</li> <li>v. SIGN-S5;</li> <li>vi. SIGN-S6;</li> <li>vii. SIGN-S7;</li> <li>viii. SIGN-S8;</li> <li>ix. SIGN-S9; and</li> <li>x. SIGN-S10.</li> </ul> <p>Matters of discretion:</p> <ul style="list-style-type: none"> <li>1. The location, size, design, and appearance of the <i>sign</i>.</li> <li>2. Effects on character and amenity values.</li> <li>3. Traffic, road user, and pedestrian safety.</li> <li>4. The degree of achievement of AS/NZS 4282:2019 Control of the Obtrusive Effects of Outdoor Lighting.</li> <li>5. The extent to which the light will contribute to skyglow and adversely affect the quality of viewing of the night sky.</li> <li>6. Cumulative effects.</li> </ul>
<p><b>All zones</b></p>	<p>2. Activity status: <b>Discretionary</b></p> <p>Where:</p> <p>b. Compliance is not achieved with SIGN-R8 (1).</p>

SIGN-R9	<b>Signs affixed to the exterior of or within the heritage curtilage of any scheduled heritage <i>building</i> or item listed in SCHED1 Heritage Buildings and Items</b>
<p><b>All zones</b></p>	<p>1. Activity status: <b>Discretionary</b></p>

SIGN-R10	<b>Signs not otherwise listed in this chapter</b>
<p><b>All zones</b></p>	<p>1. Activity status: <b>Discretionary</b></p>

## Standards

SIGN-S1	Maximum total face area of all permanent <i>signs</i> per <i>site</i>	
Rural Zones Māori Purpose Zone Future Urban Zone	1. 3m <sup>2</sup>	Matters of discretion:  1. Positive effects of the <i>sign</i> . 2. The location, design, and appearance of the <i>sign</i> . 3. Effects on visual amenity. 4. Effects on the streetscape's openness and attractiveness. 5. Effects on the safe and efficient operation of the transport network. 6. Cumulative effects.
Residential Zones	2. 0.5m <sup>2</sup>	
Commercial and Mixed Use Zones	3. All activities: 5m <sup>2</sup> 4. In addition, <i>Drive-through activities may have</i> : a. no more than one free-standing sign, up to 7.5m in height above ground level and 6m <sup>2</sup> in area (all faces) per site; and b. no more than one “price board” and one “services board” per site, each up to 3m in height above ground level.	
General Industrial Zone	5. Freestanding signs (limited to 1): 6m <sup>2</sup>  No limit on signs affixed to buildings, except for in the Waingawa Industrial Area no sign affixed to a building shall exceed 20m <sup>2</sup> in total face area.	
Open Space and Recreation Zones	6. 3m <sup>2</sup>  No limit on on-site wayfinding <i>signs</i> .	

SIGN-S2	Maximum number of <i>signs</i> per <i>site</i>	
Rural Zones Māori Purpose Zone Future Urban Zone	1. One. 2. In addition, one <i>sign</i> per <i>vehicle crossing</i> is permitted provided it does not exceed 0.25m <sup>2</sup> in face area and is limited to displaying the name of the property and/or business undertaken on the site. Such a <i>sign</i> must meet all other applicable standards except SIGN-S6 and SIGN-S7.	Matters of discretion: <ol style="list-style-type: none"> <li>1. Positive effects of the <i>sign</i>.</li> <li>2. The location, design, and appearance of the <i>sign</i>.</li> <li>3. Effects on visual amenity.</li> <li>4. Effects on the streetscape's openness and attractiveness.</li> <li>5. Effects on the safe and efficient operation of the transport network.</li> <li>6. Cumulative effects.</li> </ol>
Residential Zones	3. One.	
Commercial and Mixed Use Zones	4. No limit, except for <i>drive-through activities</i> (refer SIGN-S1).	
General Industrial Zone	5. No more than one free-standing <i>sign</i> . 6. No limit on <i>signs</i> affixed to <i>buildings</i> .	
Open Space and Recreation Zones	7. One <i>sign</i> per road frontage. 8. No limit on internal <i>signs</i> not visible from any point outside the site.	
Waingawa Industrial Area	9. No advertising <i>signs</i> are to be located in Landscape Buffer and Greenway areas, as shown on the Waingawa Structure Plan.	
SIGN-S3	Maximum <i>height</i> above <i>ground level</i> of freestanding <i>signs</i>	
Rural Zones Māori Purpose Zone Future Urban Zone	1. 6m	Matters of discretion: <ol style="list-style-type: none"> <li>1. Positive effects of the <i>sign</i>.</li> <li>2. The location, design, and appearance of the <i>sign</i>.</li> </ol>

		<ol style="list-style-type: none"> <li>3. Effects on visual amenity.</li> <li>4. Effects on the streetscape’s openness and attractiveness.</li> <li>5. Effects on the safe and efficient operation of the transport network.</li> <li>6. Cumulative effects.</li> </ol>
Residential Zones	2. 2m	
Commercial and Mixed Use Zones	3. 7.5m, except for <i>drive-through activities</i> (refer SIGN-S1).	
General Industrial Zone	4. 7.5m	
Open Space and Recreation Zones	5. 4m	

<b>SIGN-S4</b>	<b>Maximum <i>height</i> and setback for <i>signs</i> affixed to a <i>building</i></b>	
All zones	1. Where a <i>sign</i> is affixed to a <i>building</i> , the <i>sign</i> shall comply with the maximum <i>height</i> and setback requirements of the zone in which it is located.	<p>Matters of discretion:</p> <ol style="list-style-type: none"> <li>1. The matters of discretion of any infringed standard in the relevant zone.</li> </ol>
Waingawa Industrial Area	2. Any <i>sign</i> affixed to a <i>building</i> shall not exceed a maximum <i>height</i> from <i>ground level</i> of 5m.	<p>Matters of discretion:</p> <ol style="list-style-type: none"> <li>1. Positive effects of the <i>sign</i>.</li> <li>2. The location, design, and appearance of the <i>sign</i>.</li> <li>3. Effects on visual amenity.</li> <li>4. Effects on the streetscape’s openness and attractiveness.</li> </ol>

		<ul style="list-style-type: none"> <li>5. Effects on the safe and efficient operation of the transport network.</li> <li>6. Cumulative effects.</li> </ul>
<b>SIGN-S5</b>	<b>Sight distance</b>	
All Zones	<ul style="list-style-type: none"> <li>1. All <i>signs</i> must comply with the following minimum forward sight distance requirements to allow approaching motorists an unrestricted view.</li> </ul>	<p>Matters of discretion:</p> <ul style="list-style-type: none"> <li>1. Positive effects of the <i>sign</i>.</li> <li>2. The location, design, and appearance of the <i>sign</i>.</li> <li>3. Effects on the safe and efficient operation of the transport network.</li> </ul>
	<b>Posted speed limit (km/h)</b>	<b>Minimum visibility (m)</b>
	50	80
	60	105
	70	130
	80	175
	100	250

SIGN-S6	Visibility			
Rural Zones Māori Purpose Zone Future Urban Zone	1. A <i>sign</i> shall have no more than six words or symbols and no more than 40 characters.		Matters of discretion: <ol style="list-style-type: none"> <li>1. Positive effects of the <i>sign</i>.</li> <li>2. The location, design, and appearance of the <i>sign</i>.</li> <li>3. Effects on the safe and efficient operation of the transport network.</li> </ol>	
SIGN-S7	Character height in high speed areas			
All zones	1. The following minimum letter/character height standards for signs in the 70-100km/h speed zones shall be:		Matters of discretion: <ol style="list-style-type: none"> <li>1. Positive effects of the <i>sign</i>.</li> <li>2. The location, design, and appearance of the <i>sign</i>.</li> <li>3. Effects on the safe and efficient operation of the transport network.</li> </ol>	
	<b>Speed</b>	<b>Main Message</b>	<b>Property Name</b>	<b>Second Message</b>
	70km/h	200mm	150mm	100mm
	80km/h	250mm	175mm	125mm
	100km/h	300mm	200mm	150mm

SIGN-S8	Concealing visibility of, interfering with, or distracting from, <i>official signs</i> and <i>official traffic signs</i>													
All zones	<p>1. No <i>sign</i> shall be located where it conceals the visibility of an existing <i>official sign</i>, <i>official traffic sign</i>, or traffic-controlling device; and</p> <p>2. <i>Signs</i> located adjoining or adjacent to and/or intended to be read from a State Highway, shall be:</p> <ul style="list-style-type: none"> <li>a. located at least 100m from an <i>official traffic sign</i> or traffic signal where the speed limit is 70km/h or less; or</li> <li>b. located at least 200m from an <i>official traffic sign</i> or traffic signal where the speed limit is greater than 70km/h; and</li> <li>c. located to achieve the following minimum spacing:</li> </ul> <table border="1" data-bbox="472 1361 932 1854"> <thead> <tr> <th>Posted speed limit</th> <th>Minimum spacing</th> </tr> </thead> <tbody> <tr> <td>50km/h</td> <td>50m</td> </tr> <tr> <td>60km/h</td> <td>55m</td> </tr> <tr> <td>70km/h</td> <td>60m</td> </tr> <tr> <td>80km/h</td> <td>70m</td> </tr> <tr> <td>100km/h</td> <td>80m</td> </tr> </tbody> </table>	Posted speed limit	Minimum spacing	50km/h	50m	60km/h	55m	70km/h	60m	80km/h	70m	100km/h	80m	<p>Matters of discretion:</p> <ul style="list-style-type: none"> <li>1. Positive effects of the <i>sign</i>.</li> <li>2. The location, design, and appearance of the <i>sign</i>.</li> <li>3. Effects on the safe and efficient operation of the transport network.</li> </ul>
Posted speed limit	Minimum spacing													
50km/h	50m													
60km/h	55m													
70km/h	60m													
80km/h	70m													
100km/h	80m													

SIGN-S9	Visibility from Other Zones	
<p>Commercial and Mixed Use Zone General Industrial Zone</p>	<ol style="list-style-type: none"> <li>1. <i>Signs</i> shall not face an adjoining, adjacent, or opposite (across a road) <i>site</i> with any Rural, Residential, Māori Purpose, or Future Urban zoning.</li> <li>2. Any illuminated <i>sign</i> visible from the Residential Zones shall not be lit unless the premises are open for business.</li> </ol>	<p>Matters of discretion:</p> <ol style="list-style-type: none"> <li>1. Positive effects of the <i>sign</i>.</li> <li>2. The location, design, and appearance of the <i>sign</i>.</li> <li>3. Effects on visual amenity.</li> <li>4. Effects on the streetscape's openness and attractiveness.</li> <li>5. Effects on the safe and efficient operation of the transport network.</li> <li>6. Cumulative effects.</li> </ol>
SIGN-S10	Location within site	
<p>All Zones</p>	<ol style="list-style-type: none"> <li>1. The <i>sign</i> must be located fully within the <i>site</i> on which it is located.</li> </ol>	<p>Matters of discretion:</p> <ol style="list-style-type: none"> <li>1. Positive effects of the <i>sign</i>.</li> <li>2. The location, design, and appearance of the <i>sign</i>.</li> <li>3. Effects on visual amenity.</li> <li>4. Effects on the streetscape's openness and attractiveness.</li> <li>5. Effects on the safe and efficient operation of the transport network.</li> <li>6. Cumulative effects.</li> </ol>

SIGN-S11	Reflective materials, illuminated, flashing, or moving <i>signs</i>	
<p>Commercial and Mixed Use Zone</p> <p>General Industrial Zone</p>	<ol style="list-style-type: none"> <li>1. No <i>sign</i> shall contain lights or illumination that flash, move, rotate, vary in intensity, colour or size.</li> <li>2. <i>Signs</i> must comply with the standards for outdoor artificial light and glare in LIGHT-S1.</li> </ol>	<p>Matters of discretion:</p> <ol style="list-style-type: none"> <li>1. Positive effects of the <i>sign</i>.</li> <li>2. The location, design, and appearance of the <i>sign</i>.</li> <li>3. Effects on visual amenity.</li> <li>4. Effects on the streetscape’s openness and attractiveness.</li> <li>5. Effects on the safe and efficient operation of the transport network.</li> <li>6. Cumulative effects.</li> <li>7. The matters for discretion in LIGHT-S1.</li> <li>8. The extent to which the light will contribute to skyglow and adversely affect the quality of viewing of the night sky.</li> </ol>
<p>All other Zones</p>	<ol style="list-style-type: none"> <li>3. No <i>sign</i> shall use reflective materials, or be illuminated, flashing, or moving.</li> </ol>	