

14B Signs

Introduction

Signs and advertising devices are an important form of communication. They provide information, identify places, control and direct traffic, and advertise products, goods and services.

Signs can enhance the visual amenity values of an area by introducing variety into the streetscape. Signs can also have adverse effects on the environment, particularly in terms of their visual appearance and effects on traffic safety and visibility.

Within a commercial or industrial environment where there is a significant demand for advertising, signs can be an accepted feature. Within a residential, rural or recreation environment, inappropriate signs can adversely affect the visual amenity values of these areas.

The Plan will manage the adverse effects of signs in each of the activity areas.

14B 1 Issues, Objectives and Policies

14B 1.1 Amenity Values

Issue

Although signs perform an important function, the appearance and nature of signs may affect adversely visual amenity values. It is important that the scale, location, design and frequency of signs are managed to maintain and enhance the visual amenity values of the City.

Objective

To provide for appropriate signs, while avoiding, remedying or mitigating any significant adverse effects on visual amenity values of the area in which they are located.

Policies

- (a) To allow a wide range of signs within the commercial and business activity areas, while protecting visual amenity values.
- (b) To restrict the size, location and frequency of signs in activity areas where visual amenity values are sensitive.
- (c) To manage the size, location, frequency and appearance of signs at the interface between commercial/industrial activity areas, and all other activity areas.
- (d) To manage illuminated signs to ensure the containment of light spill and glare within the boundaries of the site concerned.

- (e) To ensure that lettering on signs is neat in appearance, and legible.
- (f) To protect identified Urupa sites from inappropriate signs on neighbouring sites.
- (g) To manage the adverse effects of off site signs in residential areas.

Explanation and Reasons

In order to maintain or enhance visual amenity values present within the City, the management of signs is necessary.

The residential, rural, recreation and community activity areas are sensitive to the adverse effects of signs. Controls will be placed on the size, location and frequency of signs within these areas to ensure visual amenity values are protected.

Signs can be an accepted feature of industrial and commercial environments. Therefore a wide range of signs is permitted. However some signs may adversely affect visual amenity values, therefore the size, location and frequency of signs will be managed.

The residential activity areas are particularly sensitive to the effects of off site signs. Off site signs are signs which advertise a product or service not located on the site on which the sign is located. These signs can adversely affect residential amenity values, and undermine the identity and sense of place associated with a particular area. For these reasons permanent off site signs will be discouraged in all residential activity areas. However allowance will be made for temporary off site signs associated with local or central government elections and community events, as such signs play an important role in the functioning of the community.

14B 1.2 Traffic Safety and Visibility

Issue

Signs can have adverse effects upon traffic safety and visibility. It is important that signs be managed to ensure the safe and efficient use of roads, cycle ways and pedestrian ways.

Objective

To ensure that signs do not interfere with the safe and efficient use of all roads, cycle ways and pedestrian ways.

Policies

- (a) To discourage all signs being located where they will obstruct a roadway, pedestrian or cycle way, or obstruct drivers vision of an intersection or driveway.
- (b) To encourage the use of directory boards to avoid a visual clutter of signs on one site.
- (c) To manage the illumination of signs to ensure they do not distract drivers.

Explanation and Reasons

Advertising signs are a legitimate part of business activity. However, if left unrestricted, they have the potential to interfere with the efficient functioning of road, cycle and pedestrian networks within the city.

Signs can distract drivers, or obstruct drivers vision at or of an intersection or driveway. If there are too many individual signs on one site, this can cause confusion for an approaching motorist.

Signs located on the road reserve, berm, or footpath (other than traffic signs) may also physically obstruct the roadway, cycle and pedestrian ways. Examples of such signs include sandwich boards, and signs mounted on trailers parked on the road reserve.

It is important that road users and pedestrians are not distracted or put at risk from inappropriate signs. Restrictions are placed on the size, location, nature and frequency of signs to ensure the efficient and safe operation of the roading network.

14B 1.3 Main Entrance Routes

Issue

A number of distinct entrance routes to the city have been identified. It is important that the adverse effects of signs within these locations are managed to reinforce the identity of the City and to create a sense of place.

Objective

To ensure that signs do not affect adversely the visual amenity values and sense of place associated with the main entrance routes to the city.

Policy

- (a) To manage the location, appearance and frequency of signs along the main entrance routes to the city.

Explanation and Reasons

A number of distinct entrance routes to the city have been identified. These locations play an important role in reinforcing the identity of the city.

Signs can have significant effects upon these locations. Appropriate signs can give an indication of location and direction and signal the entrance way to the city.

Inappropriate signs, particularly those not relating to any of the activities on the site can affect adversely visual amenity values, legibility, and destroy the sense of place.

The appearance, location and frequency of signs within these locations will be managed.

14B 1.4 Temporary Signs

Issue

Temporary signs, erected for a variety of purposes can have adverse effects on visual amenity values and traffic safety. This can be caused by their location, appearance and frequency. It is important that the adverse effects of temporary signs are managed so that visual amenity values are maintained or enhanced, and traffic safety is not compromised.

Objective

To ensure that temporary signs do not affect adversely visual amenity values or traffic safety.

Policies

- (a) To manage the location, appearance and frequency of temporary signs.
- (b) To discourage the location of temporary signs where they may physically obstruct the roadway, cycle ways and pedestrian ways.

Explanations and Reasons

Temporary signs are erected for a variety of purposes ranging from those advertising sporting or community events to those erected for commercial purposes. They can be erected on private or public land, and are often erected within the road reserve.

Temporary signs can be of a lesser standard than permanent signs in terms of their visual appearance, and have the potential to affect adversely visual amenity values.

Temporary signs are often placed within the road reserve, and therefore also have the potential to obstruct traffic and pedestrians using the roads and pathways.

In order to manage the adverse effects of temporary signs, use is restricted to only those which directly relate to the activities on the site on which the sign is located, and local or central government elections. Size limits are set, and time limits placed on their removal.

The use of temporary off site signs advertising the sale of goods and services is discouraged throughout the City.

14B 2 Rules

14B 2.1 Permitted Activities

- (a) Signs in all Activity Areas.

14B 2.1.1 Permitted Activities - Conditions in all residential activity areas, and Community Iwi Activity Area 1 - Marae.

- (a) **Location:**
 - (i) All signs must be located on the site to which they relate with the exception of temporary signs erected for the purposes of a local or central government election.

- (ii) No sign is permitted on the roof of any building.
- (b) Maximum Height:**
 - (i) Free standing signs - 3m
 - (ii) Where a sign is attached to a building, the sign may not protrude above the eaves of the building.
- (c) Maximum Face Area:**
1.0m² per site, with the exception of temporary signs erected for the purposes of a local or central government election, for which the maximum face area shall be 2.4m².
- (d) Temporary Signs:**
 - (i) Electioneering signs shall not be displayed more than 42 days before the election, or 2 days after the election.
 - (ii) Any other temporary sign shall not be displayed more than 3 months prior to the purpose or event, and shall be removed within 2 days of the completion of the purpose or event for which the sign was erected.
 - (iii) No temporary sign (other than those for the purposes of advertising the sale of the property, or for the purposes of a local or central government election) may be erected on sites with frontage to:
 - The Esplanade and Waione Street, Petone.
 - Eastern Hutt Road from Reynolds Bach Drive to the Pomare Rail Overbridge.
 - Randwick Road.
 - Victoria Street, Ewen Bridge Roundabout, and Woburn Road.

Appendix Signs 1 - 4 identifies the sites subject to this provision.
- (e) Illumination:**
 - (i) If a sign is to be lit, they shall be lit by constant illumination, and shall not flash. Such signs may be lit by directional illumination or lit from within.
 - (ii) Artificial light shall not result in added illuminance in excess of 8 lux measured at the window of any dwelling house within a residential, rural or recreation activity area, the Community Iwi Activity Area 1 - Marae, or Community Health Activity Area.
 - (iii) All measures shall be taken to ensure there is no unreasonable light spill beyond the boundary of the site.
- (f) Movement:**
 - (i) No sign shall have any parts which are moving or carrying a variable message.
 - (ii) No sign shall be inflated by any means.

14B 2.1.2 Permitted Activities - Conditions in all recreation activity areas

- (a) Location:**
 - (i) No sign is permitted on the roof of any building.
- (b) Maximum Height of Signs:**
 - (i) Free standing signs - 3m
 - (ii) Where a sign is attached to a building, the sign may not protrude above the eaves of the building.

- (c) **Maximum Face Area and Frequency:**
- (i) 3m² total area of signs per site.
 - (ii) Any sign which denotes the name of any clubrooms may include sponsorship details.
- (d) **Temporary Signs:**
- (i) Electioneering signs shall not be displayed more than 42 days before the election, or 2 days after the election.
 - (ii) Any other temporary sign shall not be displayed more than 3 months prior to the purpose or event, and shall be removed within 2 days of the completion of the purpose or event for which the sign was erected.
 - (iii) No temporary sign (other than those for the purposes of advertising the sale of the property, or a central or local government election) may be erected on sites with frontage to:
 - State Highway No.2, both at and south of the intersection of State Highway No.2, Hutt Road and The Esplanade.
 - The Esplanade, Petone.
 - Eastern Hutt Road from Reynolds Bach Drive to the Pomare Rail Overbridge.
 - Randwick Road.
 - Victoria Street, Ewen Bridge Roundabout, and Woburn Road.
- Appendix Signs 1-5 identifies the sites subject to this provision.
- (e) **Illumination:**
- (i) If a sign is to be lit, they shall be lit by constant illumination, and shall not flash. Such signs may be lit by directional illumination or lit from within.
 - (ii) Artificial light shall not result in added illuminance in excess of 8 lux measured at the window of any dwelling house within a residential, rural or recreation activity area, Community Iwi Activity Area 1 - Marae, or Community Health Activity Area.
 - (iii) All measures shall be taken to ensure there is no unreasonable light spill beyond the boundary of the site.
- (f) **Movement:**
- (i) No sign shall have any parts which are moving, or carry a variable message.
 - (ii) No sign shall be inflated by any means.

14B 2.1.3 Permitted Activities - Conditions in all rural activity areas

- (a) **Location:**
- (i) No sign is permitted on the roof of any building.
- (b) **Maximum Height:**
- (i) Free standing signs - 3.0m
 - (ii) Where a sign is attached to a building, the sign may not protrude above the eaves of the building.
- (c) **Maximum Face Area:** 3m² total face area for all signs on the site.

(d) Temporary Signs:

- (i) Electioneering signs shall not be displayed more than 42 days before the election, or 2 days after the election.
- (ii) Any other temporary sign shall not be displayed more than 3 months prior to the purpose or event, and shall be removed within 2 days of the completion of the purpose or event for which the sign was erected.

(e) Illumination:

- (i) If a sign is to be lit, they shall be lit by constant illumination, and shall not flash. Such signs may be lit by directional illumination or lit from within.
- (ii) Artificial light shall not result in added illuminance in excess of 8 lux measured at the window of any dwelling house within a residential, rural or recreation activity area, Community Iwi Activity Area 1 - Marae, or Community Health Activity Area.
- (iii) All measures shall be taken to ensure there is no unreasonable light spill beyond the boundary of the site on which the sign is located.

(f) Movement:

- (i) No sign shall have any parts which are moving, or carry a variable message.
- (ii) No sign shall be inflated by any means.

14B 2.1.4 Permitted Activities - Conditions in the Community Health Activity Area**(a) Location:**

- (i) No sign is permitted on the roof of any building.

(b) Maximum Height:

- (i) Free standing signs - 3.0m
- (ii) Where a sign is attached to a building, the sign may not protrude above the eaves of the building.
- (iii) Free standing signs for emergency purposes only on the High Street main entrance of the Hospital site - 5.0m

(c) Maximum Face Area:

- (i) The maximum area of any individual sign may not exceed 3m².
- (ii) The maximum face area of any individual sign for emergency purposes only on the High Street main entrance of the Hospital site may not exceed 5m².

(d) Temporary Signs:

- (i) Electioneering signs shall not be displayed more than 42 days before the election, or 2 days after the election.
- (ii) Any other temporary sign shall not be displayed more than 3 months prior to the purpose or event, and shall be removed within 2 days of the completion of the purpose or event for which the sign was erected.

(e) Illumination:

- (i) If a sign is to be lit, they shall be lit by constant illumination, and shall not flash. Such signs may be lit by directional illumination or lit from within.
- (ii) Artificial light shall not result in added illuminance in excess of 8 lux measured at the window of any dwelling house within a residential, or recreation activity

area, Community Iwi Activity Area 1 - Marae or Community Health Activity Area.

- (iii) All measures shall be taken to ensure there is no unreasonable light spill beyond the boundary of the site.

(f) Movement:

- (i) No sign shall have any parts which are moving, or carry a variable message.
- (ii) No sign shall be inflated by any means.

14B 2.1.5 Permitted Activities - Conditions In all Commercial Activity Areas, Business Activity Areas, and Community Iwi Activity Area 3 - Kokiri Centres, excluding the Petone Commercial Activity Area 1.

(a) Location:

- (i) No sign shall be painted onto the roof of any building.

(b) Maximum Height :

- (i) The maximum height of any sign attached to a building may not project above the highest point of the highest building on the site by more than 20%.
- (ii) The maximum height of free standing signs shall be 8m.

(c) Maximum Face Area:

- (i) Where any sign is painted on or attached in any way to the exterior of a building, the maximum face area of all signs visible in any one direction may not exceed 30% of the area of that wall.
- (ii) Where a sign is erected within the Avalon Business Activity Area the maximum face area of all signs erected at the main entrance to the site shall not exceed 3m².
- (iii) The maximum face area of free standing signs shall be 20m².

(d) Illumination :

- (i) If a sign is to be lit, they shall be lit by constant illumination, and shall not flash. Such signs may be lit by directional illumination or lit from within.
- (ii) Artificial light shall not result in added illuminance in excess of 8 lux measured at the window of any dwelling house within a residential, recreation or rural activity area, Community Iwi Activity Area 1 - Marae, or Community Health Activity Area.
- (iii) All measures shall be taken to ensure there is no unreasonable light spill beyond the boundary of the site.

(e) Movement:

- (i) No sign shall have any parts which are moving. This shall not preclude however any sign with a variable message, suspended signs or flags.
- (ii) No sign shall be inflated by any means.

(f) Temporary Signs:

- (i) Electioneering signs shall not be displayed more than 42 days before the election, or 2 days after the election.
- (ii) Any other temporary sign shall not be displayed more than 3 months prior to the purpose or event, and shall be removed within 2 days of the completion of the purpose or event for which the sign was erected.

14B 2.1.6 Permitted Activities - Conditions for signs within all commercial and business activity areas where signs are within a 50m distance of the State Highway and the message is visible from the State Highway

- (a) **Location:**
- (i) Only one sign shall be permitted per site, except that where a site has more than one road frontage, one sign shall be permitted on each road frontage.
 - (ii) All signs must be located on the site to which they relate.
 - (iii) No sign shall be located so that it conceals the visibility of an existing official sign or traffic controlling device.
 - (iv) All signs must be located so as to provide an unrestricted view to the motorist for a minimum distance of 180m.
- (b) **Maximum Height:**
- (i) The maximum height of free standing signs shall be 8m.
 - (ii) The maximum height of any sign attached to a building may not project above the highest point of the building to which it is attached.
- (c) **Maximum Face Area and Design:**
- (i) The maximum face area of any sign shall be 8m².
 - (ii) There shall be no more than six words or symbols, and no more than 40 characters.
 - (iii) The minimum lettering height shall be 160mm.
 - (iv) No sign shall imitate an official sign or traffic controlling device in terms of shape or text used.
- (d) **Illumination:**
- (i) If a sign is to be lit, it shall be lit by constant illumination and shall not flash. Such signs shall be lit by directional illumination or lit from within.
 - (ii) All measures shall be taken to ensure that there is no unreasonable light spill beyond the boundary of the site.
- (e) **Movement:**
- (i) The sign and the sign message shall be static.
 - (ii) No sign shall be inflated by any means.

14B 2.2 Controlled Activities

- (a) In all Commercial Activity Areas excluding the Petone Commercial Activity Area 1, Business Activity Areas (except the Avalon Business Activity Area), and Community Iwi Activity Area 3 - Kokiri Centres; except sites included in 14B 2.2(d):
- (i) Any sign on sites abutting a Residential, Recreation or Rural Activity Area, or Community Iwi Activity Area 1 - Marae.
- (b) Any sign in the Avalon Business Activity Area, within 30 metres of the boundary with adjacent residential and recreation activity areas.
- (c) In all Commercial (except Petone Commercial Area 1) and Business Activity Areas:
- (i) Any inflated sign.
- (d) In all Commercial Activity Areas, Business Activity Areas, and Community Iwi Activity Area 3 - Kokiri Centres, excluding the Petone Commercial Activity Area 1:

- (i) Any sign erected on sites with frontage to the following roads (except where 14B 2.3 (b) applies):

The Esplanade and Waione Street, Petone.

Eastern Hutt Road from Reynolds Bach Drive to Pomare Rail Overbridge.

Randwick Road.

Victoria Street, Ewen Bridge, Railway Avenue, Woburn Road and Queens Drive intersection.

State Highway No.2, both at and south of the intersection of State Highway No.2, Hutt Road and The Esplanade.

Hebden Crescent and State Highway No.2.

Melling Bridge and Melling Link Road.

Appendix Signs 1-7 identifies the sites subject to this provision.

14B 2.2.1 Matters in which Council Seeks to Control and Standards and Terms

- (a) **In all commercial activity areas, business activity areas (except the Avalon Business Activity Area), and Community Iwi Activity Area 3 - Kokiri Centres, excluding the Petone Commercial Activity Area 1:**

Any sign on sites abutting a residential, recreation or rural activity area, or Community Iwi Activity Area 1 - Marae.

- (b) **Any sign in the Avalon Business Activity Area, within 30 metres of the boundary with adjacent residential and recreation activity areas.**

- (i) Design and Appearance:

The extent to which the design and appearance of the sign affects adversely visual amenity values of adjoining sites in a Residential, Recreation or Rural Activity Area, or Community Iwi Activity Area 1 - Marae.

Consideration should be given to the use of colour and clarity of lettering and layout.

- (ii) Maximum Height:

The extent to which the height of the sign will affect adversely the visual amenity values of adjoining sites within the residential, rural or recreation activity areas, or the Community Iwi Activity Area 1 - Marae sites. Consideration shall be given to the height in relation to the height of buildings and structures within the immediate area.

- (iii) Face Area:

The maximum area of any individual sign may not exceed 3m².

- (c) **In all Commercial (except Petone Commercial Area 1) and Business Activity Areas:**

Any inflated sign

- (i) Maximum Height:

The extent to which the height of the sign will affect adversely the visual amenity of adjoining sites and sites from which the proposed sign would be seen. Consideration shall be given to the height in relation to the height of buildings and structures within the immediate vicinity.

- (ii) **Face Area:**
The extent to which the face area of the sign will affect adversely the visual amenity of adjoining sites and sites from which the proposed sign would be seen.
- (iii) **Movement over Neighbouring Properties:**
The extent to which the movement of the sign will take the sign over neighbouring properties or adversely effect those properties.
- (iv) **Traffic Safety:**
The extent to which the proposed sign will affect adversely traffic safety and the efficient functioning of the roading network. Signs should not distract motorists or obstruct the roadways, cycle and pedestrian ways.
Consideration should be had to the nature of illumination, location on the site, height, face area and movement.
- (v) **Visual Amenities, Design and Appearance:**
The extent to which the design and appearance of the proposed sign will affect adversely visual amenity values of adjoining sites and sites from which the proposed sign would be seen. Consideration should be given to the use of colour and the clarity of lettering and layout.
- (d) **In all commercial activity areas, business activity areas, and Community Iwi Activity Area 3 – Kokiri Centres, excluding Petone Commercial Activity Area 1:**
Any sign erected on sites with frontage to the following roads (except where 14B 2.3 (c) applies) -
The Esplanade and Waione Street, Petone.
Eastern Hutt Road from Reynolds Bach Drive to Pomare Rail Overbridge.
Randwick Road.
Victoria Street, Ewen Bridge, Railway Avenue, Woburn Road and Queens Drive intersection.
State Highway No.2, both at and south of the intersection of State Highway No.2, Hutt Road and The Esplanade.
Hebden Crescent and State Highway No.2.
Melling Bridge and Melling Link Road.

Appendix Signs 1-7 identifies the sites subject to this provision.

- (i) **Visual Amenity Values:**
The extent to which the sign affects adversely the visual amenity values of sites within a residential, recreation or rural activity area, or the Community Iwi Activity Area 1 - Marae.
Consideration should be given to -
- the height of the sign in relation to buildings and structures on sites in adjacent activity areas.
 - the face area of the sign and the extent to which it is visually obtrusive from a site within a residential, recreation rural activity area, or Community Iwi Activity Area 1 - Marae.
 - The extent to which the use of colour causes the sign to be visually obtrusive from a site within a residential, recreation or rural activity area, or the Community Activity Area 1 - Marae.

- The extent to which the frequency of signs on the site, and movement of signs detracts from visual amenity values of sites in the residential, recreation or rural activity areas, or the Community Iwi Activity Area 1 - Marae.
- The extent to which the illumination of the sign affects adversely amenity values. All measures are to be taken to ensure there is no unreasonable light spill beyond the boundaries of the site.

Artificial light shall not result in added illuminance in excess of 8 lux measured at the window of any dwelling house in a residential, recreation or rural activity area, or Community Iwi Activity Area 1 - Marae.

- The contribution the sign makes to enhancing the visual amenity values of the main entrance routes to the City.

(ii) Traffic Effects:

The extent to which the proposed sign will affect adversely traffic safety and the efficient functioning of the roading network. Signs should not distract motorists or obstruct the roadways, cycle and pedestrian ways.

Consideration should be had to the nature of illumination, location on the site, height, face area and movement.

14B 2.2.2 Other Matters

All Controlled Activities must comply with other relevant Permitted Activity Conditions.

14B 2.3 Restricted Discretionary Activities

- (a) In Petone Commercial Activity Area - Area 1 all signs subject to the provisions of 5B 2.1.2 (b), except those that are temporary for a period of 3 months which are Permitted Activities.
- (b) In all Recreation and Open Space, and Rural Activity Areas:
All signs located within a 50m distance of the State Highway where the message is visible from the State Highway.
- (c) In all Commercial and Business Activity Areas:
All signs which do not comply with one or more of the Permitted Activity Conditions in 14B 2.1.6
- (d) In all Activity Areas all signs advertising brothels and commercial sexual services.

14B 2.3.1 Matters in which Council has restricted its discretion and Standards and Terms

- (b) **In all Recreation and Open Space, and Rural Activity Areas:**
All signs located within a 50m distance of the State Highway where the message is visible from the State Highway.
- (c) **In all Commercial and Business Activity Areas:**
All signs which do not comply with one or more of the Permitted Activity Conditions in 14B 2.1.6

- Traffic Effects:

The extent to which the proposed sign will affect adversely traffic safety and

the efficient functioning of the State Highway. Signs should not distract motorists or obstruct the State Highway, cycle and pedestrian ways.

Consideration should be had to the nature of illumination, location on the site, height, face area and movement.

- Visual amenity values only where the sign is erected on sites with frontage to the following roads:

State Highway No.2, both at and to the south of the intersection of State Highway No.2, Hutt Road and The Esplanade.

Melling Bridge and Melling Link Road.

Hebden Crescent and State Highway No.2

The extent to which the sign affects adversely the visual amenity values of sites within a residential, recreation or rural activity area, or the Community Iwi Activity Area 1 - Marae.

Consideration should be given to -

the height of the sign in relation to buildings and structures on sites in adjacent activity areas.

the face area of the sign and the extent to which it is visually obtrusive from a site within a residential, recreation rural activity area, or Community Iwi Activity Area 1 - Marae.

The extent to which the use of colour causes the sign to be visually obtrusive from a site within a residential, recreation or rural activity area, or the Community Activity Area 1 - Marae.

The extent to which the frequency of signs on the site, and movement of signs detracts from visual amenity values of sites in the residential, recreation or rural activity areas, or the Community Iwi Activity Area 1 - Marae.

The extent to which the illumination of the sign affects adversely amenity values. All measures are to be taken to ensure there is no unreasonable light spill beyond the boundaries of the site.

Artificial light shall not result in added illuminance in excess of 8 lux measured at the window of any dwelling house in a residential, recreation or rural activity area, or Community Iwi Activity Area 1 - Marae.

The contribution the sign makes to enhancing the visual amenity values of the main entrance routes to the City.

(d) In all Activity Areas all signs advertising brothels and commercial sexual services.

- (i) Design, content, location, size, height and appearance of signs.
 - The extent to which the design, content, location, size, height and appearance of signs will have adverse effects on the amenity values of the area.
 - The extent to which the design, content, location, size, height and appearance of signs are likely to cause a nuisance or serious offence to ordinary members of the public using the area.
 - Whether the design, content, location, size, height and appearance of signs are likely to be incompatible with the existing character or use of the area.

(ii) Traffic effects

The extent to which the proposed signs will adversely affect traffic safety.

14B 2.3.2 Other Matters

All Restricted Discretionary Activities must comply with other relevant Permitted Activity Conditions.

14B 2.4 Discretionary Activities

- (a) In all activity areas, excluding the Petone Commercial Activity Area 1:
 - (i) Any Permitted, Controlled or Restricted Discretionary Activity which does not comply with any of the Permitted Activity Conditions.

14B 2.4.1 Assessment Matters for Discretionary Activities

- (a) The matters contained in Sections 104 and 105, and Part II of the Act shall apply.
- (b) The degree of compliance or non-compliance with any relevant Permitted Activity Conditions.

14B 2.5 Non-Complying Activities

- (a) In all activity areas
 - (i) All other activities not listed as a Permitted, Controlled or Restricted Discretionary, or Discretionary Activity.

14B 3 Anticipated Environmental Results

- (a) Signs which do not detract from the visual amenity values of the City.
- (b) Signs which do not interfere with the safe and efficient functioning of the roads and pedestrian ways.