BEFORE THE INDEPENDENT HEARINGS PANEL FOR HUTT CITY COUNCIL

IN THE MATTER of the Resource Management Act 1991

AND

IN THE MATTER of the Proposed Lower Hutt District Plan

REPLY STATEMENT OF SEAN BELLAMY

ON BEHALF OF HUTT CITY COUNCIL

12 November 2026

1.0 INTRODUCTION

1.1 My name is Sean Bellamy. I am an Intermediate Policy Planner at Hutt City Council and am Council's reporting officer for the Signs topic.

1.2 This Reply Statement responds to:

a. the questions raised by the Hearings Panel in Minute 22, dated 29 October 2026, insofar as those questions relate to the Signs topic.

b. matters raised through the evidence and statements presented at the Hearing Stream #7 hearing.

1.3 Except as expressly identified in this statement, the findings and recommendations contained in the section 42A report and rebuttal evidence remain unchanged.

2.0 QUALIFICATIONS, EXPERIENCE AND CODE OF CONDUCT

2.1 My qualifications and experience are set out in section 2.3 of my section 42A report for the Signs Chapter. I repeat the confirmation given in that report that I have read and agree to comply with the Code of Conduct for Expert Witnesses.

3.0 RESPONSES TO PANEL QUESTIONS

3.1 The sections below respond to the questions raised by the Hearings Panel in Minute 22 for Hearing Stream #7. Appendix 1 sets out my revised recommended amendments in response to submitter evidence.

3.2 To aid the panel, the report is divided into 2 sections:

- Matters requested in Minute 22, and
- Other matters arising from Hearing Stream #7.

3.3 Within Appendix 1, my section 42A report recommended amendments are shown in red underlined or ~~strike through~~, further amendments recommended in my rebuttal evidence are shown in blue underline or ~~strike through~~, and amendments I am recommending in this reply statement are shown in green underlined or ~~strike through~~.

4.0 MATTERS REQUESTED IN MINUTE 22

4.1 The Panel requested:

- Mr Bellamy to reflect upon his recommended amendments to signage standard SIGN-S6 to reduce the display timeframe to no more than 7 days prior to an event. This would include consideration of whether there may be alternative drafting approaches that would address the concerns of Waka Kotahi while also not requiring temporary signage (such as that erected by community purpose events) to apply for resource consent if proposing to advertise events beyond the 7 day timeframe.
- In preparing his response to the Panel, Mr Bellamy to consider this matter through the lens of section 32AA, and to include his findings and any updated recommendations.

Assessment SIGN-S6.1 and SIGN-S6.2

4.2 Temporary signs are advertising signs erected for a short period of time, including for the purpose of community events, temporary activities and construction signs and real estate signs. The duration of the display period is managed through SIGN-S6.

4.3 The amendments to SIGN-S6 (Temporary signs) recommended in the section 42A report are as follows:

1. *A temporary sign must not be displayed more than 9 weeks ~~7 days~~ prior to the event or activity the sign is advertising.*

2. *A temporary sign must be removed within 7 days ~~48 hours~~ of the completion or cancellation of the event or activity the sign is advertising.*

4.4 I have considered consistency with other District Plans in the Wellington Region. SIGN-S6 as notified is consistent with the equivalent rule in the operative district plan (ODP), but it did permit a longer advertising period than similar standards in other district plans in the region. Other district plans provide for:

- between 4 and 9 weeks prior to an event, and
- 1 week after an event.

4.5 The primary reason for Waka Kotahi's submission relates to traffic safety. With regard to visibility from the state highway, SIGN-S8 (Signs and the transport network) also needs to be complied with or a resource consent obtained. This means that the effects on safety and efficiency of the traffic network are already provided for within the rule as notified and the requested amendment is no more effective and is less efficient than the rule as notified.

4.6 However, I would recommend amending the rule to restrict advertisement 9 weeks prior to the event, rather than 3 months. This would ensure consistency with other district plans in the region and be more enabling of temporary activities and ensure any effects are temporary in nature.

S32AA Assessment

4.7 In my opinion the recommended amendment to SIGN-S6 is more effective and efficient in achieving the objectives of the plan than the notified standard or the amended standard in the section 42A report. In particular, I note the amendments will:

a Be consistent with the objectives and policies in the proposed district plan (PDP), and the Signs chapter in particular.

b Not limit consideration of traffic safety issues for signs visible from the state highway.

c Provide clearer direction to plan users, by not including additional unnecessary standards, including:

i. The 9 week installation prior to an event results in the standard being more consistent with equivalent provisions in the other district plans within the Wellington Region.

ii. The 7 day period to remove a sign following an event results in the standard being more consistent with equivalent provisions in the other District Plans within the Wellington Region.

5.0 MATTERS ARISING FROM THE HEARING

5.1 The key issues raised by the Hearings Panel at the hearing, in addition to Minute 22, were:

- Does SIGN-S8.4 clearly exclude incidental text from word-count controls?
- How the provisions in the PDP compare with other district plans in the Wellington Region when the conditions for the restricted discretionary activity status are not met.

Does SIGN-S8.4 clearly exclude incidental text from word-count controls?

5.2 The Hearings Panel requested consideration of whether image-based incidental text is clearly excluded in the standard SIGN-S8.4. The issue relates to incidental text on images on signs. An example is text on a replica football shirt in an image.

5.3 This question relates to the submission of Out of Home Media Association of Aotearoa (OOHMAA) (413.21) to amend or retain SIGN-S8.4.

5.4 The issue is whether incidental text contained within an image, but not forming part of the advertising message itself, should be included in the word-count limits. It is common for advertising images to contain incidental text, such as branding or wording on clothing and other objects depicted within an image.

5.5 I recommend the addition of the following note to SIGN-S8.4(a):

This does not include incidental text (e.g. text on clothing within an image) that does not relate to the advertising message.

This is a minor amendment that:

- improves efficiency of the district plan through providing clarity for plan users on incidental text.
- remains effective in managing the adverse effects of wording on digital signs as it does not limit Council's ability to consider adverse effects on safety of the transport network when considering applications for resource consent.

How do the provisions for digital signs in the PDP compare with those in other district plans in the Wellington Region?

5.6 The Hearings Panel requested advice on how the provisions in the PDP compare with other district plans in the Wellington Region. In particular, how the default activity status changes for digital signs when a restricted discretionary activity condition is not complied with.

5.7 This question relates to the submission of OOHMAA (413.14) to amend SIGN-R3.2 from a non-complying activity to a discretionary activity.

5.8 In my opinion the rules relating to activity status of digital signs in the PDP are generally in accordance with those of other district plans in the Wellington Region. The district plans within the Wellington Region have a generally consistent approach to digital signage.

5.9 Most district plans provide for digital signs as a restricted discretionary activity, with associated standards relating to matters such as location, appearance, messaging, illuminance, glare, visibility from state highways, intersections and corners, and effects on official traffic signs. While the details and level of specificity vary between district plans, non-compliance with these standards

generally results in either discretionary or non-complying activity status.

5.10 Some district plans include rules that limit restricted discretionary activity status to specific zones (e.g. industrial and commercial zones). These district plans classify digital signs in other zones as non-complying activities.

5.11 I recommend amending the activity status in rule SIGN-R3.2 from non-complying to discretionary. Having heard the submitter evidence and arguments at the hearing and considering that digital signs are a non-complying activity within residential, rural, mixed use, open space and natural open space zones, I consider amending the activity status in rule SIGN-R3.2 from non-complying to discretionary is sufficient to manage the effects of potential digital signs in the industrial, commercial, sports and recreation and special purpose zones.

S32AA Assessment

5.12 In my opinion the recommended amendment to rule SIGN-R3.2 is more effective and efficient in achieving the objectives of the plan than the notified rule. In particular, I note the amendments will:

a Be consistent with the objectives and policies in the PDP, and the Signs chapter in particular.

b Not limit consideration of traffic safety issues, including for signs visible from the state highway.

c Provide for assessment of amenity effects and other effects within the zone and on surrounding areas.

d Provide clearer direction to plan users, by not including additional unnecessary process.

6.0 SUMMARY

6.1 The response to Minute 22 and matters arising from the hearing:

a) Considers the display period for temporary signs under SIGN-S6 and recommends amendments to the maximum display period.

b) Considers whether incidental text is adequately addressed in SIGN-S8.4 and recommends inserting a note clarifying that incidental text that does not form part of the advertising message is excluded from the word-count limits.

c) Considers the approach taken by district plans in the Wellington Region to the activity status of digital signs where standards are not met and recommends amending the activity status under SIGN-R3.2 from non-complying to discretionary.

6.2 The recommended amendments are considered to be a more efficient and effective means of implementing the objectives and policies of the PDP. They provide greater clarity for plan users while retaining the ability to manage an adverse environmental effects through the resource consent process.



SEAN BELLAMY
Hutt City Council
12 November 2026

APPENDIX 1: RECOMMENDED AMENDMENTS TO PROVISIONS

This section has rules that have legal effect.

SIGN - Signs

The purpose of the Signs chapter is to provide for signs while managing their effects on the surrounding environment.

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.

Excessive or poorly controlled signage can adversely affect amenity values and the safety of the transport network. Signs can also impact the values of the site or structure on which they are located, particularly heritage values where the sign alters or obscures heritage features of the site/structure.

Hutt City Council bylaws

In addition to the District Plan, Council has a range of bylaws that also apply to signs, including:
- The Public Places Bylaw, which includes regulations for signs in public places, including on or over footpaths and on motor vehicles and trailers.
- The Parks and Reserves Bylaw, which regulates activities in Council's parks and reserves, including signs, and
- The Traffic Bylaw, which regulates signs that may cause a safety hazard, including obstruction of views for drivers.

Where a proposed sign would breach a bylaw, permission may be required from Council prior to installing the sign. Permissions under bylaws are in addition to any requirements under this District Plan.

Objectives

SIGN-O1	Signs
Signs support the needs of the community to advertise and inform while the effects on local character, amenity, heritage values and the safety and efficiency of the transport network are effectively managed.	

Policies

SIGN-P1	Signs provided for
Provide for signs where: 1. The sign: a. Is ancillary to the activity being undertaken on the site, or b. The sign is associated with an upcoming election or referendum, or c. The sign is required is required to meet regulatory or statutory requirements, or d. For any other sign (including third-party advertising signs and temporary signs for activities undertaken on another site), the sign is consistent with the purpose, character, and amenity values of the zone in which they are located, and 2. They are of an appropriate size, design and location, 3. They maintain the character and amenity values of the site and the surrounding area,	

4. They do not result in visual clutter,
5. They do not compromise the efficiency of the transport network or the safety of its users, including cyclists and pedestrians, and
6. Any potential cumulative effects are managed.

SIGN-P2	Temporary signs, including election signs

Manage the effects of election signs to be consistent with the purpose, character, and amenity values of the zone in which they are located, and:

1. Do not compromise the character and amenity values of any adjoining zones,
2. Do not result in visual clutter and other adverse cumulative effects, and
3. Where relevant, are in proportion to the scale of the building it is located on and the number and size of the tenancies and the size of the site.

SIGN-P3	Third-party advertising signs

Manage the effects of third-party advertising signs to be consistent with the purpose, character, and amenity values of the zone in which they are located, and:

1. Where relevant, are in proportion to the scale of the building it is located on and the number and size of the tenancies and the size of the site,
2. Do not compromise the character and amenity values of any adjoining zones,
3. Do not cause areas to feel commercialised where this is not part of the intended character of the zone, and
4. Do not result in visual clutter and other adverse cumulative effects.

SIGN-P4	Digital and illuminated signs

Provide for digital signs and illuminated signs where:

1. The sign is compatible with the character of the zone and any relevant precinct or overlay,
2. The sign does not compromise traffic, pedestrian, or cycling safety,
3. Digital signs do not cause any area to feel overly dominated by signage and advertising,
4. Light spill or glare effects are managed so they do not compromise amenity values,
5. Illumination does not compromise views of the night sky, and
6. The sign is not visible from a state highway or road with a speed limit of ~~70~~ 80km/h or more.
7. The sign is not visible in conjunction with, or located in a manner that it may distract from, warning lights such as those at level crossings or signals associated with the operation of the rail network.

Commented [SB1]: OOHMAA (413.4), recommendation from rebuttal (reverting back to policy as notified).

Commented [NG2]: KiwiRail (442.74)

~~SIGN-P5~~	~~Signs on heritage buildings or heritage structures or in heritage areas~~

~~Enable signs on heritage buildings, heritage structures, and within historic heritage areas where they do not detract from significant historic heritage values, having regard to:~~

1. ~~Any adverse effect on historic heritage values associated with the heritage building, heritage structure, or heritage area,~~
2. ~~Whether the sign is necessary for the activity on the site and the continued use of the of the heritage building, structure or area,~~
3. ~~Whether the area, height and number of signs are appropriate for the scale of the heritage building or, heritage structure or heritage area,~~
4. ~~The historical use of signage on the building, structure or area during the era in which it gained historical significance, and~~
5. ~~Alternative locations for signs.~~

Commented [NG3]: *To be withdrawn - Outside scope of plan stop exemption*

SIGN-P6	Impacts of signs on the transport network

Ensure the safe and efficient use of the transport network by controlling:

1. The scale, design, and location of signs,
2. Proliferation of signs and visual clutter, and
3. The effects of illumination and digital images.

Rules

Notes:
More than one rule of this chapter may be relevant for any one sign. For example, a Third-party advertising sign that is also a Digital sign will need to comply with at least three rules — SIGN-R1: Signs, SIGN-R2: Third-party advertising signs, and SIGN-R3: Digital signs.

Resource consent may be required under rules in this chapter as well as other chapters. Unless specifically stated, resource consent is required under each relevant rule.

In particular, the rules in the Light chapter will apply to digital signs and other illuminated signs.

The steps to determine the status of an activity are set out in the General Approach chapter.

SIGN-R1	Signs
All Zones	1. **Activity status:** Permitted Where: a. The sign is an official sign, or b. The sign is an election ~~sign and complies with SIGN-S7: Election signs~~, or c. The sign cannot be seen beyond the boundary of a site, or d. Compliance is achieved with: i. SIGN-S1: Area of a sign, ii. SIGN-S2: Combined area of signs per site, iii. SIGN-S3: Number of signs per site, iv. SIGN-S4: Height of freestanding signs, v. SIGN-S5: Height and placement of signs attached to buildings, structures and verandahs, vi. SIGN-S6: Temporary signs, vii. SIGN-S7: Election signs, viii. SIGN-S8: Signs and the transport network, and ix. SIGN-S9: Sign illumination.
All Zones	2. **Activity status:** Restricted discretionary Where: a. Compliance is not achieved with SIGN-R1.1. **Matters of discretion are restricted to:** 1. The matters of discretion in any standards not met. 2. The matters in: i. SIGN-P1: Signs provided for, ii. SIGN-P2: Temporary signs, including election signs, and iii. SIGN-P6: Impacts of signs on the transport network.
SIGN-R2	**Third-party advertising signs**
City Centre Zone **Metropolitan Centre Zone** **Local Centre Zone**	1. **Activity status:** Permitted

Commented [NG4]: Laura Skilton (314.96)

Neighbourhood Centre Zone **Industrial Zones** **Sport and Active Recreation Zone** **Hospital Zone** **Marae Zone** **Quarry Zone** **Seaview Marina Zone** **Tertiary Education Zone**	
Rural Zones	2. **Activity status:** Discretionary
Residential Zones **Mixed Use Zone** **Natural Open Space Zone** **Open Space Zone**	3. **Activity status:** Non-complying
SIGN-R3	**Digital signs**
City Centre Zone **Metropolitan Centre Zone** **Local Centre Zone** **Industrial Zones** **Hospital Zone** **Tertiary Education Zone**	1. **Activity status:** Restricted discretionary Where: a. The sign: i. Does not flash, use video, moving images, moving text, or moving lights. ii. Does not play music or sound. iii. Does not provide advertising over multiple messages which are displayed across transitioning screens, ~~iv.~~ Is not visible from a state highway or road with a speed limit of ~~80~~ 70km/h or more, v. Does not monitor or respond in any way to the people viewing or potentially viewing the sign, vi. Displays only a single static image at a time, vii. Displays images for a minimum of ~~35~~ 30 seconds before transitioning to the next when visible from a road with a speed limit of 80km/h or more, and

Commented [NG5]: Seaview Marina (343.53)

Commented [SB7]: OOHMAA (413.8), recommendation from rebuttal (reverting back to rule as notified).

Commented [NG8]: OOHMAA (413.10) and oOh Media (517.38)

Marae Zone **Seaview Marina Zone** **Sport and Active Recreation Zone**	viii. In any other case, displays images for at least ~~15~~ 10 seconds before transitioning to the next, ix. Is not visible from, or within 100m of, a State Highway on ramp and/or off ramp. x. Is not located where there are any other digital billboards1 in a driver's field of vision. b. Transitions between images take ~~between 0.1 seconds and~~ 0.5 seconds by way of a cross-dissolve, without flashing, blinking, fading, ~~dissolving~~, or wiping, c. In the event of a malfunction, the sign defaults to a blank screen, and d. Illumination of the sign: i. Automatically adjusts to allow for ambient light levels, ii. Does not alter during the display of any image, iii. Does not alter the average luminance of any two successive images by more than 30%. **Matters of discretion are restricted to:** 1. The compatibility of the sign with the amenity and character of the surrounding area. 2. The size, position, design, and setting of the sign. ~~3. Whether the sign will be used for third-party advertising.~~ 4. The standards for the relevant zone in the Light chapter. 5. The safety and efficiency of the transport network 6. The matters in: a. SIGN-P1: Compatible signs, b. SIGN-P4: Digital and illuminated signs, and c. SIGN-P6: Impacts of signs on the transport network. 7. Any positive effects of the digital sign that cannot be achieved with a sign other than a digital sign. **Note:** The provisions in the Light chapter also apply to signs, particularly digital signs or other illuminated signs.
	2.
City Centre Zone **Metropolitan Centre Zone** **Local Centre Zone** **Industrial Zones** **Hospital Zone** **Tertiary Education Zone** **Marae Zone** **Sport and Active**	2. **Activity status:** Discretionary ~~Non-complying~~ Where: a. Compliance is not achieved with SIGN-R3.1

Commented [NG9]: OOHMAA (413.10) and oOh Media (517.38)

Commented [NG6]: Seaview Marina (343.54)

Commented [NG10]: Waka Kotahi (385.84)

Commented [SB11]: OOHMAA (413.11), recommendation from rebuttal

Commented [NG12]: OOHMAA (413.11)

Commented [NG13]: OOHMAA (413.13) and oOh Media (517.40)

Commented [SB14]: OOHMAA (413.14) recommendation from Council officers right of reply

Recreation Zone	
Residential Zones **Rural Zones** **Mixed Use Zone** **Natural Open Space Zone** **Open Space Zone**	3. **Activity status:** Non-complying **Notification:** Public notification is required for applications under this rule.
~~**SIGN-R4**~~	~~**Signs on sites with scheduled heritage buildings, heritage structures, or sites within a heritage area**~~
- ~~**Sites containing Heritage buildings and structures**~~ ~~**Heritage areas**~~	~~1. **Activity status:** Permitted~~ ~~Where:~~ ~~a. The is not attached to a heritage building, heritage structure, or contributing building in a heritage area unless:~~ ~~i. The sign is an official sign, for wayfinding, interpretative content about the historic heritage values, the name of the building or structure, or consists only of text and relates to an activity within that building or structure, and~~ ~~ii. Does not exceed 0.5m^2 in area.~~ ~~b. Despite a, any existing sign may be replaced with another sign of the same size, and location, but different wording and imagery.~~ ~~c. Any advertising sign does not obscure the visibility of any architectural feature of a heritage building or heritage structure from the road.~~
- ~~**Sites containing Heritage buildings and structures**~~ - ~~**Heritage areas**~~	~~2. **Activity status:** Restricted discretionary~~ ~~Where:~~ ~~a. Compliance is not achieved with SIGN-R5.1.~~ ~~**Matters of discretion are restricted to:**~~ ~~1. The heritage values of the scheduled heritage building, scheduled heritage structure, or historic heritage area.~~ ~~2. Providing for the continued use of the scheduled heritage building, scheduled heritage structure, or identified contributing building.~~ ~~3. The historical use of signage on the building or structure during the era in which it acquired heritage significance.~~

Commented [NG15]: *To be withdrawn - Outside scope of plan stop exemption*

Standards

SIGN-S1	**Area of a sign**
Residential Zones	1. No one sign may be larger than 2m^2. **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area.

	3. How the sign fits with the design and proportions of the building it is placed on (if placed on a building). 4. Cumulative effects. 5. Any positive effects that cannot be achieved while complying with the standard.
City Centre Zone **Metropolitan Centre Zone** **Local Centre Zone** **Neighbourhood Centre Zone** **Industrial Zones** **Marae Zone** **Seaview Marina Zone**	2. No freestanding sign may be larger than 20m^2. 3. No sign on a building may be larger than 30% of the area of the exterior wall to which it is attached. **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building it is placed on (if placed on a building). 4. Cumulative effects. 5. Any positive effects that cannot be achieved while complying with the standard,
Hospital Zone **Tertiary Education Zone** **Quarry Zone**	4. No one sign may be larger than 5m^2. **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building it is placed on (if placed on a building). 4. Cumulative effects. 5. Any positive effects that cannot be achieved while complying with the standard.
Mixed Use Zone **Open Space and Recreation Zones** **Rural Zones**	1. No one sign may be larger than 4m^2. **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building it is placed on (if placed on a building). 4. Cumulative effects. 5. Any positive effects that cannot be achieved while complying with the standard.
SIGN-S2	**Combined area of signs per site**
Residential Zones	1. The maximum total area of signs per site (other than official signs, temporary signs and election signs) is 2m^2. **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building it is placed on (if placed on a building). 4. The reduced efficacy of signs from clutter. 5. Cumulative effects.

	6. Any positive effects that cannot be achieved while complying with the standard.
Commercial and Mixed Use Zones **Industrial Zones** **Seaview Marina Zone** **Marae Zone**	2. The maximum total area of signs per site (other than official signs, temporary signs and election signs) is 20m^2. 3. The maximum total area of signs on any one exterior wall of a building must not exceed 30% of the area of that wall. **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building it is placed on (if placed on a building). 4. The reduced efficacy of signs from clutter. 5. Cumulative effects. 6. Any positive effects that cannot be achieved while complying with the standard.
Hospital Zone **Tertiary Education Zone** **Quarry Zone**	4. The maximum total area of signs per site (other than official signs, temporary signs and election signs) is 20m². **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building it is placed on (if placed on a building). 4. The reduced efficacy of signs from clutter. 5. Cumulative effects. 6. Any positive effects that cannot be achieved while complying with the standard.
Open Space and Recreation Zones **Rural Zones**	5. The maximum total area of signs per site (other than official signs and election signs) is 4m^2. **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building it is placed on (if placed on a building). 4. The reduced efficacy of signs from clutter. 5. Cumulative effects. 6. Any positive effects that cannot be achieved while complying with the standard.
SIGN-S3	**Number of signs per site**
Residential Zones **Rural Zones**	1. There must be no more than one sign per site (other than official signs and temporary signs). **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building or structure it is placed on (if placed on a building/structure). 4. Impacts on the safety and efficiency of the transport network. 5. The reduced efficacy of signs from clutter. 6. Cumulative effects. 7. Any positive effects that cannot be achieved while complying with the standard.

Commercial and Mixed Use Zones **Industrial Zones** **Seaview Marina Zone**	2. There may be no more than one sign per site per frontage (other than official signs and temporary signs) where that frontage is opposite a site in a Residential Zone, Rural Zone, Open Space and Recreation Zone, or the Marae Zone. **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building or structure it is placed on (if placed on a building/structure). 4. Impacts on the safety and efficiency of the transport network. 5. The reduced efficacy of signs from clutter. 6. Cumulative effects. 7. Any positive effects that cannot be achieved while complying with the standard.
Hospital Zone **Tertiary Education Zone** **Quarry Zone** **Marae Zone**	3. There may be no more than two signs per site frontage. For corner sites, each side of the corner counts as a separate frontage. **Matters of discretion if standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building or structure it is placed on (if placed on a building/structure). 4. Impacts on the safety and efficiency of the transport network. 5. The reduced efficacy of signs from clutter. 6. Cumulative effects. 7. Any positive effects that cannot be achieved while complying with the standard.
Open Space and Recreation Zones	4. There may be no more than one sign per 50 metres of site frontage, rounded up. **Matters of discretion if the standard is not met:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building or structure it is placed on (if placed on a building/structure). 4. Impacts on the safety and efficiency of the transport network. 5. The reduced efficacy of signs from clutter. 6. Cumulative effects. 7. Any positive effects that cannot be achieved while complying with the standard.
SIGN-S4	**Height of freestanding of signs**
Residential Zones **Open Space and Recreation Zones**	1. A freestanding sign must not exceed 3 metres in height above ground level. **Matters of discretion if the standard is breached:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. Cumulative effects. 4. Any positive effects that cannot be achieved while complying with the standard.
City Centre Zone **Metropolitan Centre Zone**	2. A freestanding sign must not exceed 10 metres in height, or the highest point of the highest building on site, whichever is the lower. 3. Where there is no building, must not exceed 6 metres in height. **Matters of discretion if the standard is breached:** 1. The size, location, height, and design of the sign.

Local Centre Zone **Neighbourhood Centre Zones** **Industrial Zones** **Seaview Marina Zone**	2. Impacts on the character and visual amenity of the surrounding area. 3. Cumulative effects. 4. Any positive effects that cannot be achieved while complying with the standard.
Mixed Use Zone **Hospital Zone** **Tertiary Education Zone** **Quarry Zone** **Marae Zone** **Mixed Use Zone** **Rural Zones**	4. A freestanding sign must not exceed 6 metres in height. **Matters of discretion if the standard is breached:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. Cumulative effects. 4. Any positive effects that cannot be achieved while complying with the standard.
SIGN-S5	**Height and placement of signs attached to buildings, structures and verandahs**
Residential Zones **Rural Zones** **Open Space and Recreation Zones** **Quarry Zone** **Marae Zone**	1. A sign must not be located on the roof of any building or on top of any other structure unless the structure is a support structure constructed for the purpose of supporting the sign. 2. A sign must not be higher than the eaves of the building it is attached to. For facades without eaves, a sign must not project higher than the highest part of the facade it is attached to. 3. Where signs are attached to a verandah they must be: a. Attached to the fascia or underside of the verandah, b. Have no more than one sign per tenancy, and c. If above a footpath or public space, the lowest point of any sign must be at least 2.4 metres clear in height above the footpath/public space. **Matters of discretion if the standard is breached:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building it is placed on. 4. Impacts on the safety and efficiency of the transport network. 5. The reduced efficacy of signs from clutter. 6. Cumulative effects. 7. Any positive effects that cannot be achieved while complying with the standard.
Commercial and Mixed Use Zones **Industrial Zones**	4. A sign must not be located on the roof of any building or on top of any other structure unless the structure is a support structure constructed for the purpose of supporting the sign.

Hospital Zone **Tertiary Education Zone** **Seaview Marina Zone**	5. A sign must not project higher than the highest part of the building or structure it is attached to unless the structure is a support structure constructed for the purpose of supporting the sign. 6. Where signs are attached to a verandah they must be: a. Attached to the fascia or underside of the verandah, b. Have no more than one sign per tenancy, and c. If above a footpath or public space, the lowest point of any sign must be at least 2.4 metres clear in height above the footpath/public space. **Matters of discretion if the standard is breached:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building it is placed on. 4. Impacts on the safety and efficiency of the transport network. 5. The reduced efficacy of signs from clutter. 6. Cumulative effects. 7. Any positive effects that cannot be achieved while complying with the standard.
SIGN-S6	**Temporary signs**
All Zones	1. A temporary sign must not be displayed more than 9 weeks ~~7 days~~ prior to the event or activity the sign is advertising. 2. A temporary sign must be removed within 7 days ~~48 hours~~ of the completion or cancellation of the event or activity the sign is advertising. 3. The sign must be no greater than 3m² in area. 4. This standard does not apply to election signs. **Matters of discretion if the standard is breached:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building or structure it is placed on (if placed on a building/structure). 4. The reduced efficacy of signs from clutter. 5. Cumulative effects. 6. Any positive effects that cannot be achieved while complying with the standard.
SIGN-S7	**Election signs**
All Zones	1. Election signs must not be displayed more than nine weeks before the day of the election or referendum with which they are associated. 2. Election signs must be taken down before the day of the election or referendum with which they are associated. 3. Election signs must not exceed $3m^2$ in area. **Matters of discretion if the standard is breached:** 1. The size, location, height, and design of the sign. 2. Impacts on the character and visual amenity of the surrounding area. 3. How the sign fits with the design and proportions of the building or structure it is placed on (if placed on a building/structure). 4. Impacts on the safety and efficiency of the transport network. 5. The reduced efficacy of signs from clutter. 6. Cumulative effects.
SIGN-S8	**Signs and the transport network**

Commented [SB16]: NZTA (365.89) recommendation from Council officers right of reply

All Zones

1. Signs must not obstruct the line of sight of any corner, bend, intersection, vehicle crossing, pedestrian crossing or railway crossing.
2. Signs must not obstruct or obscure the view of any traffic sign, railway sign, traffic signal, or railway signal.
3. Signs visible from any road must not contain any flashing or moving lights or moving parts.
4. The primary message of sSigns visible from any state highway or road with a speed limit of 80 ~~70~~ km/h or more must not:
   a. Contain phone numbers, email addresses, web addresses, social media handles, physical addresses (other than the address of the site on which the sign is located), or any other form of contact details, or
   b. Contain more than ~~40 characters.~~:
      i. 10 main message words; and
      ii. 15 secondary message words

   Note: This does not include incidental text (e.g. text on clothing within an image) that does not relate to the advertising message.
5. Signs must not be shaped or use wording, images, or colours, that could be mistaken for a traffic control device, official sign, railway sign, maritime navigation installation, or aeronautical navigation installation.
6. Signs within 10 metres of a legal road or visible from any state highway must comply with the following minimum lettering heights:

Speed limit of road (km/h)	Minimum lettering height (mm)
0-50	150
51-70	200
71-80	250
81 and above	300

7. Any digital sign must not be able to be read in conjunction with flashing warning lights at level crossings or signals associated with the operation of the rail network.

This does not apply to authorisation statements on election signs or statements about the status of trademarks.

Matters of discretion if the standard is breached:

1. Impacts on the safety and efficiency of the transport network.
2. Impacts on visual amenity for users of the transport network.

SIGN-S9	Sign illumination

All Zones

1. Illuminated signs, including digital signs, must not have an ~~average~~ maximum luminance exceeding:
   a. The limits in table LIGHT-TABLE3 during the restricted lighting period,
   b. 600cd/m^2 outside the restricted lighting period but after sunset or before sunrise, and
   c. 5,000cd/m^2 between sunrise and sunset.
2. Illumination of any sign must not result in the illuminance of any roadway by more than 4 lux in a Residential Zone, Rural Zone, Open Space Zone, or Natural Open Space Zone, or 20 lux in any other area.

Matters of discretion if the standard is breached:

1. The size, location, height, and design of the sign.

Commented [NG17]: Laura Skelton (314.107)

Commented [SB18]: OOHMAA (413.22), recommendation from rebuttal

Commented [SB19]: OOHMAA (413.20), recommendation from rebuttal (reverting back to standard as notified).

Commented [SB20]: OOHMAA (413.21), recommendation from rebuttal

Commented [SB21]: OOHMAA (413.21) recommendation from Council officers right of reply

Commented [NG22]: KiwiRail (442.77)

	2. Impacts on the character and visual amenity of the surrounding area. 3. Any unreasonable annoyance, discomfort, distraction, or interference with everyday tasks from light spill, including disturbance of people's sleep. 4. Impacts on the safety and efficiency of the transport network. 5. Impacts on views of the night sky. 6. Any positive effects that cannot be achieved while complying with the standard.

Definitions

Term	Definition
digital sign	means a sign which displays electronic graphics and/or text using electronic screens. Digital signs can include both moving and static signage.
official sign	means all ~~any~~ signs required or provided for under any statute or regulation, or are otherwise related to aspects of public safety.

Commented [NG23]: Waka Kotahi (385.6)

Commented [NG24]: Waka Kotahi (385.14)