

13 Signs

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13. Signs

13.1 Introduction

This section of the Plan is concerned with the management of signs.

Particular sections of the Resource Management Act 1991 (RMA) which have relevance for the management approach adopted in this section include the following:

- ⇒ *Section 5*: the sustainable management purpose of the RMA
- ⇒ *Section 7*: the maintenance and enhancement of amenity values

The Council's goals for enabling and promoting the purpose of the Resource Management Act 1991 are set out in [Section 6](#) of the Plan and contain a number of goals which provide general guidance in the development of objectives and policies for signs. Specifically, the goals are Built Environment, Natural Environment, Employment and Economic Growth.

All of these matters have been taken into account in preparing the Signs Section of the Plan.

13.2 Signs Issues

Significant issues relating to signs which must be addressed in the objectives and policies of the Plan are:

- Traffic Safety

Signs can cause distraction to drivers, cyclists and pedestrians. They also have the potential to obscure sight lines at intersections.

Signs are often located on or adjacent to roads. They need to be structurally sound and of a design which does not detrimentally affect traffic safety.

In addition, signs can enable people to find their way around North Shore City. However, for such directional signage to function effectively, controls need to be placed upon other signs which can contribute to visual clutter. A cluttered environment hinders the identification of directional signs and reduces reaction times. As well as helping people travel around the city, the clarity of finding street numbers, names of businesses and identifying uses are all important.

- Visual Amenity

The quality of visual amenity can be adversely affected by a number of factors, including the number, size, illumination and location of signs.

A range of activities have been provided within North Shore City and their management has been based upon a zoning framework. It is recognised that there are different amenity standards for different zones. Signage requirements also differ between zones, for example, between residential and business zones. It is important that businesses have the opportunity to erect signs, and these signs need to reflect the zone in which they are located.

Inappropriately located signs which can dominate the streetscape can adversely affect the quality of visual amenity. It is considered that signs which are located above or on a building verandah have a greater impact upon the streetscape in comparison to those located below verandah level. Provided height, location and length are controlled for signs below the verandah, the potential impact of signs on streetscape may be remedied.

The architectural detail of buildings provides visual quality and character. Intervention is required to ensure that such features are not adversely affected by signage.

To avoid adverse effects on the visual amenity values of an area, signs must be in keeping with the character and amenity values of the area. For example, signs should be

sympathetic to the building and the streetscape.

13.3 Signs: Objectives and Policies

Objective

1. To ensure that signage does not create a traffic hazard.
2. To ensure that signs do not adversely affect the visual amenity of the surrounding environment.

Policies

1. To require signs to be designed and located so that they do not detrimentally affect traffic safety.
2. To control the adverse effects of signs, having regard to the amenity standards and context of the particular environment in which they are located, on the basis of the various zones defined in the Plan.
3. To ensure that promotional signage does not hinder the functioning of informational signage.

Methods

The Council has considered the methods available to meet the above objectives and policies, and considers that the most appropriate means of controlling the adverse effects of signs on the environment is by rules in the District Plan for the control of permanent signs, and by means of by-laws for the control of temporary signs.

Explanation and Reasons

An approach has been incorporated in the District Plan which prescribes the type, size, placement, and number of signs permitted in different circumstances. This provides a reasonable degree of certainty and is considered the best means of avoiding, remedying or mitigating the adverse effects of signs on the amenity of different parts of the city.

By imposing area limits on signs, the District Plan seeks to give location and identification-type signs a higher priority than those of a promotional nature. It also seeks to establish sign thresholds for areas of different character and amenity attributes.

Design guides will be used to encourage sensitive design, by advising applicants on options and acceptable solutions, and to assist in the assessment of sign applications. The Council will provide structures and locations for public facility-type signage in selected locations, to be used by community groups to promote cultural and recreational events.

Section 5 of the RMA, requires that natural and physical resources be managed in such a way as to allow for people's social, economic and cultural well-being. Signs are required by businesses to direct people to their premises. However, this need should be balanced against safety requirements. Where there are numerous signs, this can be a distraction to the motorist, and could have a detrimental effect upon the safety of all road users. Traffic safety considerations are also related to the characteristics of the roading network rather than that of the adjoining land.

Open space, rural, residential and business zones have unique characteristics and are, therefore, sensitive in varying degrees to the visual effects of signage, with residential and recreation zones considered to be the most sensitive.

Proposals for the illumination of signs will be assessed on the basis of the Institute of Lighting Engineers' Standards in order to ensure well researched and consistent methods of evaluation.

Expected Environmental Results

The erection of:

- Signs that do not detract from visual amenity, environmental quality and traffic safety, as measured by a five-yearly analysis of the visual and environmental impact of signs erected within the city
- Signs that create minimal visual clutter, as measured by a five-yearly analysis of the visual and environmental impact of signs.

13.4 Signs Rules**13.4.1 Signs: Permitted Activities****13.4.1.1 Temporary Signs All Zones**

Temporary signs, including footpath signs, considered under the city's temporary sign by-law provisions are deemed to be Permitted activities.

13.4.1.2 Residential Zones

The following signs are permitted in any residential zone (excluding the Piripiri Point Protection Area, Park Interface Protection Area, provided that no sign shall be either illuminated, flashing or a variable message sign:

- a) One sign only may be erected on any site provided that it does not exceed 0.25m² in area and bears the following information only:
 - i) The name of a residential building or the street number of any premise.
 - ii) The name of a home occupation carried out on the site and hours of attendance.
 - iii) The name or historic account of a heritage building.
 - iv) The name of a motel, residential care centre, veterinary clinic or medical facility, or any other lawfully established business.
- b) One sign or planned arrangement of signs for a community facility not exceeding a total area of 0.5m².
- c) One sign or planned arrangement of signs for schools and churches not exceeding a total area of 2m².
- d) A sign or signs on any dairy provided that:
 - i) They do not exceed a total area of 1.8m² per 10 metres of street frontage; and
 - ii) The type and size of signs permitted within the total signage area specified in (i) above shall be restricted to the following:
 - Either tavern-type signs or signs above the verandah complying with the Additional Sign Controls for those types of signs specified in [Table 13.1](#) and [Figure 13.1](#). The size of any such sign shall not exceed 1m² in area per 10 metres of street frontage
 - Signs on the verandah fascia, signs suspended from the verandah, and signs on the building facade below the verandah, complying with the Additional Sign Controls for those types of signs specified in [Table 13.1](#) and [Figure 13.1](#). The total area for any such signs shall not exceed 0.8m² per 10 metres of street frontage.

Control Flexibility

The area of a sign specified above may be increased up to a maximum of 50%, by means of a Limited Discretionary activity application.

Explanation and Reasons

Certain business operations and community facilities are able to establish within the residential zones and they require the ability to erect signs. Signs are not a common

feature in these zones and therefore have the potential to detrimentally affect the visual appearance of such zones. It is therefore important that the size, location and number of signs are carefully controlled.

To allow for some flexibility in sign size, an increase of up to 50% will be considered by way of Control Flexibility. Where it is difficult to erect signs which comply with the location criteria specified in the rules, an application may be made for alternative locations.

13.4.1.3 Business 1- 6 and 11 Zones (including the Long Bay 5 zone)

The following signs are permitted on any site in the Business 1-6 [and 11] zones (including the Long Bay 5 zone), provided that no sign shall be an illuminated, flashing or variable message sign, unless specifically provided for in **Table 13.1**:

- a) Signs which comply with the controls of **Table 13.1** and **Figure 13.1** and with those specified below:
 - i) The maximum total area of all signs in relation to any site shall be based on the points allocated in **Table 13.1** and shall not exceed 10 points for each 10 metres of street frontage. The points shall be allocated at a rate of 1 point for each metre of street frontage, except that for sites of frontage less than 10 metres the full 10 points shall be available. The maximum number of points available for any site as a Permitted activity shall be 30 points.
- b) One sign for each business tenancy within a covered pedestrian shopping mall, with an area not exceeding 0.25m² per tenancy and designed in the form of one comprehensively designed directory sign, located within the boundaries of the site.
- c) One sign or planned arrangement of signs for a community facility, not exceeding a total area of 0.5m².
- d) A sign or signs on any dairy provided that:
 - i) They do not exceed a total area of 1.8m² per 10 metres of street frontage; and
 - ii) The type and size of signs permitted within the total signage area specified in (i) above shall be restricted to the following:
 - Either tavern-type signs or signs above the verandah complying with the Additional Sign Controls for those types of signs specified in **Table 13.1** and **Figure 13.1**. The size of any such sign shall not exceed 1m² in area per 10 metres of street frontage
 - Signs on the verandah fascia, signs suspended from the verandah, and signs on the building facade below the verandah, complying with the Additional Sign Controls for those types of signs specified in **Table 13.1** and **Figure 13.1**. The total area for any such signs shall not exceed 0.8m² per 10 metres of street frontage.
- e) In the Business 1-6 zones only, one free-standing sign of up to 6 metres in height for drive through activities associated with the sale of fast food, provided that where these signs are located within 30 metres of a residential zone boundary, the maximum permitted height shall be 5 metres. For the sake of clarity, this rule applies in addition to the signs which are permitted under paragraph a) above.
- f) Illuminated, but not flashing or variable message signs, suspended from the verandah and on the building facade below the verandah are permitted, provided:
 - i) The sign is confined to the Business 2 through to 6 [or 11] zones.
 - ii) A verandah is present.
 - iii) The sign is not located within 30 metres of a residential zone.
 - iv) The sign is not located within 20 metres of a road junction.
 - v) The sign does not produce more than 1000cds/m².

Table 13.1 Categories of Signs, Their Respective Points and Maximum Size				
Sign	Type and Location of Sign (refer also to Figure 13.1)	Points	Max. Sign Area per 10 Metres of Street Frontage	Additional Sign Controls
1	Signs above the verandah	2 per 1m ²	3m ²	<ul style="list-style-type: none"> i) Signs shall be wholly confined within the building's outline. ii) Signs shall be parallel to the building's facade, and fixed not more than 0.3 metres away from the facade.
2	<p>Tavern-type signs</p> <p>This sign type is located perpendicular to a building's facade, and above the level of the verandah</p>	3 per 1m ²	1m ²	<ul style="list-style-type: none"> i) Where a building rises more than 1 metre in height above the verandah, one edge of any tavern-type sign shall be placed against the face of the building. ii) The sign shall not be attached in front of a window. iii) The sign shall be set back from the front edge of the verandah by at least 1 metre. iv) A sign shall be wholly confined within the building's outline. v) Where a building rises less than 1 metre in height above the verandah, a sign shall be set back from the front edge of the verandah by at least 1 metre. The supports for the sign shall be no greater than 1 metre in height.
3	Signs on the verandah fascia	1 per 1m ²	1.5m ²	<ul style="list-style-type: none"> i) Signs shall be contained within the height of the verandah fascia, or shall be a maximum height of 0.4 metres.

Table 13.1 Categories of Signs, Their Respective Points and Maximum Size				
Sign	Type and Location of Sign (refer also to Figure 13.1)	Points	Max. Sign Area per 10 Metres of Street Frontage	Additional Sign Controls
4	Signs, including illuminated signs complying with 13.4.1.3(f), suspended from the verandah	1.5 per 1m ²	1m ²	<ul style="list-style-type: none"> i) Signs shall be contained within the depth of the verandah, perpendicular to the building's facade, and shall not exceed 0.4 metres in height. ii) The distance between the footpath and the sign shall not be reduced below 2.5 metres.
5	Signs, including illuminated signs complying with 13.4.1.3(f), on the building facade, below the verandah	1.5 per 1m ²	3m ²	<ul style="list-style-type: none"> i) Signs shall be above or in close proximity to the shop's point of entry. ii) Signs shall be parallel to the building's facade, and shall not project more than 0.3 metres from the facade. iii) The shop's street number shall be included on such a sign.
6	Flag	0	1 Flag of 3m ²	
7	Additional signs for internal direction and information	0	Not Applicable	All signs to be directed at on site traffic or custom and the combined sign area is not to exceed 0.5m ² .

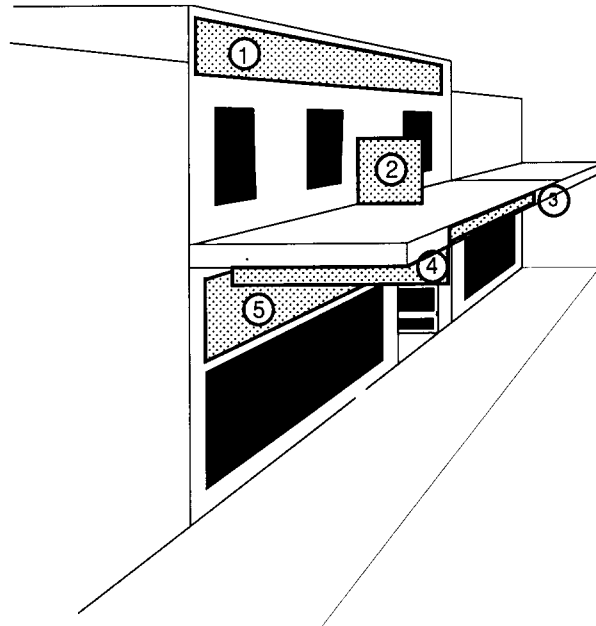
Note:

Where any building has no verandah, illuminated signs will be considered as a Discretionary activity. In the case of sign types 4 and 5, signage will be assessed as if there were a notional verandah 3 metres above natural ground level. When erecting a sign on a Scheduled Item, refer to Section 11.4, in particular, Rule 11.4.1.2(c).


Control Flexibility

The area of any sign specified above may be increased up to a maximum of 50%, by means of a Limited Discretionary activity application.

Figure 13.1 Location of Signs Identified in Table 13.1



① Number indicates the numbered location identified in Table 13.1

 Possible location of signs

Explanation and Reasons

A 10 point system has been developed for the Business 1-6 and 11 zones to give businesses flexibility when selecting signs which best meet their needs. It is anticipated that this system will make clear to all concerned parties the permitted location and size of particular signs.

The points allocated in combination with the maximum areas of signage in different locations are based upon the effects of signage on an area's streetscape. Signs which are located above or on a building's verandah have a greater impact upon the streetscape in comparison to those located below verandah level. Provided the height, location and length is controlled for signs below the verandah, the impact of signs on the street is minimal.

This variation in impact which signs can have on the streetscape is reflected in the permitted size for such signs, and the corresponding points scale. Signs which have a greater impact have a greater point value assigned to them.

Where one or more businesses occupy a building, the allocation of the points accruing to that building is at the discretion of the landowner concerned.

The range and size of permitted signs may be too inflexible for buildings which have a continuous street frontage greater than 30 metres in length, and amalgamated sign areas may be excessively intrusive. Signs for such buildings are assessed as a Discretionary activity.

To allow for some flexibility in sign size, an increase of up to 50% will be considered by way of Control Flexibility. Where it is difficult to erect signs which comply with the location criteria specified in the rules, an application may be made for alternative locations.

13.4.1.4 Business 7-10 Zones

The following signs are permitted on any site in Business 7-10 zones provided no sign shall be an illuminated, flashing or variable message sign or visible to motorists from sites which abut state highways and motorways:

- a) Signs which comply with the controls of **Table 13.2** and with that specified below:
 The maximum total area of all signs on a site shall be limited by **Table 13.2**. Where a site's frontage is 100 metres or more in length, signs for such a building shall be a Discretionary activity.
- b) One free-standing sign of up to 8 metres in height for drive-through activities associated with the sale of fast food, provided that where these signs are located within 30 metres of a residential zone boundary, the maximum permitted height shall be 5 metres. For the sake of clarity, this rule applies in addition to the signs which are permitted under paragraph a) above.

Table 13.2 Categories of Signs, Maximum Size and Additional Controls			
Sign	Type and Location of Signs (refer also to Figure 13.2)	Maximum Sign Area	Additional Sign Controls
1	Signs on the facade or above the verandah	10% of the total area of the elevation on which it is placed	i) One sign only on any exterior wall of a building shall be permitted. ii) Signs shall be wholly confined within the building's profile, parallel to the wall to which it is attached, and fixed not more than 300mm away from the wall.

Table 13.2 Categories of Signs, Maximum Size and Additional Controls			
Sign	Type and Location of Signs (refer also to Figure 13.2)	Maximum Sign Area	Additional Sign Controls
2	Free-standing sign	1m ²	<ul style="list-style-type: none"> i) Where a single business occupies a site, one free-standing sign shall be permitted per road frontage. ii) The sign and any supporting structure shall not exceed 2 metres in height. iii) The sign shall specify only the street number, the name, and type of business being carried out. iv) A free-standing sign shall be positioned within the site boundaries, and located so that it does not obstruct any parking or manoeuvring area.
3	Directory sign	0.6m ² per tenant	<ul style="list-style-type: none"> i) In the case of more than one business operating from a site, a directory sign shall be used instead of a free-standing sign. ii) Each sign within a directory sign shall specify only the name and type of business being carried out. iii) One sign per business within a directory sign shall be erected within the site boundaries. iv) The street number shall be included at the top of the directory sign.
4	Flag	Any number of flag signs provided their total area does not exceed 6m ²	
5	Additional free-standing signs for internal direction, location of activities, and management information	Entry and exit signs - 2m ² , otherwise 1m ²	<ul style="list-style-type: none"> i) Signs shall not exceed 2 metres in height. ii) Signs which are directed at traffic not already on site - one per vehicle entrance. iii) Signs which are directed at traffic already on site - as required. iv) Type 5 signs shall be permitted within any part of a required front yard.

Note:

Where any building has no verandah, the signage shall be assessed as if there were a notional verandah 3 metres above ground level, and no signs on the verandah fascia shall be permitted. When erecting a sign on a Scheduled item, refer [Section 11.4](#), in particular, [Rule 11.4.1.2\(c\)](#).

Control Flexibility

The area of any sign specified above may be increased up to a maximum of 30% by means of a Limited Discretionary activity application.

Explanation and Reasons

Large signs on a building's facade have the potential to detrimentally affect traffic safety and the amenity of the area.

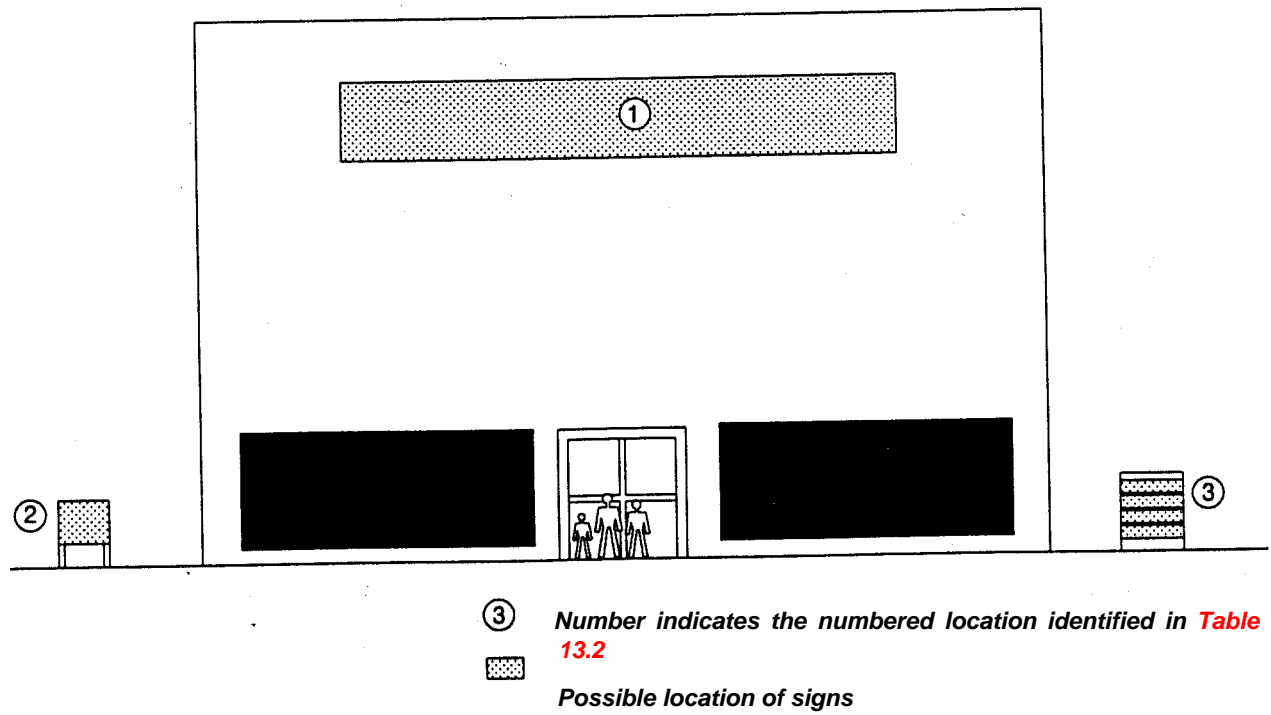
Buildings within Business 7-10 zones are generally larger and more bulky than those located within Business 1-6 zones. The environment tends to be vehicle-dominated and this is reflected in the size and range of locations permitted for signs.

Large signs are also more likely to perform a promotional function and this could have a detrimental effect upon the area's amenity. Large signs could also compromise the effectiveness of traffic regulatory signs (Stop and Give Way), street name signs and direction signage. As a result, it is proposed that the size of signs on buildings be limited to 10% of the building's facade.

Businesses within these zones often have parking areas located at the front of their buildings. They can also have more than one business operating from the one building. Additional signs may be required in this instance to direct people to a particular business, for example, a directory sign or a free-standing sign. The size of such signs is limited, therefore reducing the likelihood of their performing a promotional role.

To allow for some flexibility in sign size, an increase will be considered by way of Control Flexibility. Where it is difficult to erect signs which comply with the location criteria specified in the rules, an application may be made for alternative locations.

Figure 13.2 Location of Signs Identified in **Table 13.2**



13.4.1.5 Signs for Service Stations in Business Zones

The following signs only are a Permitted activity on any service station site in the Business zones. These specific provisions apply to service stations in place of the general provisions for signs in business zones.

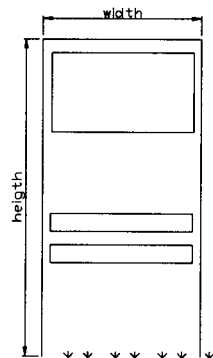
- a) Signs affixed to the canopy fascia over the petrol pumps indicating the brand of petrol available, and not exceeding a total area of 2.5 m², provided that no more than 30% of the sign(s) area is above canopy height.

For the purposes of this provision, a calculation of the area of a canopy sign shall include the total surface area of the sign contained within a rectangle enclosing the extreme limits of lettering, framework or emblem, but shall not include areas of background colour which lie outside that perimeter.

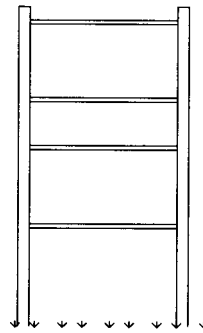
- b) Primary Identification Signs

A service station is permitted to have one Primary Identification sign, comprising either the Tower, Goal Post, Pole, or Head and Post arrangement.

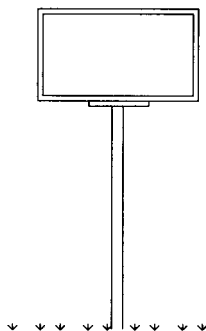
Tower sign



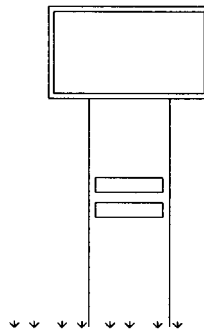
Goal Post sign



Pole-type sign



Head and Post sign



Non Buffer Strip Sites

Tower signs, Goal Post signs and Pole-type signs:

The sign and supporting structure shall not exceed 8 metres in height and 2 metres in width, provided the sign's leading edge contains no graphics and symbols having a depth no greater than 0.3 metres.

Head and Post-type signs:

The sign supporting structure shall not exceed 8 metres in height, provided the sign's leading edge contains no graphics and symbols having a depth no greater

than 0.3 metres. The total area of this sign (head and post) shall not exceed 12m². The vertical support (post) shall not exceed 2 metres in width and a maximum area of 8m². The head of the sign shall not exceed 2 metres in height and 4 metres in width.

Buffer Strip Sites (refer Section 21)

Tower signs, Goal Post signs and Pole-type signs:

The sign and supporting structure shall not exceed 5 metres in height and 2 metres in width, provided the sign's leading edge contains no graphics and symbols having a depth no greater than 0.3 metres.

Head and Post signs:

The sign and supporting structure shall not exceed 5 metres in height, provided the sign's leading edge contains no graphics and symbols having a depth no greater than 0.3 metres. The total area of this sign (head and post) shall not exceed 10m². The vertical support (post) shall not exceed 2 metres in height and a maximum area of 8m². The head of the sign shall not exceed 2 metres in height and 4 metres in width.

c) Pricing signs and promotional signs

In addition to the primary identification sign, one pricing sign or promotional sign is permitted per street frontage.

A petrol pricing sign shall not exceed a height of 3 metres and be no greater than 1.2 metres in width. The sign's area shall not exceed 3m², provided the sign's leading edge contains no graphics and symbols having a depth no greater than 0.3 metres.

A promotional sign shall not exceed a maximum height of 2.5 metres and be no greater than 1.2 metres in width. It shall not exceed 3m² in area, provided the sign's leading edge contains no graphics and symbols having a depth no greater than 0.3 metres.)

- d) Signs on the facade of any service station shop shall not exceed 3m² in area.
- e) Traffic directional signage (entry, exit signs) as required, provided they shall not exceed 0.9 metres in height and 0.5m² in area.
- f) Signs indicating additional services (e.g. signs attached to pumps and individual signs such as: air, workshop etc.), provided these are directed at motorists which are already on the site and do not exceed a combined area of 5m².

Service station signs may be illuminated provided that:

- i) The sign is not located within 30 metres of a residential zone boundary.
- ii) The sign does not produce more than 600cds/m² for a sign of less than 10m², and not more than 400cds/m² for a sign area of equal to or greater than 10m².
- iii) Signs shall be illuminated only when the service station is open for operation.

Control Flexibility

The area of any sign specified above may be increased to a maximum of 50% by means of a Limited Discretionary activity application.

Explanation and Reasons

Service stations have a relatively consistent building design within which signage is a significant and integral component. The colour schemes and associated signage adopted by the various companies enable the public to distinguish service stations from one another. Whereas bold signage may be appropriate in larger business zones, service stations often locate in small Local 1 zones, and therefore it is important that their signage respects the visual amenity of adjacent zones. This means that the nature and dimensions of their signage needs to be carefully controlled.

To allow for some flexibility in sign size, an increase of up to 50% will be considered by way of Control Flexibility. Where it is difficult to erect signs which comply with the location criteria specified in the rules, an application may be made for alternative locations.

13.4.1.6 Signs for Large Comprehensively Designed Shopping Centres in the Business 4 Zone with a Gross Floor Area exceeding 15,000m²

The following provisions apply to Large Comprehensively Designed Shopping Centres in the Business 4 Zone with a Gross Floor Area exceeding 15,000m².

Table 13.3 Signs for Large Comprehensively Designed Shopping Centres in the Business 4 Zone with a Gross Floor Area exceeding 15,000m²				
Type of Sign	Number of Signs	Maximum Sign Area	Maximum Sign Height	Additional Controls
Permitted Activities				
Signs solely identifying the name and/or logo of the shopping centre	4 signs per centre	12m ² per sign	N/A	Signs shall be wholly confined within the building's profile, parallel to the wall to which they are attached, and fixed not more than 300mm away from any wall.
Free-standing signs	1 sign per centre	15m ² per side	9m	N/A
Major tenant signs	1 sign per major tenant	12m ²	N/A	Signs shall be wholly confined within the building's profile, parallel to the wall to which they are attached, and fixed not more than 300mm away from any wall. These additional controls do not apply to a cinema tenant.

Table 13.3 Signs for Large Comprehensively Designed Shopping Centres in the Business 4 Zone with a Gross Floor Area exceeding 15,000m²

Type of Sign	Number of Signs	Maximum Sign Area	Maximum Sign Height	Additional Controls
Active frontage signs	1 sign for each tenant with an active frontage to the exterior of the centre (i.e. where direct access is provided for pedestrians from either a street, outdoor plaza or car parking area)	10% of the active frontage associated with the particular tenant	N/A	Signs shall be wholly confined within the building's profile, parallel to the wall to which they are attached, and fixed not more than 300mm away from any wall.
Entrance signs (stating the name and/or logo of the shopping centre and any directory or parking information)	1 per pedestrian entrance	2m ² per sign	N/A	Signs shall be wholly confined within the building's profile, parallel to the wall to which they are attached, and fixed not more than 300mm away from any wall.
	1 per vehicle entrance	3m ² per sign	2.5m where freestanding	N/A
Illuminated signs listed as permitted or controlled activities	N/A	N/A	N/A	No flashing or variable message signs are permitted. Signs shall not be located within 20m of an intersection, and shall not produce more than 600cds/m ² .

Table 13.3 Signs for Large Comprehensively Designed Shopping Centres in the Business 4 Zone with a Gross Floor Area exceeding 15,000m²				
Type of Sign	Number of Signs	Maximum Sign Area	Maximum Sign Height	Additional Controls
Controlled Activities				
Any sign for a tenant who does not qualify as a major tenant, and does not have an active frontage to the exterior of the centre	1 sign per 10 tenants who do not qualify as major tenants	10m ² per sign*	N/A	Signs shall be wholly confined within the building's profile, parallel to the wall to which they are attached, and fixed not more than 300mm away from any wall.
More than one sign per major tenant	Maximum of 3 signs per major tenant	12m ² per sign*	N/A	Signs shall be wholly confined within the building's profile, parallel to the wall to which they are attached, and fixed not more than 300mm away from any wall.
More than one sign per tenant with an active frontage to the exterior of the centre, or any signage for such a tenant exceeding 10% of the active frontage associated with the particular tenant	No limit	20% of the active frontage associated with the particular tenant*	N/A	Signs shall be wholly confined within the building's profile, parallel to the wall to which they are attached, and fixed not more than 300mm away from any wall.

Table 13.3 Signs for Large Comprehensively Designed Shopping Centres in the Business 4 Zone with a Gross Floor Area exceeding 15,000m²

Type of Sign	Number of Signs	Maximum Sign Area	Maximum Sign Height	Additional Controls
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Limited Discretionary Activities				
Any illuminated sign not complying with the additional controls for illuminated signs as a permitted activity	N/A	N/A	N/A	N/A
Any sign that does not qualify as a permitted or controlled activity.	N/A	N/A	N/A	N/A

* Subject to the Council retaining the ability to reduce the area of any sign under a controlled activity assessment.

13.4.1.7 Signs in Rural and Urban Expansion Zones

The following signs are permitted on all sites in Rural and Urban Expansion zones, provided that no sign shall be an illuminated, flashing or variable message sign:

1. One sign only on any site for each of the following purposes provided that:
 - It bears only the name of a residential building or the street number of any premises, and does not exceed 0.25m² in area
 - It bears only the name of a home occupation or other lawfully established activity carried out on the site and hours of attendance, and does not exceed 0.25m² in area.
2. Signs in connection with the sale of produce grown on the property. One sign or planned arrangement of signs, erected within a site not exceeding a total area of 0.5m².
3. One sign or planned arrangement of signs for any community facility and schools, not exceeding a total area of 0.5m².

Control Flexibility

The area of any sign specified above may be increased up to a maximum of 50% by means of a Limited Discretionary activity application.

Explanation and Reasons

Businesses such as home occupations and some retailing of produce grown on the property are Permitted activities within certain rural zones. These activities require signs to direct people to their facilities. In order to protect the zone's character, restrictions have been placed upon sign size, location and content.

To allow for some flexibility in sign size, an increase of up to 50% will be considered by way of Control Flexibility.

13.4.1.8 Signs in Special Purpose 1 and 2 Zones

The following signs are permitted on any site in the Special Purpose 1 and 2 zones, provided that no sign shall be an illuminated, flashing or variable message sign:

- a) Any sign and its supporting structure which cannot be seen from any neighbouring zones or from any public place (e.g. street or park)
- b) Any sign attached to a building, provided only one such sign is permitted on any exterior wall of a building and it shall not exceed the lesser of 3m² or the area equal to 5% of the total wall on which the sign is displayed.
- c) One free-standing sign, to be set back 1 metre from the front boundary and not exceeding 2m² in area, located in conjunction with each vehicle entrance servicing the site.
- d) Additional free-standing signs for internal direction and information with a combined area of 3m², provided only one such sign is permitted within the front yard to every site frontage. No individual sign is to exceed an area of 0.5m².
- e) Any sign in a sign concept plan which has been granted resource consent as a Discretionary activity by the Council.

Control Flexibility

The area of any sign specified above may be increased up to a maximum of 30% by means of a Limited Discretionary activity application.

Explanation and Reasons

Within the Special Purpose 1 and 2 zones, development is sufficiently similar to warrant a single set of rules applying to both zones. To allow some flexibility in sign size, an increase of up to 30% will be considered by way of Control flexibility.

The complexity and size of the institutions located within these zones means that the range of permitted signs may be too inflexible even with the control flexibility provided. As an alternative to the permitted sign regime outlined above, a signs concept plan can be approved as a Discretionary activity for the erection of signs, both now and in the future, as an activity within the zone. A signs concept plan will need to outline the types of signs required and any conditions they are to meet that control their numbers, height, size, location, illumination, orientation and content.

13.4.1.9 Signs in Recreation Zones

The following signs are permitted on any site in the Recreation zones, provided that no sign shall be an illuminated, flashing or variable message sign:

- a) One sign, or planned arrangement of signs, displayed in conjunction with any reserve, building or structure used for water-related activities (boat launching ramps, jetties, the storage/repair and maintenance of pleasure boats), and not exceeding a total area of 2m², provided no single sign shall exceed 1m² in area.
- b) One sign or planned arrangement of signs for any community facility, which does not exceed a total area of 0.5m².

Control Flexibility

The area of any sign specified above may be increased up to a maximum of 50% by means of a Limited Discretionary activity application.

Explanation and Reasons

Signs are needed to direct people to various facilities within a recreation zone. It is important that this requirement is balanced against the amenity of the area. As a result, restrictions have been placed upon sign size and number.

To allow for some flexibility in sign size, an increase of up to 50% will be considered by way of Control Flexibility. Where it is not possible to erect signs which comply with the location criteria specified in the rules, an application may be made for alternative locations.

13.4.1.10 Signage Within the Road Reserve

The following public facility signs are permitted within road reserves:

- a) Any road sign provided that it complies with the following:
 - i) Any regulatory sign and street name sign shall be erected by the controlling authority (the Council or Transit New Zealand, dependent on the status of the road) in compliance with the Traffic Regulations 1976 and any Council by-laws.
 - ii) Any such sign shall comply with the Council's standard format for public facility signage.
- b) Any sign indicating the location of any public facility, provided that no such direction sign shall be located on any arterial route except in the case of the following: Onewa Domain, the North Shore Domain, North Harbour Stadium, and the North Shore Sports and Leisure Centre, where any vehicular entrance to any of these facilities is located on a non-arterial route. Where this circumstance applies, then a road sign may be located on the nearest arterial route, indicating the location of such an entrance.

Explanation and Reasons

There is a need to control road reserve signage in the interests of traffic convenience and safety. The purpose of public facility signs is to help the public locate a leisure centre or sports stadium, or public facility designed to serve the region's population. It is envisaged that people travelling to such a facility would firstly look for signs to the commercial centre nearest to the facility. If it was located on an arterial route, the road name would be sufficient in helping people find the facility. If the facility was not located on an arterial road then direction signs may be required.

Generally, an increase of signage on arterial routes can compromise the effectiveness of traffic control and street signs. As a result, direction signs to public facilities are generally not permitted on arterial roads.

13.4.1.11 Signs in Front Yards

Signs shall be permitted in any front yard provided they are allowed for under [Section 13.4.1.1](#) to [13.4.1.10](#) and are set back at least 1 metre from the site's front boundary.

13.4.2 Signs: Discretionary Activities

The following signs shall require a Discretionary activity resource consent:

- a) Any sign of a type which differs in kind or which is additional in number from those specified as a Permitted activity.
- b) Any sign in an alternative location to those specified as a Permitted activity.
- c) Any sign of which the area is in excess of the maximum specified for a Permitted activity, or its Control Flexibility.
- d) The illumination of any sign, other than those permitted by [Rule 13.4.1.3\(f\)](#).
- e) Signs for buildings in the Business 1-6 zones which have a continuous street frontage greater than 30 metres and seeking more than 30 points.
- f) Sign concept plan for the Special Purpose 1 and 2 zones.

13.4.2.1 Signs Concept Plan Requirement

Any Discretionary activity application for a signs concept plan shall identify limitations or controls for sign types or sign configurations which can be viewed from public places and adjoining zones relating to:

- a) Number - the number of signs to be allowed in relation to the site, buildings or front yard at any one time.

- b) Distribution and Location - the location of signs on the site, the numbers to be distributed on buildings and within front yards and other areas of the site, and controls relating to the location of signs on buildings and other structures.
- c) Illuminance - identification of all illuminated signs and the luminance levels measured in Candela/m².
- d) Orientation - the orientation of signs in relation to target audience (i.e. to the public in general or internally orientated to on-site users), to allow assessment of their visibility.
- e) Height - the maximum height of free-standing signs and the maximum height of signs on buildings.
- f) Content - sign content assisting the viewer's understanding of the site and activities taking place on the site or whether the sign is an advertisement.
- g) Format - general appearance or design.
- h) Size - maximum size of signs, including controls relating to the sign height, width and depth.

13.5 Assessment Criteria

13.5.1 Assessment Criteria for Discretionary Activities

Without restricting the exercise of its discretion to grant or refuse consent or impose conditions, the Council will have regard to the assessment criteria set out below when considering an application under Sections 104 and 105 of the RMA.

- a) Signs should be designed so that they do not detract from the amenity of the particular zone in which they are located, by reason of:
 - i) Being visually inappropriate to the neighbourhood, particularly when viewed from residential or recreation zoned land; or
 - ii) Creating the effect of clutter in the vicinity because of a poor relationship to other signs and elements.
- b) Signs should not adversely affect pedestrian, vehicle and traffic safety.
- c) Signs should not detract from the effective functioning of traffic warning and regulatory signage.
- d) The location of signs should:
 - i) Be designed to be an integral part of the building so that they do not dominate any part of the building and/or places from which they are located. Their form and shape should be designed so they are neat and uncluttered and legible to their target audience.
 - ii) Not obscure or detract significantly from people's enjoyment of outstanding features of the city, such as significant views from public view points (refer [Appendix 8D](#)), coastal sea views, public open space and buildings of architectural or historical interest.
 - iii) Be of such a construction that their method of support or fixing is aesthetically incorporated into its design.
- e) Signs should not adversely affect traffic safety for state highways and motorways. Where any sign has the potential to generate adverse effects on the safe and efficient use of state highways and motorways, the view of Transit New Zealand will be sought and considered.

13.5.2 Additional Assessment Criteria for Specific Discretionary Activities

Any application for any of the activities specified below will be assessed on any relevant criteria of [Section 13.5.1](#) and the following specific criteria:

- a) Street Facility Signage
 - i) Any street facility signage should perform one of the following functions:
 - Indicate the location of any street facility
 - Be of an advertising or promotional nature, in which case it must be erected on or within the street facility concerned.
 - ii) There should be a proven need for the amenity or facility.
 - iii) The level of public amenity provided by the facility should be sufficient in the opinion of Council to mitigate any adverse effects on the visual environment, and this trade off should be clearly demonstrated.
- b) Illumination of Any Signs
 - i) The illumination of any sign should generally be restricted to the Business 2-11 zones.
 - ii) In any zone except rural zones, a sign should not produce more than 1000 cds/m² for a sign of area less than 10m², and not more than 800 cds/m² for a sign of area equal to or greater than 10m².
 - iii) In rural zones a sign should not produce more than 600 cds/m² for signage areas less than 5m² and 400 cds/m² for signage areas equal to or greater than 5m².
 - iv) All signs within 6 metres of any road boundary should comply with luminance levels for the Rural zones.
 - v) The luminance of any sign must be assessed as specified in The Institute of Lighting Engineers' Technical Report No. 5 (Second Edition).

13.5.3 Assessment Criteria for Control Flexibility

Where any Permitted activity fails to comply with any of the restrictions on the area of signs specified in [Rule 13.4](#), the Council may consent to the activity as a Limited Discretionary activity, where it is satisfied that all the following criteria are met:

- a) The Rule provides for Control Flexibility, and the activity falls within the limits specified under the heading Control Flexibility; the effects will be minor, having regard to the stated explanation of the control; and
- b) Any adverse effects can be avoided, remedied or mitigated through the imposition of conditions; and
- c) Either

The proposal meets the intent of the control as contained in its associated explanation;

Or

It is unreasonable or impractical to enforce the control, and one or more of the site characteristics specified in [Section 3.10.6](#) should apply.

13.5.4 Assessment Criteria for Large Comprehensively Designed Shopping Centres in the Business 4 Zone exceeding 15,000m²

- a) Assessment Criteria for Controlled Activities

Signs should be designed and located in a manner which ensures that the visual amenity of the zone and surrounding areas is not compromised, and that traffic safety hazards are avoided. Conditions may be imposed in respect of the following:

 - i) The location of any proposed sign; and
 - ii) The size of any proposed sign.
- b) Assessment Criteria for Limited Discretionary Activities

The assessment of any illuminated signs that do not comply with the additional

controls for permitted activities is limited to consideration of adverse effects on the visual amenity of the zone and surrounding areas, traffic safety as a result of glare, the potential to distract the attention of motorists, and the potential to obscure traffic signals or traffic signage.

Conditions of consent may be imposed to address the above matters, and may include conditions in respect of:

- i) The location of any proposed sign;
- ii) The size of any proposed sign;
- iii) The level of illumination of any proposed sign; and
- iv) Any flashing elements or variable messages.

Assessment of all other Limited Discretionary activity applications will be limited to those matters set out in [Section 13.5.1](#) of the Plan.

Conditions of consent may be imposed to address those matters, and may include conditions in respect of:

- i) The number of signs proposed;
- ii) The location of any proposed sign;
- iii) The size, height and shape of any proposed sign;
- iv) Any variable message component; and
- v) The manner in which any sign is fixed to any other structure and any angle of fixture.