

**Before the Independent Hearings Panel  
At Wellington City Council**

**Under** Schedule 1 of the Resource Management Act 1991

**In the matter of** Hearing submissions and further submissions on the  
Proposed Wellington City District Plan – Hearing  
Stream 7 (Signs)

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**Statement of Supplementary Planning Evidence of  
Josh Patterson on behalf of Wellington City Council**

**Date: 12 March 2024**

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## INTRODUCTION

1 My name is Josh Patterson. I am employed as Principal Advisor in the District Planning Team at Wellington City Council (the Council).

2 I have prepared this statement of supplementary planning evidence in response to expert evidence submitted in relation to my [section 42A report](#) relating to the Signs provisions of the Proposed Wellington City District Plan (the Plan / PDP).

3 I have read the respective evidence of:

**Go Media Limited ID 236**

- a. Francis John Costello for Go Media Limited.

**oOh! Media Street Furniture New Zealand Limited ID 316**

- a. Anthony James Blomfield for oOh! Media Street Furniture New Zealand Limited.

**Out of Home Media Association of Aotearoa Inc. ID 284 and FS125**

- a. Anthony James Blomfield for Out of Home Media Association of Aotearoa Inc.
- b. Brett Harries for Out of Home Media Association of Aotearoa Inc.
- c. Natasha O'Connor for Out of Home Media Association of Aotearoa Inc.

**Kiwirail Holdings Limited ID 408 and FS72**

- a. Catherine Lynda Heppelthwaite for Kiwirail Holdings Limited.

**Wellington International Airport Limited ID 406 and FS36**

- a. Kirsty O'Sullivan for Wellington International Airport Limited.

**The Fuel Companies ID 372**

- a. Thomas Trevilla for the Fuel Companies.

6 I have read the expert evidence above. My supplementary statement does not provide detail on every point where there is disagreement with my recommendations in my [section 42A report](#). In addition, I have not addressed points where the submitter has

agreed with the recommendations in my Section 42A Report. Where submitter evidence speaks to matters already addressed in my Section 42A Report, I rely on my Section 42A Report recommendations and reasoning, referring to these and providing some additional assessment where necessary.

## **QUALIFICATIONS, EXPERIENCE AND CODE OF CONDUCT**

7 Paragraphs 6-10 of the Signs Section 42A Report ([Section 42A Report - Signs](#)) sets out my qualifications and experience as an expert in planning.

8 I confirm that I am continuing to abide by the Code of Conduct for Expert Witnesses set out in the Environment Court's Practice Note 2023, as applicable to this Independent Panel hearing.

## **SCOPE OF EVIDENCE**

9 My statement of evidence addresses:

- a. The expert evidence of the submitters listed above; and
- b. Identifies two additional matters that I wish to address.

## **RESPONSES TO EXPERT EVIDENCE**

### **Go Media Limited ID 236**

10 In his evidence, Mr. Costello insinuates that there should be no difference in the provisions in relation to static and digital signs (Paragraphs 13-16 of his evidence). In my [Section 42A Report](#) I disagreed with this and disagreed with the request for a permitted activity status for Digital Signs. My position remains unchanged. I consider that the effects that digital signs can generate are wide ranging and sometimes unknown when compared to those generated by static signs. A resource consent process will enable a site-by-site assessment of these effects. In addition, a Restricted Discretionary Activity is an enabling process and will not preclude the consideration of digital signs being erected.

11 In response to Mr. Costello's evidence relating to signage being visible from state

highway networks, I disagree with the requested relief. The Signs Chapter has been drafted to be consistent as much as possible with the Waka Kotahi [Planning Policy Manual](#)<sup>1</sup>. The manual states that ‘distracting drivers’ attention away from the driving task is particularly dangerous when located in high volume and high-speed environments.’ In addition, it states that Waka Kotahi will be considered an affected party for signs that are visible within the state highway network. For this reason, I disagree with the requested amendment to differentiate between speed zones on state highways. I consider that where necessary a resource consent process is appropriate to ensure that traffic safety effects are managed or mitigated. Again, I do not consider that this will preclude all signs, but it will offer a necessary assessment of signs to ensure the effects on traffic safety will be less than minor. In many cases, particularly where a sign is proposed within a 50km/h area, I expect this process will not be overly onerous.

- 12 In his evidence, Mr. Costello refers to the size of signs under SIGN-S1 and the height of signs under SIGNS-S4. He states that the City Centre Zone, Mixed Use Zone, Commercial Zone, and the Metropolitan Centre Zones should have a maximum area of 20m<sup>2</sup> for a single sign. I agree in part with this, given that as notified the PDP allows 20m<sup>2</sup> signs within the City Centre and Mixed-Use Zone. I disagree with increasing the area within the Metropolitan Centre Zones. These areas are typically more suburban in character and are characterised by residential land use both within and directly adjoining the zone. I consider that a 5m<sup>2</sup> sign as permitted is suitable for these areas and that if a sign is proposed to be larger, then a resource consent can be applied for as a restricted discretionary activity. This will enable a site-by-site assessment of the effects.
- 13 In relation to Mr. Costello’s request to increase the size of signs from 5m<sup>2</sup> when they are oriented to be read from the state highway network, I disagree. The provisions have been drafted to be consistent with the Waka Kotahi [Planning Policy Manual](#). I note that the 5m<sup>2</sup> is already above the 1m<sup>2</sup> that Waka Kotahi recommends in this document. Again, I consider that consideration through the resource consent process is appropriate for any signs proposed above 5m<sup>2</sup> which are oriented to be read from the state highway network, as this will enable a thorough assessment of traffic safety effects.
- 14 In relation to the request to increase the height of signs within the commercial, mixed

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<sup>1</sup> [Third Party Signs on and Visible from the State Highway Corridor – Planning Policy Manual. Waka Kotahi Operational Transport and Land Use Planning Guidance. Version 1.2. 28 November 2023.](#)

use and general industrial zones to 8m, I note that the notified height for signs within the commercial zone is already 8m. However, I disagree with increasing the heights in the remaining zones. I stand by my assessment in my [Section 42A Report](#) that limiting the height as permitted to 4m will ensure signs are not overly dominant within these environments. A resource consent can be applied for, and a site-by site assessment undertaken where proposals breach the permitted height.

- 15 In relation to the Signs Design Guide, I consider that the recommendations I made in my [Section 42A Report](#) to improve the Signs Design Guide will reduce uncertainties and improve efficiency. I therefore recommend no further changes.
- 16 In relation to SIGN-P2(5), I agree with the requested amendment. I consider that it is appropriate to adopt the same approach as used in SIGNS-S5 and S7. I recommend that SIGNS-P2 (5) is therefore amended to read 'The sign is not oriented to be read from a State Highway'. This change is reflected in Appendix 1.
- 17 In relation to SIGN-S7(6), I agree that an amendment is required here, and I have reconsidered my position in my [Section 42A Report](#). However, the change I recommend is in accordance with the Waka Kotahi [Planning Policy Manual](#). Based on this guidance, I recommend an amendment is made to SIGN-S7(6) so that in speed zones of 0-70km/h the minimum lettering height is 120mm and in speed zones 70km/h and over the minimum lettering height is 160mm. This change is reflected in Appendix 1. If a sign breaches these requirements a resource consent can be applied for as a restricted discretionary activity which will enable an assessment of traffic safety effects in relation to a specific speed environment.
- 18 In response to the request for deletion of SIGN-S8(1)(e)-(f), I have reconsidered my position in my [Section 42A Report](#) after reading the evidence of Mr. Harries, provided in support of Out of Home Media Association of Aotearoa's evidence. I now consider that matters e - g are unnecessary to manage traffic safety effects and therefore should be deleted from SIGN-S8. My original position was based on the Waka Kotahi [Planning Policy Manual](#), which states that all signs should be concise and easily read (i.e. one key message, legible font styles, letter sizes and adequate letter spacing). However, in his evidence, Paragraph 5.5-5.21, Mr. Harries demonstrates that majority of signs in New Zealand operate without a control on displaying contact information or a control on the

number of characters. Mr. Harries has presented evidence, in paragraph 4.1 to 4.15 of his evidence, which demonstrates that there have been no identifiable adverse road safety effects as a result. I have also reviewed several District Plans across New Zealand, including the Porirua Decisions Version and the New Plymouth Decisions Version which do not have these controls. Therefore, I am comfortable with removing this control and recommend that SIGN-S8(1)(e)-(f) are deleted.

19 However, I remain unconvinced that SIGN-S8(1)(g) should be deleted. I consider that, where digital signs are proposed to be oriented to be read from the state highway, a discretionary activity status and requirement for a resource consent is appropriate. This will allow a full assessment of the traffic safety effects that the sign may pose and will allow council to work with applicants to mitigate these effects. I consider that the state highway network is a critical piece of roading infrastructure with high volumes of traffic and often higher speed limits. It is appropriate therefore that a site-by-site assessment is carried out on digital signs oriented to be read from the state highway network. I note that this is not intended to preclude digital signs oriented to be read from the state highway network, but to allow a full assessment of their potential effects and consideration of appropriate mitigation.

20 I have also reconsidered my position in my [Section 42A Report](#) in relation to dwell times (SIGN-S8(2)(b)). I consider that the notified dwell times are not necessary for traffic safety. My position in the Section 42A Report, to retain the notified dwell times, was supported by the guidance from Waka Kotahi in the [Planning Policy Manual](#) to ensure that signs do not create a distraction and are easily read by passing motorists. However, after reading Mr. Harries evidence, provided in support of Out of Home Media Association of Aotearoa's evidence, I consider that reducing the dwell time to 8 seconds within speed environments of 0-80km/h and 30 seconds within speed environments of 81km/h or more (SIGN-S8(2)(b)) is acceptable and will not result in adverse traffic safety effects. This evidence is presented in Paragraphs 7.2-7.21 of Mr. Harries evidence, and I rely on this evidence in recommending that this change is made.

### **Section 32AA Assessment**

21 In my opinion, the amendment to SIGN-S7(6) is more appropriate in achieving the objectives of the plan than the notified provisions. I consider that the proposed

amendment will:

- a. Result in the standard being aligned with the Waka Kotahi [Planning Policy Manual](#). This will assist both the Council and the public by ensuring consistency with government guidelines.
  - b. Remove an unnecessary control on the content and number of characters which Mr. Harries evidence shows will not have an adverse impact on traffic safety. This will enable greater detail to be displayed on digital signs which will benefit the wider community and advertising sector.
  - c. Results in dwell times being more aligned with dwell times in other District Plans across the country and with research conducted in Australia, as presented in Mr. Harries evidence, Paragraphs 7.12, 7.13, and 7.18.
  - d. Result in the standard being simpler and easier to comply with through reducing the amount of speed zones lettering size is managed within and sets an easy-to-understand metric.
- 22 The changes are therefore more efficient and effective than the notified provisions in achieving the objectives of the plan.
- 23 The recommended amendments will not have any greater environmental, economic, social, and cultural effects than the notified provisions.

**oOh! Media Street Furniture New Zealand Limited ID 316**

- 24 In relation to Mr. Blomfield's evidence which seeks amendments to the introduction to the Signs Chapter, I agree. Mr. Blomfield is correct that the Wellington Consolidated Bylaw 2008 is no longer relevant to Signs. The Public Places Bylaw 2022 is the correct bylaw to reference as it contains provisions for signage within public places. I recommend the introduction is therefore amended to reference the Public Places Bylaw 2022. I also agree with adding an advisory note that some signs will require written approval from Wellington City Council or Waka Kotahi. These changes are reflected in Appendix 1.
- 25 The remaining evidence from Mr. Blomfield is in relation to a proposed new rule structure for signs integrated with buildings and structures in the road reserve or a public place, excluding verandahs. I do not agree with the requested amendment and

my [Section 42A Report](#) position remains unchanged. I detail my reasons for my disagreement below.

- 26 I consider that a bespoke rule framework for these specific signs is not required. The Signs Chapter as drafted has taken the approach of addressing signs on a broader scale, by the type of sign being proposed. The notified framework already captures the types of signs that the bespoke rule framework proposed by Mr. Blomfield would support.
- 27 I acknowledge that Mr. Blomfield considers the bespoke package would be more permissive than relying on the notified provisions. However, I consider that the notified provisions set an appropriate baseline for signage that is permitted vs signage that will require a resource consent. Under Mr. Blomfield's proposal, there is no control on the number of signs on a building, the size or height of signs on buildings or structures, and the provisions for Digital Signs are not consistent with the notified provisions which I consider are necessary from an amenity and transport safety perspective.
- 28 I provide more detailed reasoning for why I do not consider the proposed standards are appropriate as follows:
- a. Proposed Standard 4 – While this standard does control size, it does not set a minimum size. Street furniture or structures, including buildings, can be very large. This could result in a sign which is very large and not in keeping with the surrounding environment. I consider this introduces uncertainty and that the notified provisions are more appropriate as it sets a minimum size, and any signage above this can be considered through a resource consent process on a site-by-site basis.
  - b. Proposed Standards 5, 6, 7, 10, and 11 – These standards control illuminated signs and digital signs. There is already a rule framework with associated standards for these signs in the PDP which I consider to be more comprehensive than the proposed standards. The notified provisions more appropriately deal with amenity effects and traffic safety effects.
  - c. Proposed standards 8 and 9 – These are a duplicate of standards within the notified Standard SIGN-S7. All signs are required to comply with SIGN-S7. Therefore, I consider the proposed standards unnecessary.
- 29 I note that there is a consenting pathway for any sign which does not comply with the provisions of the notified Signs Chapter. This allows for a site-by-site analysis which is



appropriate to ensure that the effects of signage are managed and mitigated.

30 For the above reasons, I do not recommend that the proposed rule framework is accepted.

### **Section 32AA Assessment**

31 In my opinion, the amendment to the introduction of the Signs Chapter is more appropriate in achieving the objectives of the plan than the notified provisions. I consider that the proposed amendment will:

- a. Result in the correct bylaw being referenced. This will assist both the Council and the public by ensuring relevant documents only are referenced.

32 The changes are therefore more efficient and effective than the notified provisions in achieving the objectives of the plan.

33 The recommended amendments will not have any greater environmental, economic, social, and cultural effects than the notified provisions.

### **Out of Home Media Association of Aotearoa Inc. ID 284 and FS125**

#### **Anthony James Blomfield**

34 In response to Mr. Blomfield's evidence regarding SIGN-P1, I agree with the requested amendment to 'enable signs where visual clutter is minimised'. I agree with Mr. Blomfield's assessment that this minor change will result in an easier and more predictable consent process whilst still achieving good environmental outcomes.

35 I agree with Mr. Blomfield in relation to the amendment sought to SIGN-R5. The reference to SIGN-S5 is unnecessary given it is not relevant to digital signs and other rules will apply in conjunction with the rule for digital signs. I recommend SIGN-R5 is amended to remove the reference to SIGN-S5.

36 I disagree with Mr. Blomfield in relation to his evidence regarding SIGN-S1, to increase the area of signs within the Metropolitan Centre Zones. These areas are typically more suburban in character and are characterised by residential land use both within and directly adjoining the zone. I consider that a 5m<sup>2</sup> sign as permitted is therefore suitable

for these areas and that if a larger sign is proposed then a resource consent can be applied for as a restricted discretionary activity. This will enable a site-by-site assessment of the effects. I disagree that the Metropolitan Centre Zone is comparable to the City Centre Zone, as Mr. Blomfield suggests. These zones are completely different and in completely different locations. The City Centre Zone is the central business district of the Wellington Region. It is reasonable to expect larger signs within this zone. The Metropolitan Centre Zones are in suburban areas and do not typically service the wider region. For this reason, I do consider them smaller in scale than the City Centre Zone and therefore consider that a 5m<sup>2</sup> starting point is suitable.

37 I disagree with Mr. Blomfield in relation to his evidence regarding SIGN-S4; to increase the height limit of signs in the Metropolitan Centre, Mixed Use and City Centre Zones. I stand by my assessment in my [Section 42A Report](#) that limiting the height as proposed to 4m will ensure signs are not overly dominant within these environments. A resource consent can be applied for, and a site-by site assessment undertaken where proposals breach the permitted height limit.

38 In relation to the evidence provided by Mr. Blomfield regarding SIGN-S8(1)(e) – (f), I have reconsidered my position in my [Section 42A Report](#). I now agree with removal of these standards. As noted in paragraph 18 of my evidence above, I agree with the evidence presented by Mr. Harries which demonstrates that removal of these standards will not result in adverse traffic safety effects. I recommend these standards are deleted from SIGN-S8 and this change is reflected in Appendix 1.

39 In relation to the evidence provided by Mr. Blomfield regarding SIGN-S8(2)(b), I have reconsidered my position in my [Section 42A Report](#). I now agree with the proposed amendment of reducing the dwell time to 8 seconds within speed environments of 0-80km/h and 30 seconds within speed environments of 81km/h or more (SIGN-S8(2)(b)). As noted in Paragraph 20 of my evidence above, I do not consider that this amendment will cause adverse traffic safety effects. I recommend SIGN-S8(2)(b) is therefore amended as proposed and this change is reflected in Appendix 1.

40 In relation to the relief sought by Mr. Blomfield on SIGN-P2, I disagree with the specific request to amend SIGN-P2.5 to only apply to areas with speed limits of 80km/h or

greater. I consider that given the importance of the state highway network to the region and the high volume of traffic which uses the state highway each day, it is necessary to specify that digital signs are not oriented to be read from the state highway, particularly as SIGN-S8 also requires this be met to gain resource consent as a restricted-discretionary activity. However, I note that a resource consent can be applied for as a discretionary activity where this is breached. Therefore, I do not consider this to be overly onerous. I also note that I have recommended an amendment to SIGN-P2.5 so that it relates only to signs on the state highway which are oriented to be read from the state highway. I consider that this will provide some relief to the submitter.

41 Mr. Blomfield also seeks that the matters relating to signs that are oriented to be read from the state highway network in standards SIGN-S1, S2, S5, S6, and S8.1.g a, are amended to only apply to areas with speed limits of 80km/h or greater. I disagree with this request for the same reasons as stated in Paragraph 40.

42 I note Mr. Blomfield's support for the amendments made in my [Section 42A Report](#) in relation to the Signs Design Guide, including that the submitter is no longer seeking the complete removal of the Signs Design Guide.

#### Brett Harries

43 I note the traffic evidence provided by Mr. Harries. I have referred to his evidence in my assessment of the planning evidence received from Mr. Blomfield and Mr. Costello.

#### Natasha O'Connor

44 In relation to the evidence of Ms. O'Connor, I agree that digital signs provide many benefits to the community and advertising sector. It is not my intention to recommend provisions which would prevent digital signs from being erected in Wellington City. Rather, I consider the recommended provisions allow for digital signage whilst managing the amenity and traffic safety effects that these signs can generate.

45 I disagree with the evidence stating that the notified provisions are overly restrictive and onerous. The Signs Provisions, as recommended in Appendix 1, provide a consenting pathway for any person to erect a digital sign. I consider that the provisions enable a site-specific assessment of digital signs including any effects on amenity and traffic safety. The resource consent process will determine the suitability of a digital sign for a

specific area and will enable applicants to work with the council to mitigate any adverse effects to the point that they are less than minor.

46 I do not recommend any further amendments to the Signs Chapter leading from Ms. O'Connor's evidence.

### **Section 32AA Assessment**

47 In my opinion, the amendments to SIGN-P1 and SIGN-R5 are more appropriate in achieving the objectives of the plan than the notified provisions. I consider that the proposed amendments will:

- a. Result in SIGN-P1 being clearer in its intent in relation to minimising visual clutter. This will assist all plan users, particularly applicants as it sets a clear expectation around what the policy is attempting to achieve.
- b. Result in SIGN-R5 referencing only the relevant standards. This will assist all plan users in applications and assessments by removing the need to assess against an irrelevant standard.
- c. Remove an unnecessary control on content and number of characters which Mr. Harries evidence shows will not have an adverse impact on traffic safety. This will enable greater detail to be displayed on digital signs which will benefit the wider community and advertising sector.
- d. Results in dwell times being more aligned with dwell times in other District Plans across the country and with research conducted in Australia, as presented in Mr. Harries evidence, Paragraphs 7.12, 7.13, and 7.18.

48 The changes are therefore more efficient and effective than the notified provisions in achieving the objectives of the plan.

49 The recommended amendments will not have any greater environmental, economic, social, and cultural effects than the notified provisions.

### **Wellington International Airport Limited ID 406 and FS36**

50 In relation to paragraph 47(f) of Ms. O'Sullivan's evidence, I agree with the proposed amendments to SIGN-S14(3). I agree that clarification is needed here to refer to a single sign. I also agree that reference to the 'Airport Main Site' should be deleted given there

is no such area on the maps. Consequently, I recommend that this part of Ms. O'Sullivan's evidence is accepted. Please see this change reflected in Appendix 1.

51 In relation to paragraph 47(g) of Ms. O'Sullivan's evidence, I agree with the proposed amendments to SIGN-S14(4). As a result of the amendments made to SIGN-S14 in my [Section 42A Report](#), I inadvertently removed the control on the maximum height of signs under SIGN-S14(4). I recommend this is reinstated and I agree with the amendment proposed by Ms. O'Sullivan. Therefore, I recommend that this part of Ms. O'Sullivan's evidence is accepted, and the change can be seen reflected in Appendix 1.

52 In response to Ms. O'Sullivan's evidence regarding the assessment criteria attached to SIGN-S14, I agree that a review of these is appropriate considering the recommended amendments made to SIGN-S14. I address the amendments proposed by Ms. O'Sullivan below and amendments are reflected in Appendix 1.

- a. I agree that the assessment criteria should not reference the Airport Designation for the same reasons that Ms. O'Sullivan states. I therefore recommend that Assessment Criteria 1 is deleted.
- b. I agree with the proposed amendments to refer to the design guidance developed for the Airport Designation. I consider that these are specific to the Airport Zone and more accurately reflect that environment. I agree with the reference to the Signs Design Guide where these documents are absent. I therefore recommend that the suggested amendments by Ms. O'Sullivan are accepted, and the changes made to SIGN-S14.
- c. I disagree with the remaining amendments to the assessment criteria under SIGN-S14 proposed by Ms. O'Sullivan. I consider that the remaining assessment criteria is appropriate to the Airport Zone given the large-scale commercial nature of this zone and the potential adverse amenity effects on surrounding zones that signage within the Airport Zone could generate. Therefore, I recommend no further amendments to the assessment criteria under SIGN-S14.

53 In response to Ms. O'Sullivan's evidence regarding SIGN-P1, I agree in part with the requested amendment. I agree that the drafting is inconsistent with other chapters in the PDP, in that it states an 'and' at the end of every matter. I recommend that the drafting is amended to include an 'and' only at the second to last point. This change is reflected in Appendix 1.

- 54 However, I acknowledge that this does not fully fulfil the request by WIAL, and I disagree with amending the policy as requested. I consider that the matters in P1 are important and that each matter does need to be met to enable signs. However, I do propose an amendment to matter 4 in relation to regulatory signs. I consider that this should be moved to matter 7 and that an 'and/or' should be added to the end of matter 6 to reflect that regulatory and statutory signs are sometime necessary and that not all signs need to be regulatory or statutory to be enabled. This change is reflected in Appendix 1.
- 55 In response to Ms. O'Sullivan's evidence regarding SIGN-P2, I agree with the requested amendment. I consider that it is appropriate to adopt the same approach as used in SIGNS-S5 and S7. I recommend that SIGNS-P2 (5) is amended to read 'The sign is not oriented to be read from a State Highway'. This change is reflected in Appendix 1.
- 56 I agree with the evidence by Ms. O'Sullivan in relation to SIGN-R3. It is evident that the cascade for signs within the Airport Zone is not appropriately captured by SIGN-R3.3. I recommend an amendment to SIGN-R3.3 so that matters which do not comply with SIGN-R3.2 are also captured. This change is reflected in Appendix 1.
- 57 Ms. O'Sullivan raises a legitimate concern in relation to SIGN-R4 whereby third-party signs within the Miramar South Precinct are not a permitted activity subject to the same standards as other signs are within the Airport Zone. I have reconsidered my position in my [Section 42A Report](#), and I agree with Ms. O'Sullivan's requested amendment to SIGN-S14 to resolve this issue. I agree that third party signage within the Miramar South Precinct should be subject to the same standards as signs everywhere else in the Airport Zone and I agree with Ms. O'Sullivan's reasoning as to why they are not permitted under the Designation for the Airport Zone but should be under the Signs Chapter.
- 58 I agree with the requested amendment as it does consider the residential environment surrounding the precinct. However, I consider that third party signage should not only be located opposite a residential zone, but also adjacent to. I recommend this amendment is made to SIGNS-R14 and this change is reflected in Appendix 1.

### **Section 32AA Assessment**

- 59 In my opinion, the amendments to SIGN-P1 and SIGN-R5 are more appropriate in achieving the objectives of the plan than the notified provisions. I consider that the proposed amendments will:
- a. Result in SIGN-S14(3) providing more clarity for plan users in relation to the standard referring to a single sign. This will assist all plan users, particularly applicants as it sets a clear expectation around what the standard is managing.
  - b. Result in the assessment criteria being more relevant to the Airport Zone and the potential effects of signage within this zone. I consider that the amendments to the assessment criteria will result in a clearer assessment of effects.
  - c. Result in the standard being more consistent with other provisions within the Signs Chapter.
  - d. Result in a clearer set of provisions in relation to the cascading of activity status within SIGN-R3. This assists all plan users, particularly those who apply for signage within the Airport Zone.
- 60 The changes are therefore more efficient and effective than the notified provisions in achieving the objectives of the plan.
- 61 The recommended amendments will not have any greater environmental, economic, social, and cultural effects than the notified provisions.

### **Kiwirail Holdings Limited ID 408 and FS72**

- 62 In her evidence, Ms. Heppelthwaite states that she supports the recommendations in my [Section 42A Report](#) as they relate to the definition of official signs, SIGN-P3, SIGN-S1, and SIGN-S7. Ms. Heppelthwaite states that she is seeking no changes to the Signs provisions.
- 63 I note Ms. Heppelthwaite's support and I do not recommend any further changes to the Signs Chapter resulting from this evidence.

**The Fuel Companies ID 408 and FS72**

64 In his evidence, Mr. Trevilla states that he seeks the following Signs provisions are retained as notified: 'on-site signs' definition, 'signs' definition, SIGN-R1 and SIGN-R3.

65 I note that I have recommended changes to SIGN-R3. Therefore, I recommend this evidence is accepted in part. However, no changes to the provisions are necessary.

**ADDITIONAL MATTERS**

66 In Paragraph 373(a) of my [Section 42A Report](#) I identified that references to the Heritage Design Guide throughout the Signs Chapter should be deleted, due to the Heritage Design Guide being recommended for deletion in previous hearing streams. I note that I did not make this change in [Appendix A to my Section 42A Report](#) at the time. Please see this change reflected in Appendix 1. This change relates to SIGN-R6 and SIGN-R7 only.

67 In relation to the recommended amendment at Paragraph 53 of this report, I recommend that this change is applied consistently throughout the Chapter. Therefore, I recommend that Policies 2 and 5 are amended to only include an 'and' at the second to last matter. This change is reflected in Appendix 1.

**Josh Patterson**

**Principal Planning Advisor**


**Wellington City Council**



## **Refer to Appendix 1: Tracked Changes to Signs Chapter**

Note: **Yellow highlighted** changes are changes made after review of expert evidence.

This entire chapter has been notified using the RMA Part One, Schedule 1 process ([P1 Sch1](#)).

This chapter contains provisions that have legal effect. They are identified with a  next to the provision. To see more about what legal effect means please click [here](#).

# Ngā Tohu

## Signs

<b>SIGN</b>	<b>Signs</b>
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### Introduction

The purpose of the Signs chapter is to manage the potential for adverse environmental effects that can result from the erection and placement of signs across the city. This chapter addresses digital signs, freestanding signs, illuminated signs, official signs, third-party signs, and on-site signs. [Electoral signs](#) [Hoarding signs for local or central government elections](#) are exempt from these rules and are managed under the Electoral Act 1993, [the electoral Act 2001](#) and [the Council's Election Hoarding Guideline](#).

Signs are useful for displaying important information including community messages, directions, health and safety messages, and placenames. Third-party signs are useful to advertise events, products, and services. Signs are crucial for traffic safety to warn motorists of approaching hazards and to convey important information such as speed limits.

If not managed appropriately, signs have the potential to result in adverse environmental effects including visual clutter, degradation of heritage features, and erosion of the amenity of the local and wider environment.

The definition of a sign in this plan is limited to signs that are projected onto, or fixed or attached to, any structure or natural object such as buildings. [Some signs are subject to the Public Places Bylaw 2022. Notwithstanding any rules for signs in public places or within the road reserve, all signs placed in the road reserve will require the prior approval of Wellington City Council, or the approval of Waka Kotahi in respect of signs placed in the state highway network. Portable signs in the form of a board on Council owned land are managed under the Wellington Consolidated Bylaw 2008. Under this bylaw, written approval is required for signage in public places.](#)

### Other relevant District Plan provisions

It is important to note that in addition to the provisions in this chapter, a number of other Part 2: District-Wide chapters may be relevant.

Resource consent may therefore be required under rules in this chapter as well as other chapters. Unless specifically stated in a rule or in this chapter, resource consent is required under each relevant rule. The steps to determine the status of an activity are set out in the General Approach chapter.

Objectives	
<b>SIGN-01</b>	<p><b>Role of signage</b></p> <p>Signs support the needs of the community to advertise and inform while the effects on local amenity, <a href="#">historic heritage, archaeological sites, sites of significance to Māori, and the maintenance of the efficiency and safety of transport networks</a> are <a href="#">effectively</a> managed.</p>
Policies	

SIGN-P1	<p><b>Appropriate signs</b></p> <p>Allow <del>Enable</del> signs where:</p> <ol style="list-style-type: none"> <li>1. They are of an appropriate size, design and location; <del>and</del></li> <li>2. <del>They do not result in</del> Visual clutter <del>is minimised</del>; <del>and</del></li> <li>3. Any potential cumulative effects are managed; <del>and</del></li> <li>4. They do not compromise the efficiency of the transport network or the safety of its users, including cyclists and pedestrians; <del>and</del></li> <li>5. In the Residential, Rural and Open Space Zones, they relate to an activity on the site on which they are located;</li> <li>6. They maintain the character and amenity values of the site and the surrounding area; <del>and/or</del></li> <li>7. They are required to meet regulatory or statutory requirements; <del>;</del></li> </ol>
SIGN-P2	<p><b>Digital and illuminated signs</b></p> <p>Provide for digital and illuminated signs where:</p> <ol style="list-style-type: none"> <li>1. The sign is compatible with the zone and any overlay; <del>and</del></li> <li>2. The sign does not compromise aircraft safety or the safe and efficient functioning of the Airport; <del>and</del></li> <li>3. The sign does not compromise traffic, pedestrian, or cycling safety; <del>and</del></li> <li>4. Any light spill or glare effects are managed so they do not compromise amenity values; <del>and</del></li> <li>5. The sign is not <del>visible oriented to be read</del> from a state highway.</li> </ol>
SIGN-P3	<p><b>Signs and historic heritage</b></p> <p>Enable signs on heritage buildings, heritage structures and within their sites, and within heritage areas to support wayfinding and interpretation and only allow signs for other purposes where they do not detract from the identified heritage values, having regard to:</p> <ol style="list-style-type: none"> <li>1. The extent to which: <ol style="list-style-type: none"> <li>a. Damage to heritage fabric, from methods of fixing, including supporting structures, cabling or wiring is minimized or is reasonably reversible;</li> <li>b. The location and placement of signs obscure architectural features, project above parapet level or reflect the typical positioning of signage on the heritage building or within the heritage area;</li> <li>c. The area, height and number of signs are appropriate for the scale of the heritage building, heritage structure or heritage area or would result in clutter;</li> <li>d. The quality of the design of the sign complements the heritage building, heritage structure or heritage area;</li> <li>e. The intensity of any illumination adversely affects heritage values; and</li> <li>f. The sign fulfils the intent of the <del>Heritage and</del> Signs Design Guides.</li> </ol> </li> <li>2. The benefits of allowing additional signage to support sustainable long term use.</li> </ol>
SIGN-P4	<p><b>Signs on scheduled archaeological sites and sites of significance to Māori</b></p> <p>Enable signs that relate to safety and interpretation within the extent of scheduled archaeological sites and sites of significance, and only allow other signs that do not detract from the identified archaeological values, having regard to:</p> <ol style="list-style-type: none"> <li>1. The extent to which: <ol style="list-style-type: none"> <li>a. Land disturbance required for the sign and impacts on archaeological features is minimised;</li> <li>b. Damage from methods of fixing to any feature of the site, including supporting structures, is minimised or reasonably reversible;</li> <li>c. The location and placement of signs obscure appreciation of features integral to the significance of the scheduled archaeological site;</li> <li>d. The area, height and number of signs are appropriate for the scale of the scheduled archaeological site or result in visual clutter;</li> <li>e. The quality of the design of the sign complements the scheduled archaeological site;</li> <li>f. The intensity of any illumination adversely affects archaeological values; and</li> </ol> </li> </ol>

	<p>g. The sign fulfils the intent of the <b>Heritage and Signs Design Guides</b>; and</p> <p>2. The benefits of allowing additional signage to support sustainable long term use.</p>
<b>SIGN-P5</b>	<p><b>Wellington Regional Stadium signs</b></p> <p>Provide for signs in the Stadium Zone where:</p> <ol style="list-style-type: none"> <li>1. The amenity and historic heritage values of the Zone or adjacent zone are not compromised; <b>and</b></li> <li>2. The landmark and regionally significant status of the stadium is not compromised; and</li> <li>3. The sign does not compromise traffic, pedestrian, or cycling safety.</li> </ol>
<b>SIGN-P6</b>	<p><b>Airport Zone signage</b></p> <p>Manage signage within the Airport Zone to:</p> <ol style="list-style-type: none"> <li>1. Achieve operational safety within the airport; and</li> <li>2. Ensure signage is designed and located in a way which will not detract from the character of the locality and will not cause a traffic hazard.</li> </ol>
<b>Rules: Land use activities</b>	
<b>SIGN-R1</b>	<b>Official signs</b>
All Zones	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <ol style="list-style-type: none"> <li>a. Compliance with the following standards is achieved: <ol style="list-style-type: none"> <li>i. SIGN-S1;</li> <li>ii. SIGN-S4;</li> <li>iii. SIGN-S7.1 to 5;</li> <li>iv. SIGN-S8; and</li> <li>v. SIGN-S14.</li> </ol> </li> </ol>
All Zones	<p>2. Activity status: <b>Restricted Discretionary</b></p> <p>Where:</p> <ol style="list-style-type: none"> <li>a. Compliance with the requirements of SIGN-R1.1 cannot be achieved.</li> </ol> <p>Matters of discretion are:</p> <ol style="list-style-type: none"> <li>1. The matters in SIGN-P1, SIGN-P2, SIGN-P5 and SIGN-P6;</li> <li>2. The Signs Design Guide; and</li> <li>3. The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.</li> </ol>
<b>SIGN-R2</b>	<b>Temporary signs</b>
All Zones	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <ol style="list-style-type: none"> <li>a. Compliance is achieved with: <ol style="list-style-type: none"> <li>i. SIGN-S1</li> <li>ii. SIGN-S7;</li> <li>iii. SIGN-S10;</li> <li>iv. SIGN-S11; and</li> <li>v. SIGN-S14.</li> </ol> </li> </ol>
All Zones	<p>2. Activity status: <b>Restricted Discretionary</b></p> <p>Where:</p>



	<p>a. Compliance with the requirements of SIGN-R2.1 cannot be achieved. Matters of discretion are:</p> <ol style="list-style-type: none"> <li>1. The matters in SIGN-P1, SIGN-P2, SIGN-P3 and SIGN-P6;</li> <li>2. The Signs Design Guide; and</li> <li>3. The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.</li> </ol>
<b>SIGN-R3</b>	<b>On-site signs</b>
All Zones, except Airport Zone	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <p>a. Compliance is achieved with:</p> <ol style="list-style-type: none"> <li>i. SIGN-S1;</li> <li>ii. SIGN-S2;</li> <li>iii. SIGN-S3;</li> <li>iv. SIGN-S4;</li> <li>v. SIGN S5;</li> <li>vi. SIGN-S7;</li> <li>vii. SIGN-S9; and</li> <li>viii. SIGN-S11.</li> </ol>
Airport Zone	<p>2. Activity status: <b>Permitted</b></p> <p>Where:</p> <p>a. Compliance is achieved with:</p> <ol style="list-style-type: none"> <li>i. SIGN-S14.</li> </ol>
All Zones, including Airport Zone	<p>3. Activity status: <b>Restricted Discretionary</b></p> <p>Where:</p> <p>a. Compliance with the requirements of SIGN-R3.1 <b>or SIGN-R3.2</b> cannot be achieved. Matters of discretion are:</p> <ol style="list-style-type: none"> <li>1. The matters in SIGN-P1, SIGN-P2, SIGN-P3 and SIGN-P6;</li> <li>2. The Signs Design Guide; and</li> <li>3. The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.</li> </ol>
<b>SIGN-R4</b>	<b>Third-party signs</b>
<p>City Centre Zone</p> <p>General Industrial Zone</p> <p>Neighbourhood Centre Zone</p> <p>Local Centre Zone</p> <p>Mixed Use Zone</p> <p>Commercial</p>	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <p>a. Compliance is achieved with:</p> <ol style="list-style-type: none"> <li>i. SIGN-S1;</li> <li>ii. SIGN-S2;</li> <li>iii. SIGN-S3;</li> <li>iv. SIGN-S4;</li> <li>v. SIGN-S5;</li> <li>vi. SIGN-S6;</li> <li>vii. SIGN-S7;</li> <li>viii. SIGN-S9;</li> <li>ix. SIGN-S11; and</li> <li>x. SIGN-S14.</li> </ol>

<p>Zone</p> <p>Metropolitan Centre Zone</p> <p>Airport Zone</p> <p>Hospital Zone</p> <p>Port Zone</p> <p>Stadium Zone</p> <p>Tertiary Education Zone</p> <p>Waterfront Zone</p>	
<p>City Centre Zone</p> <p>General Industrial Zone</p> <p>Neighbourhood Centre Zone</p> <p>Local Centre Zone</p> <p>Mixed Use Zone</p> <p>Commercial Zone</p> <p>Metropolitan Centre Zone</p> <p>Airport Zone</p> <p>Hospital Zone</p> <p>Port Zone</p> <p>Stadium Zone</p> <p>Tertiary Education Zone</p> <p>Waterfront Zone</p>	<p>2. Activity status: <b>Restricted Discretionary</b></p> <p>Where:</p> <p>a. Compliance cannot be achieved with the requirements of SIGN-R4.1.a.i. to SIGN-R4.1.a.x (excluding SIGN-R4.1.a.x and SIGN-S14.7).</p> <p>Matters of discretion are:</p> <ol style="list-style-type: none"> <li>1. The matters in SIGN-P1, SIGN-P2, SIGN-P3 and SIGN-P6;</li> <li>2. The Signs Design Guide; and</li> <li>3. The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.</li> </ol>
<p>Medium Density Residential Zone</p>	<p>3. Activity status: <b>Discretionary</b></p>

<p>High Density Residential Zone</p> <p>General Rural Zone</p> <p>Large Lot Residential Zone</p> <p>Future Urban Zone</p> <p>Natural Open Space Zone</p> <p>Open Space Zone</p> <p>Sport and active recreation Zone</p>	
<p>Airport Zone (Miramar South Precinct)</p>	<p>4. Activity status: <b>Non-complying</b></p> <p>Where</p> <p>a. Compliance cannot be achieved with SIGN-S14.72 (Miramar South Precinct). Notification Status: An application for resource consent made in respect of this rule must be publicly notified.</p>
<p><b>SIGN-R5</b></p>	<p><b>Digital signs</b></p>
<p>City Centre Zone</p> <p>General Industrial Zone</p> <p>Stadium Zone</p> <p>Neighbourhood Centre Zone</p> <p>Local Centre Zone</p> <p>Metropolitan Centre Zone</p> <p>Mixed Use Zone</p> <p>Commercial Zone</p> <p>Airport Zone</p>	<p>1. Activity status: <b>Restricted Discretionary</b></p> <p>Where:</p> <p>a. Compliance is achieved with <b>SIGN-S8</b>. <del>i. SIGN-S5; and</del> <del>ii. SIGN-S8.</del></p> <p>Matters of discretion are:</p> <ol style="list-style-type: none"> <li>1. The matters in SIGN-P1, SIGN-P2, SIGN-P3 and SIGN-P6;</li> <li>2. The Signs Design Guide; and</li> <li>3. The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.</li> </ol>

<p>Hospital Zone</p> <p>Port Zone</p> <p>Tertiary Education Zone</p> <p>Waterfront Zone</p>	
<p>City Centre Zone</p> <p>General Industrial Zone</p> <p>Stadium Zone</p> <p>Neighbourhood Centre Zone</p> <p>Local Centre Zone</p> <p>Metropolitan Centre Zone</p> <p>Mixed Use Zone</p> <p>Commercial Zone</p> <p>Airport Zone</p> <p>Hospital Zone</p> <p>Port Zone</p> <p>Tertiary Education Zone</p> <p>Waterfront Zone</p>	<p>2. Activity status: <b>Discretionary</b></p> <p>Where:</p> <p>a. Compliance with the requirements of SIGN-R5.1 cannot be achieved.</p>
<p>Medium Density Residential Zone</p> <p>High Density Residential Zone</p> <p>General Rural Zone</p> <p>Large Lot</p>	<p>3. Activity status: <b>Non-complying</b></p>



Residential Zone	
Future Urban Zones	
Natural Open Space Zone	
Open Space Zone	
Sport and Active Recreation Zone	
<b>SIGN-R6</b> 	<b>Signs on heritage buildings, heritage structures and their sites, or on a site within a heritage area</b>
All Zones	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <p>a. Compliance with SIGN-S12 is achieved.</p>
All Zones	<p>1. Activity status: <b>Restricted Discretionary</b></p> <p>Where:</p> <p>a. Compliance with the requirements of SIGN-R6.1 cannot be achieved.</p> <p>Matters of discretion are:</p> <p>1. The matters SIGN-P3; and</p> <p>2. The Signs Design Guide <b>and the Heritage Design Guide</b>.</p>
<b>SIGN-R7</b> 	<b>Signs within the extent of a scheduled archaeological site or site of significance to Māori</b>
All Zones	<p>1. Activity status: <b>Permitted</b></p> <p>Where:</p> <p>a. Signs are for safety or interpretation purposes; and</p> <p>b. Compliance with SIGN-S13 is achieved.</p>
All Zones	<p>2. Activity status: <b>Restricted Discretionary</b></p> <p>Where:</p> <p>a. Compliance with the requirements of SIGN-R7.1 cannot be achieved.</p> <p>Matters of discretion are:</p> <p>1. The matters in SIGN-P4; and</p> <p>2. The Signs Design Guide <b>and the Heritage Design Guide</b>.</p>
<b>SIGN-R8</b>	<b>All other signs</b>
All Zones	<p>1. Activity status: <b>Discretionary</b></p>

	Where:		
a. The activity is not otherwise provided for as a permitted, restricted discretionary or non-complying activity.			
Standards			
SIGN-S1	Maximum area of any sign		
1. The following maximum sign areas for any sign must be complied with:		Assessment criteria where the standard is infringed:  1. Visual amenity effects; 2. The impact of the sign on traffic, pedestrian and cycling safety; 3. The extent to which any size infringement is necessary to provide for functional needs or operational needs; 4. How the sign fits with the design and proportions of the building it is placed on; and 5. Any positive effects of the sign.	
Location:	Limit:		
a. Residential Zones Rural Zones	i. The area of a single sign must not exceed 1.5m <sup>2</sup> .		
b. City Centre Zone Mixed Use Zone General Industrial Zone <u>Port Zone</u>	i. The area of a single sign must not exceed 20m <sup>2</sup> .		
c. Neighbourhood Centre Zone Local Centre Zone Commercial Zone Metropolitan Centre Zone <u>Tertiary Education Zone</u>	i. The area of a single sign must not exceed 5m <sup>2</sup> .		
d. Open Space Zones	i. The area of a single sign must not exceed 4m <sup>2</sup> .		
e. Stadium Zone	i. The area of a single sign must not exceed 40m <sup>2</sup> .		
f. Signs <u>facing oriented to be read from</u> the State Highway Network	i. The area of a single sign must not exceed 5m <sup>2</sup> .		
2. The maximum sign area calculation must include the frame of the sign within this maximum area.			
SIGN-S2	Maximum total area of signs		
1. The following maximum total area of signs per site must be complied with:		Assessment criteria where the standard is infringed:  1. Visual amenity effects; 2. The impact of the sign on traffic, pedestrian and cycling safety; 3. The extent to which any size infringement is necessary to provide for functional needs or operational needs; and 4. Any positive effects of the sign.	
Location:	Limit:		
a. Residential and Rural Zones	i. The maximum total area of signage per site must not exceed 1.5m <sup>2</sup> .		
b. City Centre Zone Neighbourhood	i. The maximum total area of signage		

Centre Zone Local Centre Zone Mixed Use Zone Commercial Zone General Industrial Zone <u>Port Zone</u>	affixed to an elevation of a building or structure must not exceed 10% of the total area of the elevation. ii. The maximum total area of free-standing signage along a street frontage of a building must not exceed 35m <sup>2</sup> .	
c. Natural Open Space Zone Open Space Zone Wellington Town Belt Zone	i. The maximum total area of signage per site must not exceed 4m <sup>2</sup> .	
d. Sport and Active Recreation Zone	i. The maximum total area of signage per site must not exceed 40m <sup>2</sup> .	
e. Signs <u>facing oriented to be read from</u> the State Highway Network	i. The maximum total area of signage per site must not exceed 5m <sup>2</sup> .	
2. The maximum sign area calculation must include the frame of the sign within this maximum area.		
<b>SIGN-S3</b>	<b>Maximum number of signs</b>	
Residential and Rural Zones	1. The maximum number of signs on any site is 1, except on Rural Zoned sites where the sign is for the purpose of wayfinding.	Assessment criteria where the standard is infringed:  1. Visual amenity effects; 2. The impact of the sign on traffic, pedestrian and cycling safety; 3. The extent to which any size infringement is necessary to provide for functional needs or operational needs; and 4. Any positive effects of the sign.
<b>SIGN-S4</b>	<b>Maximum height of freestanding signs</b>	
1. The following maximum height requirements for freestanding signs must be complied with:		Assessment criteria where the standard is infringed:  1. Visual amenity effects; 2. The impact of the sign on traffic, pedestrian and cycling safety; 3. The extent to which any size infringement is necessary to provide for functional needs or operational needs; 4. Any positive effects of the sign; and 5. Dominance and shading effects on adjoining properties.
<b>Location:</b>	<b>Limit:</b>	
a. Residential and Rural Zones Neighbourhood Centre Zone Local Centre Zone Metropolitan Centre Zone Mixed Use Zone Open Space Zones	i. The maximum height of any freestanding sign must not exceed 4m.	

City Centre Zone <u>Port Zone</u> <u>Tertiary Education Zone</u>		
b. Commercial Zone General Industrial Zone	i. The maximum height of any freestanding sign must not exceed 8m.	
<b>SIGN-S5</b>	<b>Signs located on a building or structure</b>	
All Zones	<ol style="list-style-type: none"> <li>The sign must only be displayed on plain wall surfaces or fences.</li> <li>The sign must not obscure windows or architectural features.</li> <li>The sign must not project above the highest part of the building or structure.</li> <li>Where the sign is <u>facing oriented to be read from</u> the state highway network, or is visible from any intersection with the state highway, the sign must not be internally illuminated.</li> </ol>	<p>Assessment criteria where the standard is infringed:</p> <ol style="list-style-type: none"> <li>Visual amenity effects;</li> <li>The impact of the sign on traffic, pedestrian and cycling safety;</li> <li>The extent to which any size infringement is necessary to provide for functional needs or operational needs;</li> <li>Any positive effects of the sign; and</li> <li>Any impact of fixing the sign to a building or structure on the structural integrity of the building or structure.</li> </ol>
<b>SIGN-S6</b>	<b>Verandah signs</b>	
All Zones	<ol style="list-style-type: none"> <li>The sign must only be affixed to the fascia of the veranda or underneath the verandah.</li> <li>A maximum of one verandah sign per tenancy.</li> <li>For any sign affixed to the underneath of a verandah, 2.5m of clearance must be provided between the ground level directly below the sign and the lowest part of the sign.</li> </ol>	<p>Assessment criteria where the standard is infringed:</p> <ol style="list-style-type: none"> <li>Visual amenity effects;</li> <li>The impact of the sign on traffic, pedestrian and cycling safety;</li> <li>The extent to which any size infringement is necessary to provide for functional needs or operational needs; and</li> <li>Any positive effects of the sign.</li> </ol>
<b>SIGN-S7</b>	<b>Traffic safety</b>	
All Zones	<ol style="list-style-type: none"> <li>Where any sign is <u>located adjacent oriented to be read from</u> to any road, the sign must not contain any flashing or moving lights.</li> <li>Where any sign is located within 100m of an intersection and <u>visible-oriented to be read</u> from a legal road, the sign must only contain static messaging and images.</li> <li>Signs must not be shaped or use images or colours, including changeable messages, that could be mistaken for a traffic control device in colour, shape or appearance.</li> <li>Signs must not obstruct the line of sight of any corner, bend, intersection or vehicle or rail crossing.</li> <li>Signs must not obstruct, obscure or impair the view of any traffic or railway sign or signal.</li> <li>All signs within 10m of a legal road must comply with the minimum lettering height in Table 11 – SIGN: Minimum lettering heights below.</li> </ol>	<p>Assessment criteria where the standard is infringed:</p> <ol style="list-style-type: none"> <li>Visual amenity effects;</li> <li>The impact of the sign on traffic, pedestrian and cycling safety;</li> <li>The extent to which any size infringement is necessary to provide for functional needs or operational needs; and</li> <li>Any positive effects of the sign.</li> </ol>

<p><b>Table 11 – SIGN: Minimum lettering heights</b></p> <table border="1"> <thead> <tr> <th>Speed limit of road (KM/H)</th> <th>Minimum lettering height (mm)</th> </tr> </thead> <tbody> <tr> <td>0-<del>50</del>70</td> <td><del>150</del>120</td> </tr> <tr> <td><del>51-70</del>&gt;70</td> <td><del>200</del>160</td> </tr> <tr> <td>71-80</td> <td>250</td> </tr> <tr> <td>&gt;80</td> <td>300</td> </tr> </tbody> </table> <p>7. All signs within 10m of a legal road must comply with the minimum setback distances from other signs in Table 12 – SIGN: Minimum Separation Distances from Other Signs below.</p> <p><b>Table 12 – SIGN: Minimum separation distances from other signs</b></p> <table border="1"> <thead> <tr> <th>Speed limit of road (KM/H)</th> <th>Minimum separation distance (m)</th> </tr> </thead> <tbody> <tr> <td><del>0-70</del></td> <td>50</td> </tr> <tr> <td>71-80</td> <td>100</td> </tr> <tr> <td>&gt;80</td> <td>200</td> </tr> </tbody> </table>			Speed limit of road (KM/H)	Minimum lettering height (mm)	0- <del>50</del> 70	<del>150</del> 120	<del>51-70</del> >70	<del>200</del> 160	71-80	250	>80	300	Speed limit of road (KM/H)	Minimum separation distance (m)	<del>0-70</del>	50	71-80	100	>80	200
Speed limit of road (KM/H)	Minimum lettering height (mm)																			
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71-80	100																			
>80	200																			
<b>SIGN-S8</b>	<b>Digital signs</b>																			
All Zones	<p>1. Digital signs must not:</p> <ul style="list-style-type: none"> <li>a. Flash or contain moving images, moving text or moving lights;</li> <li>b. Obstruct or obscure, including partially, any traffic control device;</li> <li>c. Play music or sound;</li> <li>d. Provide advertising over multiple messages which are displayed across transitioning screens; <del>or</del></li> <li><del>e. Contain phone numbers, email addresses, web addresses, physical addresses or contact details;</del></li> <li><del>f. Contain more than 40 characters; or</del> <ul style="list-style-type: none"> <li>e. Be <del>located adjacent to</del> <u>oriented to be read from</u> a State Highway.</li> </ul> </li> <li>f. Impair the ability of Air Traffic Control to guide aircraft, or pilots to operate aircraft.</li> </ul> <p>2. Each image on a digital sign shall:</p> <ul style="list-style-type: none"> <li>e. Be static only;</li> <li>f. Be displayed for a minimum of <del>45</del> <b>8</b> seconds for roads with posted speed limits of less than and equal to 80km/h and a minimum of <del>35</del> <b>30</b> seconds for roads with a posted speed limit of greater than 80km/h;</li> <li>g. Transition to another image within <del>0.4 to</del> 0.5 seconds; and</li> <li>h. Transition to another image without</li> </ul>	<p>Assessment criteria where the standard is infringed:</p> <ul style="list-style-type: none"> <li>1. Visual amenity effects;</li> <li>2. The <del>impact effect</del> of the sign on aircraft safety or the safe and efficient functioning of the Airport;</li> <li>3. The <del>impact effect</del> of the sign on traffic, pedestrian and cycling safety;</li> <li>4. The extent to which any size infringement is necessary to provide for functional needs or operational needs;</li> <li>5. Any positive effects of the sign;</li> <li>6. The frequency and intensity of any light sources;</li> <li>7. The frequency of any image changes;</li> <li>8. The timing and hours of operation of the sign; and</li> <li>9. Any light spill or glare effects.</li> </ul>																		

	<p>flashing, blinking, fading, <u>or scrolling</u>, <del>or dissolving</del>.</p> <p>3. In the event of a malfunction, a digital sign shall default to a blank screen.</p> <p>4. Illumination of any <u>digital</u> sign shall:</p> <p>e. Automatically adjust to allow for ambient light levels; and</p> <p>f. Not result in the illuminance of a roadway by over 4 lux in residential and rural areas and 20 lux in all other areas; and</p> <p>g. Shall not exceed:</p> <p>i. Daytime: 5,000cd/m<sup>2</sup></p> <p>ii. Dawn and dusk: 600cd/m<sup>2</sup></p> <p>iii. Night-time: 250cd/m<sup>2</sup></p>	
<b>SIGN-S9</b>	<b>Illuminated signs</b>	
All Zones	<p>1. Any illuminated sign must be designed, measured and assessed in accordance with AS/NZS 4282:2019 Control of the obtrusive effects of outdoor lighting.</p> <p>2. The Light standards for the relevant zone in the Light Chapter must be met.</p> <p>3. Illumination of any sign shall:</p> <p>a. Automatically adjust to allow for ambient light levels; and</p> <p>b. Not result in the illuminance of a roadway by over 4 lux in residential and rural areas and 20 lux in all other areas; and</p> <p>c. Shall not exceed:</p> <p>i. Daytime: 5,000cd/m<sup>2</sup></p> <p>ii. Dawn and dusk: 600cd/m<sup>2</sup></p> <p>iii. Night-time: 250cd/m<sup>2</sup></p> <p>4. <u>Illuminated signs must not impair the ability of Air Traffic Control to guide aircraft, or pilots to operate aircraft.</u></p>	<p>Assessment criteria where the standard is infringed:</p> <p>1. Visual amenity effects;</p> <p>2. The impact of the sign on traffic, pedestrian and cycling safety;</p> <p>3. The extent to which any size infringement is necessary to provide for functional needs or operational needs;</p> <p>4. Any positive effects of the sign;</p> <p>5. The frequency and intensity of any light sources;</p> <p>6. The frequency of any image changes;</p> <p>7. The timing and hours of operation of the sign; <del>and</del></p> <p>8. Any light spill or glare effects;</p> <p>9. <u>The timing and hours of operation of the sign;</u></p> <p>10. <u>Any light spill or glare effects; and</u></p> <p>11. <u>The effect of the sign on aircraft safety or the efficient functioning of the airport.</u></p>
<b>SIGN-S10</b>	<b>Temporary signs</b>	
All Zones	<p>1. The sign shall not be displayed any earlier than 28 days prior to the event or activity the sign is advertising, and for no longer than 60 days in total.</p> <p>2. The sign must be removed within 7 days of the completion of the event or activity.</p>	<p>Assessment criteria where the standard is infringed:</p> <p>1. Visual amenity effects;</p> <p>2. The impact of the sign on traffic, pedestrian and cycling safety;</p> <p>3. The extent to which any size infringement is necessary to provide for functional needs or operational needs; and</p> <p>4. Any positive effects of the sign.</p>
<b>SIGN-S11</b>	<b>Wellington Regional Stadium signs</b>	
Stadium Zone	<p>1. The maximum area of any one sign attached to the stadium building shall be 40m<sup>2</sup>.</p>	<p>Assessment criteria where the standard is infringed:</p>

	<p>2. Any signs located on the stadium must be flush with the building surface, and not project out from the wall or above the roof of the stadium. This does not apply to small wayfinding and information signs which relate to stadium activities.</p> <p>3. The sign must bear only the name and/or logo of the building owner/sponsor/customer or relate to the stadium occupier(s) and/or stadium activities.</p>	<p>1. Visual amenity effects;</p> <p>2. The impact of the sign on traffic, pedestrian and cycling safety;</p> <p>3. The extent to which any size infringement is necessary to provide for functional needs or operational needs; and</p> <p>4. Any positive effects of the sign.</p>
<b>SIGN-S12</b>	<b>Signs on a heritage building or heritage structure, <u>or within a heritage area</u></b>	
All Zones	<p>Only one sign is installed:</p> <ol style="list-style-type: none"> <li>1. The size of the sign does not exceed 0.5m<sup>2</sup>; and</li> <li>2. The sign displays only: <ol style="list-style-type: none"> <li>a. The name or purpose of any activity undertaken on the site; or</li> <li>b. <del>Interpretative content</del> <u>Interpretation</u> about the values and history of the building/object.</li> </ol> </li> </ol>	
<b>SIGN-S13</b>	<b>Permitted signs within the extent of a scheduled archaeological site <u>or site and area of significance to Māori</u></b>	
All Zones	<p>Safety and interpretation signs must not:</p> <ol style="list-style-type: none"> <li>1. Exceed 0.5m<sup>2</sup>;</li> <li>2. Be installed with a post hole greater than 100mm in diameter; and</li> <li>3. Exceed one safety and one interpretation sign per scheduled archaeological site.</li> </ol>	
<b>SIGN-S14</b>	<b>Airport Zone signs and billboards</b>	
Airport Zone	<p><del>1. Signs are not permitted in the Airport East Side designation. Any sign within the East Side Precinct shall be limited to official signs and signs associated with instructional or directional signage.</del></p> <p>2. Any sign which is erected in the Airport Miramar South <u>precinct designation, for the purpose of third part signage, and which is visible from the road reserve or immediately adjacent land:</u></p> <ol style="list-style-type: none"> <li>a. <del>Shall not contain moving images, moving text or moving lights; and</del> <ol style="list-style-type: none"> <li>a. Shall not be <u>located opposite or adjacent to a residential zone, for the purpose of third party advertising.</u></li> </ol> </li> </ol> <p><u>Airport Main Site Designation</u></p> <p><del>3. Signs on buildings shall:</del></p> <ol style="list-style-type: none"> <li>a. <del>Be affixed to the underneath of a verandah and shall provide at least 2.5 metres clearance directly above the footpath or ground level.</del></li> <li>b. <del>Be displayed only on plain wall surfaces.</del></li> <li>c. <del>Not obscure windows or architectural</del></li> </ol>	<p>Assessment criteria where the standard is infringed:</p> <p><u>1. Relevant terms and conditions of Airport Zone designations;</u></p> <ol style="list-style-type: none"> <li>1. <u>Any landscape plan, urban design principles or statement, or integrated design management plan prepared for the Airport Precinct.</u></li> <li>2. <u>In the absence of documents identified in 1, the District Plan Design Guide for Signs;</u></li> <li>3. <u>In the Airport Miramar South precinct, signage provisions of the Airport Miramar South Integrated Design Management Plan (IDMP);</u></li> <li>3. Traffic and pedestrian safety;</li> <li>4. Residential amenity;</li> <li>5. Position and dimensions;</li> <li>6. Visibility from road reserve or adjacent land;</li> <li>7. The nature of moving images, text or lights; and</li> </ol>

	<p><del>features.</del></p> <p><del>d. Not project above the parapet level, or the highest part of that part of the building/structure to which it is attached (including above verandah).</del></p> <p><del>4. Signs on buildings, where the sign projects more than 12 metres in height above ground shall:</del></p> <p><del>a. Bear only the name and/or logo of the building owner or occupier, or the building on which the sign is located.</del></p> <p><del>b. Not flash.</del></p> <p><del>5. Any illuminated sign (excluding signs below verandah level) within 50 metres and visible from any Residential zone shall not flash.</del></p> <p>3. For any free-standing sign or sign located on a structure within any part of the Airport <u>Zone</u>area, except the <u>(Airport Main Site)</u> Terminal Precinct:</p> <p>a. the maximum area <u>of a single sign</u> is 8m<sup>2</sup>.</p> <p>b. the maximum height <u>of a single sign</u> is 4m.</p> <p><del>c. any illuminated sign must not flash.</del></p> <p><del>d. any sign that is visible from Residential zoned land must be located a minimum of 50 metres from that area.</del></p> <p><del>e. no sign shall front onto State Highway 1, Moa Point Road, or Lyall Parade.</del></p> <p><del>4. In relation to requiring authority signage in the (Airport Main Site) Terminal precinct, any free-standing sign or sign located on a structure shall not exceed a maximum height of 9 metres (above ground level).</del></p> <p>4. For any free-standing sign or sign located on a structure within the Terminal Precinct:</p> <p>a. the maximum area of a single sign must not exceed 20m<sup>2</sup>, and</p> <p>b. the maximum height of a single sign must not exceed 9m.</p>	<p>8. Nature of signage, when attached to a building over 12m above ground level.</p>
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