

SIGNS

Introduction

Signs provide benefits to people and communities by providing useful information, advertising events, products, services and businesses, and by identifying places and providing directions. Signs however can detract from the amenity and character of an area, adversely affect traffic safety and cause a nuisance. Accordingly, this chapter enables signage but manages its adverse effects.

The provisions of this chapter apply district-wide, with specific provisions also applying in more sensitive zones.

Signs within a state highway road reserve require approval from ~~NZTA Waka Kotahi (New Zealand Transport Agency)~~ regardless of the provisions in this District Plan. Please refer to ~~Waka Kotahi~~ NZTA for more information. Please also refer to the Timaru District Council Consolidated Bylaws regarding signage, particularly signage in public places. Election signs, including the size, design of lettering and time period for display are controlled by the Electoral Act 1993 and its associated regulations.

Objectives

SIGN-O1 Signs

Signs contribute to the social, cultural and economic wellbeing of the ~~Timaru~~ District while:

1. supporting the needs of business, infrastructure and community activities; and
2. maintaining or enhancing the character and amenity values of the surrounding area; and
3. maintaining public safety.

Policies

SIGN-PX3 Enable¹ Signs

Enable signs (excluding off-site signs) in all zones, where:

1. they are an official sign; or
2. they meet the requirements in SIGN-P1 and SIGN-P2.²

SIGN-P1 Managing the effects of signs Character and amenity effects³

~~Enable signs in all zones, but~~ ~~Require signs (excluding official signs)~~⁴ to:

1. be compatible with the purpose, character and qualities of the ~~zone~~ in which they are located; and
2. be compatible ~~to~~⁵ with the design and visual amenity of the building on which they are located; and
3. ~~not contribute to~~ minimise visual clutter and/or adverse cumulative effects.⁶

SIGN-P2 Managing Road safety effects⁷

Require that signs to be ~~are~~⁸ designed and located so they do not compromise the safe use of any road by motorists, pedestrians and other road users, by:

¹ Section 42A Report Summary Statement, paragraph 10

² Waka Kotahi [143.121]

³ Clause 16(2) Amendment

⁴ Waka Kotahi [143.121]

⁵ Clause 16(2) Amendment

⁶ Out of Home Media [188.4]

⁷ Clause 16(2) Amendments

⁸ Clause 16(2) Amendments

1. ensuring the type, scale, design and location of signs are appropriate to the classification of road; and
2. ensuring signs do not cause minimising⁹ motorist distraction or confusion; and
3. ensuring including, but not limited to, distraction caused by sign proliferation, illumination levels, light spill, flashing and moving signs images and digital signs do not cause distraction;¹⁰ and
4. ensuring signs do not imitate, compete with, or give instructions that conflict with traffic signs or traffic control devices; and
5. minimising the potential for line-of-sight obstruction.

SIGN-P34**Off-site Commercial advertising¹¹ signs**

Avoid new off-site commercial advertising¹² signs not provided for under SIGN-P45, unless:

1. it can be demonstrated it will not establish a precedent or result in similar applications to request equivalent treatment the sign is located within the a commercial and mixed use zone, the General Industrial Zone or Port Zone CMUZ, GIZ or PORTZ or is consistent with the character and amenity values of the surrounding area; and¹³
2. it will not create cumulative adverse cumulative effects; and¹⁴
3. it meets the requirements detailed in SIGN-P1 and SIGN-P2.

SIGN-P45**Off-site signs — Open space and recreation zones**

Provide for off-site signs in the Open space and recreation zones, only where the off-site sign:

1. is ancillary to a recreational activity on the site; and
2. will not be visible beyond the site; or
3. will be erected for a temporary period only.

Rules

Note: Activities not listed in the rules of this chapter are classified as a permitted under this chapter. For certain activities, consent may be required by rules in more than one chapter in the District Plan. Unless expressly stated otherwise by a rule, resource consent is required under each of those rules. The steps plan users should take to determine what rules apply to any activity, and the status of that activity, are provided in Part 1, HPW — How the Plan Works - General Approach.

SIGN-R1	Official signs	
All zones	Activity status: Permitted	Activity status when compliance is not achieved: Not applicable
SIGN-R2	Temporary signs (excluding real estate and development signs) ¹⁵	
All zones	Activity status: Permitted Where: PER-1	Activity status when compliance is not achieved with PER-4 or PER-5: Restricted Discretionary Matters of discretion are restricted to:

⁹ Out of Home Media [188.5]

¹⁰ Clause 16(2) Amendments

¹¹ Out of Home Media [188.6]

¹² Out of Home Media [188.6]

¹³ Go Media [18.3], Fi Glass [161.3], Out of Home Media [188.6], Griff Simpson Family [199.3], Red Sky [233.3]

¹⁴ Clause 16(2) Amendment

¹⁵ Clause 16(2) Amendment

<p>The sign is associated with a temporary event or <u>temporary activity</u> permitted by the TEMP Temporary Activities Chapter; and</p> <p>PER-2 The sign must be erected no more than four weeks before the first day of the <u>temporary event or temporary activity</u>; and</p> <p>PER-3 The sign must be removed within one week of the <u>temporary event or temporary activity</u> ending; and¹⁶</p> <p>PER-4 The sign must comply with the height in relation to boundary, height and setback requirements standards of the underlying zone, except for the road boundary setback requirement; and</p> <p>PER-5 The activity complies with all the standards of this chapter.</p>	<ol style="list-style-type: none"> 1. the matters of discretion of any infringed standard. <p>Note: Where compliance with PER-4 is not achieved, the matters of discretion for the zone requirements apply.</p> <p>Activity status when compliance is not achieved with PER-1, PER-2 or PER-3: Discretionary</p>
<p>SIGN-R3 Real estate and development signs</p> <p>All zones</p> <p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign must be removed within one week after completion of the sale of the site or completion of development or demolition works on the site; and</p> <p>PER-2 The sign must be located on the site that is being sold or the site that the development or demolition work is taking place; and</p> <p>PER-3 The sign must comply with the height in relation to boundary, height and setback requirements standards of the underlying zone, except for the road boundary setback.</p>	<p>Activity status when compliance is not achieved with PER-3: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> 1. the matters of discretion of any infringed standard. <p>Note: Where compliance with PER-3 is not achieved, the matters of discretion for the zone requirements apply.</p> <p>Activity status when compliance is not achieved with PER-1 or PER-2: Discretionary</p>

¹⁶ Clause 16(2) Amendments

SIGN-R4	Any signs not otherwise <u>listed</u> address in the Rules section of this chapter ¹⁷	
1. Commercial and mixed use zones ¹⁸	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign is not an off-site sign; and</p> <p>PER-2 The sign must not be flashing or moving; and</p> <p>PER-3 The sign must comply with the height in relation to boundary <u>standards requirements of the underlying zone</u>; and</p> <p>PER-4 The activity complies with all the <u>Standards</u> of this chapter.</p>	<p>Activity status when re compliance not achieved with PER-3 or PER-4: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> the matters of discretion of any infringed standard. <p>Note: Where compliance with PER-3 is not achieved, the matters of discretion for the zone requirements apply.</p> <p>Activity status when re compliance not achieved with PER-2: Discretionary</p> <p>Activity status when re compliance not achieved with PER-1: Non-complying</p>
2. Open space and recreation zones	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign:</p> <ol style="list-style-type: none"> is not an off-site sign; or is an off-site sign which: <ul style="list-style-type: none"> is for commercial sponsorship of a recreation activity; and will not be visible beyond the site; and <p>PER-2 The sign is ancillary to a recreation activity; and</p> <p>PER-3 The sign must meet the height <u>in relation to boundary standards requirements of the underlying zone</u>; and¹⁹</p> <p>PER-4 The activity complies with all the <u>Standards</u> of this chapter.</p>	<p>Activity status when re compliance not achieved with PER-3 or PER-4: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> the matters of discretion of any infringed standard. <p>Note: Where compliance with PER-4 is not achieved, the matters of discretion for the zone requirements apply.</p> <p>Activity status when re compliance not achieved with PER-2: Discretionary</p> <p>Activity status when re compliance not achieved with PER-1: Non-complying</p>

¹⁷ Clause 16(2) Amendment/Section 42A Report Summary Statement, paragraph 14(d)

¹⁸ Go Media [18.4], ANSTAR [47.1], Fi Glass [161.4], Out of Home Media [188.7] Griff Simpson Family [199.4] and Red Sky [233.3]

¹⁹ Clause 16(2) Amendment

<p>3.</p> <p>Commercial and Mixed Use Zones</p> <p>General Industrial Zone</p> <p>Clandeboye Manufacturing Zone [if created]^{20 21}</p> <p>Port Zone</p>	<p>Activity status: Permitted</p> <p>Where:</p> <p>PER-1 The sign is not an off-site sign; and</p> <p>PER-2 The sign must comply with the height in relation to boundary <u>standards requirements</u> of the <u>underlying</u> zone; and</p> <p>PER-3 <u>The sign if located in a commercial or mixed use zone must not be flashing or moving; and</u></p> <p>PER-4 The activity complies with all the <u>standards</u> of this chapter.</p>	<p>Activity status where compliance not achieved with PER-2 or PER-3: Restricted Discretionary</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> the matters of discretion of any infringed standard. <p>Note: Where compliance with PER-2 is not achieved, the matters of discretion for the zone requirements apply.</p> <p>Activity status where compliance not achieved with PER-3: Discretionary</p> <p>Activity status where compliance not achieved with PER-1: Restricted Discretionary Non-complying</p> <p>Where:</p> <p>RDIS-1 The sign is located in the <u>Large Format Retail Zone, the City Centre Zone, the General Industrial Zone or Port Zone LFRZ, CCZ, GIZ or PORTZ</u>.</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <u>any impact on the character and amenity values of the surrounding area; and</u> <u>whether the sign contributes to visual clutter; and</u> <u>any adverse cumulative effects;</u> <u>any adverse effects on traffic safety; and</u> <u>any positive effects of the sign.</u> <p>Activity status where compliance not achieved with RDIS-1: Discretionary²²</p>
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Standards	
SIGN-S1	Traffic safety
All zones	<p>1. All freestanding signs visible from <u>Estate Highways</u> must be erected at a right angle to the road or within a</p> <p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> <u>Any adverse effects on²⁵ traffic safety; and</u>

²⁰ Fonterra [165.120] – Note amendment only required if the Clandeboye Manufacturing Zone is created

²¹ Schedule 1 cl10(2)(b)

²² Go Media [18.4], ANSTAR [47.1], Fi Glass [161.4], Out of Home Media [188.7] Griff Simpson Family [199.4] and Red Sky [233.3]

²⁵ Section 42A Report Summary Statement, paragraph 13

	<p>variance of 15° either side of the right angle; <u>and</u></p> <p>2. No sign shall be erected adjacent to a road in a manner that will:</p> <ol style="list-style-type: none"> obstruct the line of sight of any road corner, bend or intersection, or vehicle crossing; or obstruct, obscure or impair the view of any traffic sign or signal; or resemble or be likely to be confused with any traffic sign or signal; or use reflective materials that may interfere with a road user's vision; <u>and</u> <p>3. All signs <u>within 10 horizontal metres of a road designed to be read by motorists</u> must comply with the minimum lettering sizes in Table 27</p> <p>— Minimum lettering size; <u>and</u>²³</p> <p>4. All signs <u>in rural zones within 10 horizontal metres of a road designed to be read by motorists on a road with a posted speed limit of 70km/h or more</u> must comply with the minimum setback distances from other signs as read from one direction and measured parallel to the centre line of the road in Table 28</p> <p>— Separation distances.²⁴</p>	<p>2. the design and location of the sign; and</p> <p>3. any positive effects of the sign.</p>
SIGN-S2	Illuminated, moving, flashing and digital signs	
All zones	<p>1. <u>Any illuminated, moving, flashing or digital display sign must not display a digital or pre-recorded broadcast; and</u>²⁶</p> <p>2. Any illuminated, moving, flashing or digital display sign must only display still images; and <u>where multiple still images are displayed and SIGN-S2.3 and SIGN-S2.9 are complied with</u>, each still image must be</p>	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> the frequency and intensity of flashing and/or image change; and extent of illumination when visible from a public place or neighbouring property; and impact on surrounding activities; and impacts on the amenity and character of the surrounding environment; and

²³ Waka Kotahi [143.125]²⁴ Go Media [18.8], Fi Glass [161.8], Out of Home Media [188.8], Griff Simpson Family [199.8] and Red Sky [233.8] and evidence of Mr. Church [Hearing F, Interim Reply]²⁶ Clause 16(2) Amendment

	<p>displayed for a minimum of 30 <u>10</u>²⁷ seconds each before changing to a different still image. <u>Where SIGN-S2.3 and SIGN-S2.9 are not complied with, still images must be displayed for a minimum of 30 seconds each before changing to a different still image.</u>; and <u>T</u>here must be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds; and²⁸</p> <ol style="list-style-type: none"> 3. No illuminated, moving, flashing or digital display sign must be visible to vehicles travelling on a legal road within 100 <u>50m metres</u> of an intersection,²⁹ <u>measured in accordance with Figure 15 in the TRAN chapter</u>; and³⁰ 4. No illuminated, moving, flashing or digital display sign is to be visible from and/or located within 50m <u>metres</u> of a Presidential zone or a residential unit; and 5. No illuminated, moving, flashing or digital display sign shall create more than 10-0 lux spill (horizontal and vertical) of light when measured or calculated 2m within the boundary of any adjacent site or road; and 6. Illumination levels of any sign must not exceed 250 candelas per square metre between sunset and sunrise; and 7. Illumination levels of any sign must not exceed 5,000 candelas per square metre between sunrise and sunset; and³¹ 8. <u>Illuminated signs must incorporate a lighting control to adjust brightness in line with ambient light levels</u>; and³² 9. No digital sign is to be located adjoining a <u>S</u>tate <u>H</u>ighway.³³ 	<ol style="list-style-type: none"> 5. whether the sign would result in any direct light overspill onto a residential property or the road network; and 6. <u>any adverse effects on traffic safety</u>; and³⁴ 7. any positive effects of the sign.
SIGN-S3	Maximum height of signage	

²⁷ Go Media [18.5], Fi Glass [161.5], Out of Home Media [188.9], Griff Simpson Family [199.5] and Red Sky [233.5]

²⁸ Evidence of Mr. Pearson [Hearing F Interim Reply]

²⁹ Out of Home Media [188.9] and Evidence of Mr. Pearson [Hearing F, Interim Reply]

³⁰ Clause 16(2) Amendment

³¹ Go Media [18.5], Fi Glass [161.5], Out of Home Media [188.9], Griff Simpson Family [199.5] and Red Sky [233.5]

³² Go Media [18.5], Fi Glass [161.5], Out of Home Media [188.9], Griff Simpson Family [199.5] and Red Sky [233.5]

³³ Evidence of Mr. Church [Hearing F, Interim Reply]

³⁴ Waka Kotahi [143.126]

<p>1. All zones</p>	<p>Any temporary sign must not exceed 3m in height, measured from ground level.</p>	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
<p>2. Commercial and Mmixed Use zones</p> <p>Open Space and Recreation zones</p> <p>General Industrial Zone</p> <p>Clandeboye Dairy Manufacturing Precinct Zone (if created)³⁵</p> <p>³⁶</p>	<p>1. Any freestanding sign must not exceed 48m in height, measured from ground level; and</p> <p>2. Any sign attached to a building must not extend above facade height.</p>	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and whether the sign is compatible with the built form on the site; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
<p>Port Zone</p> <p>X Open Space and Recreation zones</p>	<p>1. <u>Any freestanding sign must not exceed 4m in height, measured from ground level; and</u></p> <p>2. <u>Any sign attached to a building must not extend above facade height.</u></p>	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and whether the sign is compatible with the built form on the site; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.³⁷
<p>3. Rural zones</p> <p>Māori Purpose Zone</p>	<p>Any sign must not exceed 3m in height, measured from ground level.</p>	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and

³⁵ Fonterra [165.121] – Note amendment only required if the Clandeboye Manufacturing Zone is created

³⁶ Schedule 1 cl10(2)(b)

³⁷ Go Media [18.6], Fi Glass [161.6], Out of Home Media [188.10], Griff Simpson Family [199.6] and Red Sky [233.6]

4. Residential zones	There is no maximum height under this standard.	<p>4. any positive effects of the sign.</p> <p>Matters of discretion are restricted to: Not applicable</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.³⁸
SIGN-S4	Maximum area of a sign	
1. All zones	1. Any temporary sign must not exceed 2m ² in area but may be double sided. Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign.	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
2. Commercial and M mixed Use zones	<ol style="list-style-type: none"> Where a site has a road frontage less than 50m any freestanding sign must not exceed 5m² 6m² in area. For sites with a road frontage of 50m or more the maximum area of any freestanding sign must not exceed 18m². Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign. 	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and whether the sign is compatible with the built form on the site; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
3. Residential zones	<ol style="list-style-type: none"> The maximum total area of signs on any site must not exceed 0.5m²; and Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign. 	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.
4. Rural zones Māori Purpose Zone	<ol style="list-style-type: none"> The maximum total area of signs on any site shall not exceed 3m²; and Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign. 	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any positive effects of the sign.

³⁸ Clause 16(2) Amendment

5. Open Space and Recreation zones	<ol style="list-style-type: none"> 1. The surface area of a commercial sponsorship sign must not exceed 3m² in area; and 2. Where a sign is double-sided, the maximum area of the sign is calculated as the area of one side of the sign; and 3. The surface area of a sign displaying the club/s name must not exceed 5m² in area. 	Matters of discretion are restricted to: <ol style="list-style-type: none"> 1. any impact on the character and amenity values of the surrounding area; and 2. whether the sign is compatible with the built form on the site; and 3. whether the sign contributes to visual clutter; and 4. any adverse cumulative effects; and 5. any positive effects of the sign.
6. General Industrial Zone Clandeboye Manufacturing Zone [if created]³⁹⁻⁴⁰	There is no maximum area of a sign.	Matters of discretion are restricted to: Not applicable
Port Zone		
SIGN-S5	Maximum number of temporary signs	
1. Residential zones Rural zones Māori Purpose Zone	There shall be no more than one temporary sign per site.	Matters of discretion are restricted to: <ol style="list-style-type: none"> 1. any impact on the character and amenity values of the surrounding area; and 2. whether the sign contributes to visual clutter; and 3. any adverse cumulative effects; and 4. <u>any adverse effects on traffic safety; and⁴¹</u> 5. any positive effects of the sign.
2. Commercial and Mixed Use zones General Industrial Zone Clandeboye Manufacturing	There shall be no more than three temporary signs per site.	Matters of discretion are restricted to: <ol style="list-style-type: none"> 1. any impact on the character and amenity values of the surrounding area; and 2. whether the sign contributes to visual clutter; and 3. any adverse cumulative effects; and 4. <u>any adverse effects on traffic safety; and⁴⁴</u> 5. any positive effects of the sign.

³⁹ Fonterra [165.122] – Note amendment only required if the Clandeboye Manufacturing Zone is created

⁴⁰ Schedule 1 cl10(2)(b)

⁴¹ Waka Kotahi [143.127]

⁴⁴ Waka Kotahi [143.128]

Zone [if created] ⁴²⁻⁴³		
Port Zone		
Open Space and Recreation zones		
SIGN-S6	Maximum number of signs (not including Official signs, Instructional signs⁴⁵ and Temporary signs)	
1. Commercial and Mixed Use zones	<p>There shall be no limit.⁴⁹</p> <p>4. There shall be no limit on the number of signs that are not visible from beyond the site; and</p> <p>2. For signs visible from beyond the site</p> <p>There shall be no limit more than one freestanding sign per road frontage; or</p> <p>3. Multiple freestanding signs may be located per road frontage where the minimum setback distance between signs within the site as read from one direction and measured parallel to the centre line of the road in Table 28 Separation distances are complied with.⁵⁰</p>	<p>Matters of discretion are restricted to:</p> <p>Not applicable</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and whether the sign contributes to visual clutter; and any adverse cumulative effects; and any adverse effects on traffic safety; and any positive effects of the sign.⁵⁴
General Industrial Zone⁴⁶		
Clandeboye Manufacturing Zone [if created] ⁴⁷⁻⁴⁸		
Port Zone (excluding PREC712 – Port Operational Area Precinct)	<p>Note: A freestanding sign may advertise multiple premises located on the site.</p>	
PREC712 – Port Operational Area Precinct	<p>4. There shall be no limit.⁵²</p>	
2. Residential zones	There shall be no more than one sign per road frontage located on a site.	<p>Matters of discretion are restricted to:</p> <ol style="list-style-type: none"> any impact on the character and amenity values of the surrounding area; and

⁴² Clause 10(2)(b) Amendment – Fonterra [165.20-165.123] – Note amendment only required if the Clandeboye Manufacturing Zone is created

⁴³ Schedule 1 cl10(2)(b)

⁴⁵ Hearing F, Interim Reply

⁴⁶ Fonterra [165.123] Specific reference to Clandeboye Manufacturing Precinct is not required as this is part of the GIZ

⁴⁷ Fonterra [165.123] – Note amendment only required if the Clandeboye Manufacturing Zone is created

⁴⁸ Schedule 1 cl10(2)(b)

⁴⁹ Panel Decision Report, Part 7, Section 6.5

⁵⁰ Evidence of PrimePort and NZTA [Hearing F, Interim Reply]

⁵¹ Clause 10(2)(b) Amendments – Go Media [18.8], Fi Glass [161.8], Out of Home Media [188.8 and 188.13], Griff Simson Family [199.8] and Red Sky [233.8]

⁵² Evidence of PrimePort [Hearing F, Interim Reply]

Rural zones Māori Purpose Zone		2. whether the sign contributes to visual clutter; and 3. any adverse cumulative effects; and 4. <u>any adverse effects on traffic safety; and</u> ⁵³ 5. any positive effects of the sign.
3. Open Space and Recreation zones	There shall be no more than two signs per site visible from beyond the site.	Matters of discretion are restricted to: 1. any impact on the character and amenity values of the surrounding area; and 2. whether the sign contributes to visual clutter; and 3. any adverse cumulative effects; and 4. <u>any adverse effects on traffic safety; and</u> ⁵⁴ 5. any positive effects of the sign.
SIGN-S7	Sign content	
All zones	A sign must not display words, images, or model (human or mannequin) that are sexually explicit, lewd, racist or otherwise offensive content.	Matters of discretion are restricted to: 1. the content of the sign.

Table 27 — Minimum lettering size⁵⁵

Regulatory speed limit of adjoining road	Main message	Secondary message
Km/hr	Minimum lettering height (mm)	Minimum lettering height (mm)
0 – 50	100	75
51 – 70	150	100
71 – 80	175	125
81 – 100	200	150

Posted speed limit of adjoining road (km/h)	Letter height	Main message	Property Name	Secondary Message
50	150	100	75	
60	175	125	90	
70	200	150	100	
80	250	175	125	
100	300	200	150	

⁵³ Waka Kotahi [143.128]⁵⁴ Waka Kotahi [143.128]⁵⁵ Waka Kotahi [143.129]

Table 28 — Minimum separation distances between signs⁵⁶

Regulatory speed limit (km/hr)	Separation distance (m)
<u>50</u>	<u>50</u>
<u>60</u>	<u>55</u>
0–70	60
71– 80	70
81– 100	80

⁵⁶ Waka Kotahi [143.130] and Evidence of Mr. Church [Hearing F, Interim Reply]