

CHAPTER 16: GENERAL RULES

Table of Contents

	Page
16.1 Outdoor Signs and Advertising	7
16.1.1 Scope of Section.....	7
16.1.2 Traffic Signs on Roads	7
16.1.2.1 Permitted Activities (Traffic Signs on Roads)	7
16.1.3 Outdoor Signs in Residential Zone.....	7
16.1.3.1 Permitted Activities (Outdoor Signs in Residential Zone)	7
16.1.3.2 Discretionary Activities (Outdoor Signs in Residential Zone)	8
16.1.4 Outdoor Signs in Business and Industrial Zones.....	8
16.1.4.1 Permitted Activities (Outdoor Signs in Central Business, Commercial, Mixed Business, Tourist Services, and all Industrial Zones)	8
16.1.4.2 Restricted Discretionary Activities (Outdoor Signs in Central Business, Commercial, Mixed Business, Tourist Services and all Industrial Zones)	9
16.1.5 Outdoor Signs in the Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space and Papakainga Zones	10
16.1.5.1 Permitted Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, and Papakainga Zones)	10
16.1.5.1A Permitted Activities (Outdoor Signs for Public Purposes in Conservation, Recreation and Open Space Zones)	11
16.1.5.2 Controlled Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, and Papakainga Zones)	12
16.1.5.3 Controlled Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, and Papakainga Zones)	12
16.1.5.4 Restricted Discretionary Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space and Papakainga Zones)	13
16.1.6 Temporary Signs in All Zones	13
16.1.6.1 Permitted Activities (Temporary Signs)	13
16.1.6.2 Restricted Discretionary Activities (Temporary Signs)	14
16.1.20 Principal Reasons for Rules	14
16.2 Transport (Access, Parking and Traffic)	17
16.2.1 Scope of Section.....	17
16.2.2 Land Use	17
16.2.2.1 Permitted Activities (Land Use – Vehicle Access Considerations)	17
16.2.2.2 Permitted Activities (Land Use – Traffic)	19
16.2.2.3 Permitted Activities (Land Use – Provision for Parking and Loading)	19
16.2.2.4 Controlled Activities (Land Use - Carparking Layout and Landscape Design in Mapua Public Car Parks, Mapua Commercial Zone and Richmond West Development Area)	23
16.2.2.5 Controlled Activities (Land Use – Transport Depots)	24
16.2.2.6 Restricted Discretionary Activities (Land Use - General)	25
16.2.20 Principal Reasons for Rules	26
Schedules	28
Schedule 16.2A: Example of Parking Layout	28
Schedule 16.2B: Bicycle Racks	28

16.3	Subdivision	43
16.3.1	Scope of Section	43
16.3.2	All Zones	43
16.3.2.1	No Permitted Subdivision (All Zones)	43
16.3.2.2	Subdivision in the Slope Instability Risk Area	43
16.3.2.3	Subdivision in the Fault Rupture Risk Area	43
16.3.2.4	Subdivision of Hazardous Activity and Industry List Land	43
16.3.2.5	Subdivision in any Zone Subject to Deferred Zone Rules, or Where Deferred Zoning Has Been Removed	43
16.3.3	Residential Zone	44
16.3.3.1	Controlled Subdivision (Residential Zone — Standard Density Development)	44
16.3.3.1A	Controlled Subdivision (Residential Zone – Specific Location: Richmond Intensive Development Area)	54
16.3.3.1B	Controlled Subdivision (Residential Zone – Specific Location: Brightwater and Wakefield Development Areas)	57
16.3.3.2	Restricted Discretionary Subdivision (Residential Zone – Listed Cultural Heritage Site)	58
16.3.3.2A	Restricted Discretionary Subdivision (Residential Zone - Standard Density Development)	58
16.3.3.2B	Restricted Discretionary Subdivision (Residential Zone — Specific Location: Richmond Intensive Development Area)	60
16.3.3.2C	Restricted Discretionary Subdivision (Residential Zone — Specific Location: Brightwater and Wakefield Development Areas)	61
16.3.3.3	Restricted Discretionary Subdivision (Residential Zone – Compact Density Specific Locations)	61
16.3.3.4	Discretionary Subdivision (Residential Zone)	67
16.3.3.5	Discretionary Subdivision (Residential Zone – Specific Location)	68
16.3.3.6	Discretionary Subdivision (Residential Closed Zone)	68
16.3.3.7	Non-Complying Subdivision (Residential Zone)]	68
16.3.3.8	Prohibited Subdivision (Residential Closed Zone)	68
16.3.3.9	Prohibited Subdivision (Residential Coastal Zone at Tahī or Iwa Street, Mapua)	68
16.3.4	Business and Industrial Zones	71
16.3.4.1	Controlled Subdivision (Business and Industrial Zones)	71
16.3.4.2	Restricted Discretionary Subdivision (Business and Industrial Zones – Richmond West Development Area)	79
16.3.4.3	Restricted Discretionary Subdivision (Business and Industrial Zones – Cultural Heritage Sites)	79
16.3.4.3A	Restricted Discretionary Subdivision (Industrial Zones – Specified sites at Brightwater)	80
16.3.4.4	Discretionary Subdivision (Central Business, Commercial, Mixed Business, Tourist Services (except at Mapua), Rural Industrial, Heavy Industrial and Light Industrial Zones)	80
16.3.4.5	Discretionary Subdivision (Tourist Services Zone - Mapua)	80
16.3.4.5A	Discretionary Subdivision (Heavy Industrial Closed Zone – Wakefield)	80
16.3.4.6	Non-Complying Subdivision (Tourist Services Zone - Mapua)	81
16.3.4.7	Prohibited Subdivision (Heavy Industrial Closed Zone – Wakefield)	81
16.3.5	Rural 1 Zone	82
16.3.5.1	Controlled Subdivision (Rural 1 and Rural 1 Coastal Zones)	82
16.3.5.2	Restricted Discretionary Subdivision (Rural 1 Zone – Richmond West Development Area)	86
16.3.5.3	Restricted Discretionary Subdivision (Rural 1 Zone – Listed Cultural Heritage Site)	87
16.3.5.3A	Restricted Discretionary Subdivision (Rural 1 Zone)	87
16.3.5.4A	Discretionary Subdivision (Rural 1 Zone)	88
16.3.5.5	Discretionary Subdivision (Rural 1 Closed and Rural 1 Coastal Zones)	89
16.3.5.5A	Non-Complying Subdivision	89
16.3.5.6	Prohibited Subdivision (Rural 1 Closed and Rural 1 Coastal Zones)	89
16.3.6	Rural 2 Zone	90
16.3.6.1	Controlled Subdivision (Rural 2 Zone)	90
16.3.6.2	Restricted Discretionary Subdivision (Rural 2 Zone – Richmond West Development Area)	94
16.3.6.3	Restricted Discretionary Subdivision (Rural 2 Zone – Listed Cultural Heritage Site)	94
16.3.6.3A	Restricted Discretionary Subdivision (Rural 2 Zone)	95
16.3.6.4	Discretionary Subdivision (Rural 2 Zone)	95
16.3.6.4A	Discretionary Subdivision (Rural 2 Zone – Cooperative Living)	95
16.3.6.5	Discretionary Subdivision (Rural 2 Closed Zone)	96
16.3.6.5A	Non-Complying Subdivision	96
16.3.6.6	Prohibited Subdivision (Rural 2 Closed Zone)	96
16.3.7	Rural 3 Zone	97
16.3.7.1	Controlled Subdivision (Rural 3 Zone)	97
16.3.7.2	Restricted Discretionary Subdivision (Rural 3 Zone)	100

16.3.7.3	Restricted Discretionary Subdivision (Rural 3 Zone) [16.3.9D Proposed].....	100
16.3.7.4	Discretionary Subdivision (Rural 3 Zone)	101
16.3.7.5	Non-Complying Subdivision (Rural 3 Zone)	102
16.3.8	Rural Residential and Closed Zones	103
16.3.8.1	Controlled Subdivision (Rural Residential Zone).....	103
16.3.8.2	Restricted Discretionary Subdivision (Rural Residential Zone – Listed Cultural Heritage Site).....	107
16.3.8.3	Restricted Discretionary Subdivision (Rural Residential Zone – Specified Location).....	107
16.3.8.4	Restricted Discretionary Subdivision (Rural Residential Zone – Specified Locations).....	108
16.3.8.4A	Restricted Discretionary Subdivision (Rural Residential Zone).....	109
16.3.8.4B	Discretionary Subdivision (Rural Residential Zone – Cooperative Living)	109
16.3.8.5	Discretionary Subdivision (Rural Residential Zone)	110
16.3.8.6	Discretionary Subdivision (Rural Residential Closed Zone)	110
16.3.8.7	Prohibited Subdivision (Rural Residential Closed Zone).....	110
16.3.9	All Other Zones	110
16.3.9.1	Discretionary Subdivision (Other Zones).....	110
16.3.20	Principal Reasons for Rules	111
Schedules	119	
Schedule 16.3A: Assessment Criteria for Subdivision	119	
Schedule 16.3B: Transport Conditions.....	124	
Schedule 16.3C: Services Required on Subdivision in Certain Zones.....	126	
16.4	Esplanade Reserves, Strips and Access Strips	127
16.4.1	Scope of Section.....	127
16.4.2	Esplanade Reserves, Strips and Access Strips on Subdivision	127
16.4.2.1	Restricted Discretionary Subdivision (Esplanade Reserves, Strips and Access Strips on Subdivision — Allotments less than 4 Hectares)	127
16.4.2.2	Restricted Discretionary Subdivision (Esplanade Reserves, Strips and Access Strips on Subdivision — Allotments 4 Hectares or More).....	128
16.4.20	Principal Reasons for Rules	129
16.5	Financial Contributions	131
16.5.1	Scope of Section.....	131
16.5.1.1	Financial Contributions	131
16.5.1.2	Circumstances where Financial Contributions will be Imposed.....	131
16.5.1.3	Purpose of Financial Contributions	132
16.5.1.4	How Financial Contributions have been Set.....	133
16.5.2	Financial Contribution on Subdivision	133
16.5.2.1	Calculation of Financial Contribution on Subdivision (Except for Rural 3, Mapua and Waimea Inlet Rural Residential Zones, and the Services Contribution Area)	133
16.5.2.2	Financial Contributions on Subdivision in Rural 3, Mapua and Waimea Inlet Rural Residential Zones and the Services Contribution Area.....	134
16.5.2.3	Reductions, Waivers and Offsets of Financial Contribution on Subdivision (Except for Rural 3 Zone, including Rural 3 Closed Zone, Mapua and Waimea Inlet Rural Residential Zones, and the Services Contribution Area).....	135
16.5.2.4	Reserves and Community Services Component of Financial Contribution on Subdivision	135
16.5.2.5	Non-Complying Activities (Reductions, Waivers and Offsets of Financial Contributions on Subdivision in the Rural 3 Zone, Mapua and Waimea Inlet Rural Residential Zones, and the Services Contribution Area).....	136
16.5.3	Financial Contributions for New Plantation Forestry.....	136
16.5.3.1	Financial Contribution Terms for Establishment of New Plantation Forestry	136
16.5.4	Financial Contribution on Building Development	137
16.5.4.1	Permitted Activities (Financial Contribution on Building Development).....	137
16.5.4.2	Resource Consents (Financial Contribution on Building Development).....	137
16.5.4.3	Calculation of Financial Contribution on Development.....	137
16.5.4.4	Reductions, Waivers and Offsets of Financial Contribution on Building Development	138
16.5.4.5	Financial Contributions on Building Development in the Rural 3 Zone, Mapua and Waimea Inlet Rural Residential Zones and the Services Contribution Area.....	138

16.5.4.6	Non-Complying Activities (Reductions, Waivers and Offsets of Financial Contributions on Building Development in the Rural 3 Zone, Mapua and Waimea Inlet Rural Residential Zones, and the Services Contribution Area).....	139
16.5.5	Financial Contributions on Resource Consent (Other than for Subdivision or Building)	139
16.5.5.1	Requirement for Financial Contribution on Resource Consent (Other than for Subdivision or Building)	139
16.5.6	Financial Contribution (Limitations).....	139
16.5.6.1	Financial Contribution (Limitations)	139
16.5.20	Principal Reasons for Rules.....	140
16.6	Network Utilities and Public Works	141
16.6.1	Scope of Section	141
16.6.2	Network Utilities and Public Works	141
16.6.2.1	Permitted Activities (Network Utilities and Public Works).....	141
16.6.2.2	Permitted Activities (Aviation and Marine Navigational Aids).....	143
16.6.2.3	Restricted Discretionary Activities (Slimline, Self-Supporting Masts and Poles and Attached Infrastructure).....	144
16.6.2.4	Discretionary Activities (Network Utilities, Public Works, and Aviation and Marine Navigational Aids).....	144
16.6.20	Principal Reasons for Rules.....	144
	Schedules.....	146
	Schedule 16.6A: Assessment Criteria – Network Utilities and Public Works.....	146
16.7	Hazardous Substances.....	147
16.7.1	Scope of Section	147
16.7.2	Hazardous Facilities	147
16.7.2.1	Permitted Activities (Hazardous Facilities)	147
16.7.2.2	Controlled Activities (Hazardous Facilities)	151
16.7.2.3	Restricted Discretionary Activities (Hazardous Facilities)	153
16.7.2.4	Non-complying Activities (Hazardous Facilities).....	153
16.7.3	Radioactive Material.....	154
16.7.3.1	Prohibited Activities (Radioactive Material Generation, Transport, Storage and Use).....	154
16.7.20	Principal Reasons for Rules.....	154
	Schedules.....	157
	Schedule 16.7A: Calculation of Cumulative Quantity Ratios	157
16.8	Temporary Activities and Relocated Buildings	173
16.8.1	Scope of Section	173
16.8.2	Temporary Activities	173
16.8.2.1	Permitted Activities (Temporary Activities)	173
16.8.2.1A	Permitted Activities (Temporary Activities that are Construction, Maintenance, or Demolition Work).....	173
16.8.2.2	Permitted Activities (Temporary Military Training Activities).....	173
16.8.2.3	Controlled Activities (Temporary Military Training Activities).....	175
16.8.3	Relocation of Buildings.....	176
16.8.3.1	Permitted Activities (Relocation of Buildings)	176
16.8.3.2	Discretionary Activities (Relocation of Buildings).....	176
16.8.20	Principal Reasons for Rules.....	176
16.10	Flood Hazards.....	179
16.10.1	Scope of Section	179
16.10.2	Land Use	179
16.10.2.1	Permitted Activities (Land Use)	179

16.10.2.2	Restricted Discretionary Activities (Land Use).....	180
16.10.3	Buildings, Berm Lands, Stopbanks	180
16.10.3.1	Prohibited Activities (Buildings, Berm Lands, Stopbanks).....	180
16.10.20	Principal Reasons for Rules	181
16.11	Airport Protection	183
16.11.1	Scope of Section.....	183
16.11.2	All Zones	183
16.11.2.1	Permitted Activities (All Zones).....	183
16.11.2.2	Restricted Discretionary Activities (All Zones).....	183
16.11.20	Principal Reasons for Rules	183
Schedules	184	
Schedule 16.11A:	Areas to which Height Control Provisions Apply – Motueka Airport	184
Schedule 16.11B:	Areas to which Height Control Provisions Apply – Takaka Airport	185
16.12	Bore Construction or Alteration	187
16.12.1	Scope of Section.....	187
16.12.2	Bore Construction or Alteration.....	187
16.12.2.1	Permitted Activities (Bore Construction or Alteration).....	187
16.12.2.2	Controlled Activities (Bore Construction or Alteration).....	187
16.12.2.3	Restricted Discretionary Activities (Bore Construction or Alteration).....	189
16.12.2.4	Non-Complying Activities (Bore Construction or Alteration)	190
16.12.20	Principal Reasons for Rules	190
16.13	Historic Heritage	191
16.13.1	Scope of Section.....	191
16.13.2	Minor Repair or Addition to Heritage Building or Structure.....	191
16.13.2.1	Permitted Activities (Minor Repair to Heritage Building or Structure).....	191
16.13.2.2	Restricted Discretionary Activities (Minor Repair or Addition to Heritage Building or Structure).....	191
16.13.3	Destruction or Removal of Heritage Building or Structure	192
16.13.3.1	Restricted Discretionary Activities (Destruction or Removal of Heritage Building or Structure).....	192
16.13.3.2	Non-Complying Activities (Destruction or Removal of Heritage Building or Structure)	192
16.13.4	Trimming or Pruning of Protected Tree	193
16.13.4.1	Permitted Activities (Trimming of Protected Tree).....	193
16.13.4.2	Controlled Activities (Pruning of Protected Tree).....	193
16.13.5	Destruction or Removal of Protected Tree.....	193
16.13.5.1	Restricted Discretionary Activities (Destruction or Removal of Protected Tree)	193
16.13.5.2	Non-Complying Activities (Destruction or Removal of Protected Tree).....	194
16.13.6	Cultural Heritage Sites.....	194
16.13.6.1	Permitted Activities (Land Use).....	194
16.13.6.2	Controlled Activities (Land Use).....	195
16.13.6.3	Restricted Discretionary Activities (Land Use).....	195
16.13.20	Principal Reasons for Rules	196
Schedules	197	
Schedule 16.13A:	Heritage Buildings and Structures	197
Schedule 16.13B:	Protected Trees.....	201
Schedule 16.13C:	Cultural Heritage Sites	215
Schedule 16.13D:	Criteria for the Assessment of Significance	229

16.1 OUTDOOR SIGNS AND ADVERTISING

Refer to Policy sets 5.2, 6.7, 7.4, 8.1, 8.2, 9.1, 9.2, 9.3, 14.4.

16.1.1 Scope of Section

This section deals with outdoor signs and advertising throughout the District. Information required with resource consent applications is detailed in Chapter 19 (*refer, in particular, to 19.2.5*).

16.1.2 Traffic Signs on Roads

16.1.2.1 Permitted Activities (Traffic Signs on Roads)

The erection of a traffic sign on a road is a permitted activity that may be undertaken without a resource consent, if it complies with the following condition:

- (a) The sign has been approved for erection by the road controlling authority.

Note: Traffic signs include road marking, traffic control and enforcement signs erected by or on behalf of the road controlling authority.

16.1.3 Outdoor Signs in Residential Zone

16.1.3.1 Permitted Activities (Outdoor Signs in Residential Zone)

The erection of an outdoor sign in the Residential Zone is a permitted activity that may be undertaken without a resource consent, if it complies with the following conditions:

Location and Size

- (a) One permanent sign up to 0.5 square metres in display area and up to 2 metres in height per site is permitted (in accordance with Figure 16.1A).
- (b) The sign relates only to activities undertaken on the site unless it is a temporary sign provided for in rules 16.1.6.1 and 16.1.6.2.
- (c) A freestanding sign is set back at least 10 metres from any road intersection, and where it is within 10 metres of any access, to be set back at least 1 metre from the road boundary of the site.

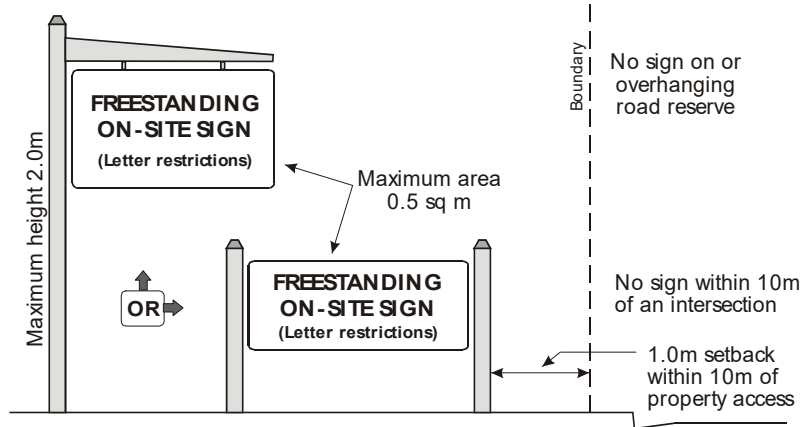
Appearance

- (d) The sign is maintained in a tidy, legible state.
- (e) A spotlight or floodlight used to illuminate a sign is permanently fixed so as to be directed solely at the sign.
- (f) No sign mimics the design, shape or colour combinations of statutory, regulatory or advisory traffic signs.
- (g) The sign does not incorporate retro-reflective material, flashing illumination, or aerial, animated or moving display.

Letter Size

- (h) Minimum vertical height of lettering is 150 millimetres and minimum spacing is 100 millimetres between lines.

Figure 16.1A: Residential Zone - Permanent On-site Sign Dimensions



Note: This diagram is not to scale and does not illustrate all requirements in the rules.

16.1.3.2 Discretionary Activities (Outdoor Signs in Residential Zone)

The erection of an outdoor sign in the Residential Zone that does not comply with the permitted conditions of rule 16.1.3.1 is a discretionary activity, if it complies with the following condition:

- (a) The sign does not incorporate retro-reflective material, flashing illumination, or aerial, animated or moving display.

A resource consent is required. Consent may be refused, or conditions imposed.

16.1.4 Outdoor Signs in Business and Industrial Zones

16.1.4.1 Permitted Activities (Outdoor Signs in Central Business, Commercial, Mixed Business, Tourist Services, and all Industrial Zones)

C10 10/07
Op 3/14

The erection of an outdoor sign in the Central Business, Commercial, Mixed Business, Tourist Services, Light Industrial, Heavy Industrial or Rural Industrial zone is a permitted activity that may be undertaken without a resource consent, if it complies with the following conditions:

- (a) The sign is located, and has dimensions in accordance with Figure 16.1B.
- (b) Conditions (b) to (h) in rule 16.1.3.1.
- (c) The sign complies with the requirements indicated in Figure 16.1B.
- (d) During the hours of darkness, any sign on any site adjoining a Residential Zone is illuminated only if the premises or service is open for business.
- (e) A sign that is painted on, or attached to, a building complies with the following:
- (i) the sign is on the building to which the advertising relates;

16.1.4.2 Restricted Discretionary Activities (Outdoor Signs in Central Business, Commercial, Mixed Business, Tourist Services and all Industrial Zones)

- (ii) the sign does not extend beyond the verandah of the building to which the sign is attached;
 - (iii) the top of the sign is no higher than the roof peak or parapet of that part of the building to which the sign is attached;
 - (iv) no more than one projecting sign or flag is placed on a building. The maximum area of the sign or flag is 1 square metre;
 - (v) in the Central Business, Commercial and Mixed Business zones, the total area of wall signage does not exceed 50 percent of the front wall (including verandah fascia) or 30 percent of any other exposed walls; C10 10/07
Op 3/14
 - (vi) in the Heavy, Light or Rural Industrial zones, the total area of wall signage does not exceed 30 percent of the area of any wall;
 - (vii) a clearance of at least 2.3 metres from the footpath is provided under verandah signs.
- (f) A freestanding sign complies with the following and the requirements indicated in Figure 16.1B:
- (i) a freestanding sign is placed only on the site to which it relates; C68 7/18
Op 6/19
 - (ii) only one freestanding sign may be placed on a site, with a maximum area of 3 square metres area and a maximum height of 5 metres;

Refer to Schedule 17.2A in respect of a single permitted free-standing sign within the Three Brothers Corner Commercial Zone. C49 4/13
Op 8/14

Refer to Schedule 17.2B in respect of two permitted free-standing signs within the Richmond North Commercial Zone. C62 3/16
Op 10/17
 - (iii) an additional freestanding sign bearing only the words “entry” or “exit” may be placed on a site, with a maximum area of 0.75 square metres and a maximum height of 1.5 metres, located near the site access in a position that does not limit visibility from the access;

16.1.4.2 Restricted Discretionary Activities (Outdoor Signs in Central Business, Commercial, Mixed Business, Tourist Services and all Industrial Zones)C10 10/07
Op 3/14

The erection of an outdoor sign in the Central Business, Commercial, Mixed Business, Tourist Services, Light Industrial, Heavy Industrial or Rural Industrial zone that does not comply with the conditions of rule 16.1.4.1 is a restricted discretionary activity.

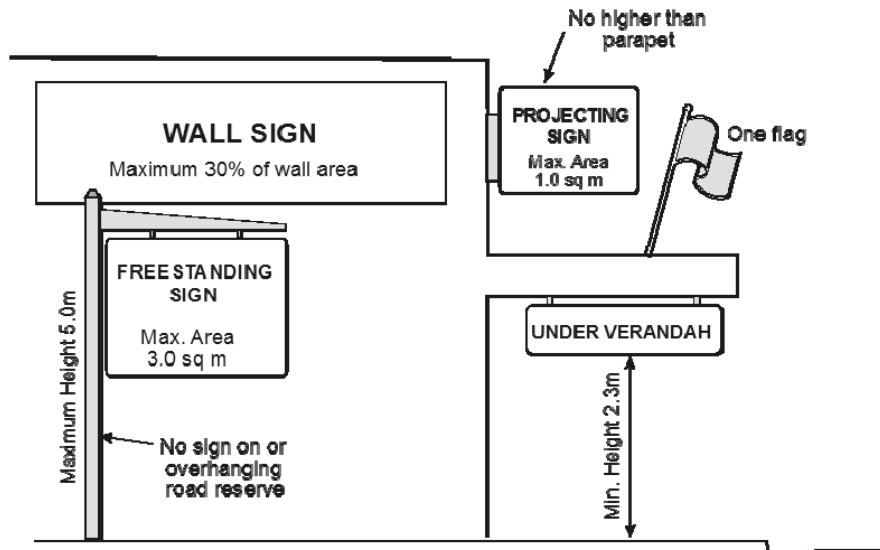
A resource consent is required. Consent may be refused, or conditions imposed, only in respect of the following matters to which Council has restricted its discretion:

- (1) Location and legibility in relation to traffic safety.
- (2) Any amenity effect on the surrounding area, including size and duration.

Figure 16.1B: Central Business, Commercial, Mixed Business, Tourist Services and Industrial Zone Signs

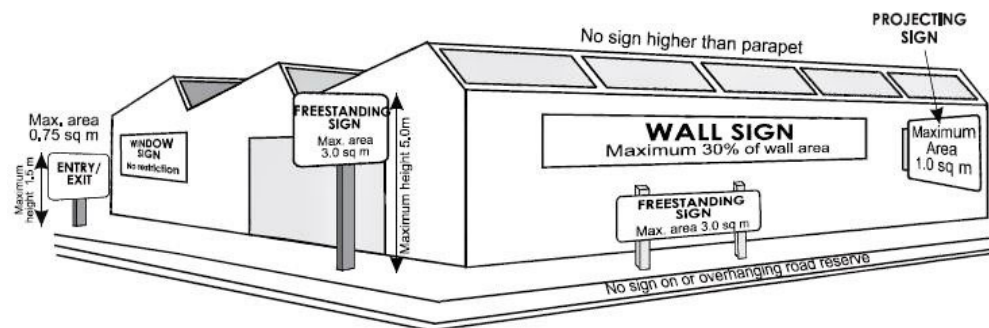
C10 10/07
Op 3/14

All Business Zones



C68 7/18
Op 6/19

All Industrial Zones



C68 7/18
Op 6/19

Note: These diagrams are not to scale and do not illustrate all requirements in the rules.

16.1.5 Outdoor Signs in the Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space and Papakainga Zones

16.1.5.1 Permitted Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, and Papakainga Zones)

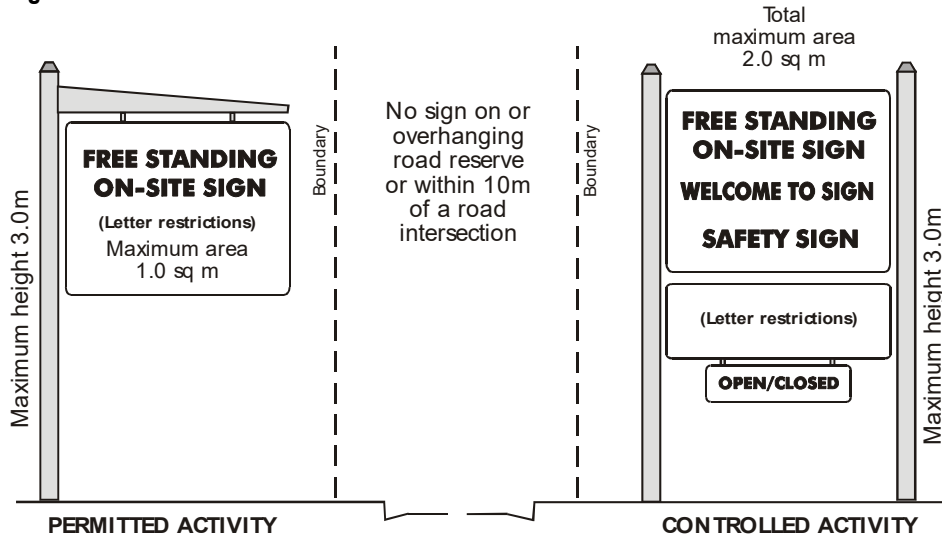
C73 12/20
Op 6/23

The erection of one outdoor sign per site in the Rural 1, Rural 2, Rural 3, Rural Residential, or Papakainga zone is a permitted activity that may be undertaken without a resource consent, if it complies with the following conditions:

- The sign is a property identification sign that gives the name of the property and/or the owners and/or the activity on the property and is erected on the property to which it relates, and is in accordance with Figure 16.1C.
- The maximum height is 3 metres.
- The maximum area is 1 square metre.

16.1.5.1A Permitted Activities (Outdoor Signs for Public Purposes in Conservation, Recreation and Open Space Zones).

- (d) A freestanding sign does not restrict visibility of motorists at any intersection or access.
- (e) During the hours of darkness, a sign is illuminated only if the premises or business is open for business.
- (f) The minimum lettering height is 150 millimetres if located in an area where the speed limit does not exceed 70 kilometres per hour and 200 millimetres where the speed limit exceeds 70 kilometres per hour.
- (g) Conditions (d) to (g) in rule 16.1.3.1 [appearance].

Figure 16.1C: Rural and Other Zones

Note: This diagram is not to scale and does not illustrate all requirements in the rules.

16.1.5.1A Permitted Activities (Outdoor Signs for Public Purposes in Conservation, Recreation and Open Space Zones)
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C73 12/20
Op 6/23

The erection of signage by, or on behalf of, Council or the Department of Conservation in the Conservation, Recreation or Open Space zone, or on land that is vested in Council for the purpose of a reserve, is a permitted activity that may be undertaken without resource consent, if it complies with the following conditions:

- (a) The sign or signs relate to an activity consistent with a reserve management plan, conservation management plan, or conservation strategy approved by Council or the Department of Conservation respectively, or is consistent with the classification purpose of the vested land; and
- (b) The sign or signs are located on the site where the activity occurs; and
- (c) The sign or signs are limited to that necessary for giving direction, identifying the site or facility, displaying public information or assisting public safety; and
- (d) No sign shall exceed 2 square metres in area or 3 metres in height; and
- (e) For signs intended to be read from a public road, the minimum lettering height is 150 millimetres if located in an area where the speed limit does not exceed 70 kilometres per hour and 200 millimetres where the speed limit exceeds 70 kilometres per hour; and
- (f) A free-standing sign is not erected within 10 metres of any road intersection, does not

16.1.5.2 Controlled Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, and Papakainga Zones)

restrict visibility at any intersection or access, and does not overhang the legal road;
and

- (g) Conditions (d) to (g) in rule 16.1.3.1.

16.1.5.2 Controlled Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, and Papakainga Zones)

C73 12/20
Op 6/23

The erection of an outdoor sign in the Rural 1, Rural 2, Rural 3, Rural Residential, or Papakainga zone that does not comply with condition (c) of rule 16.1.5.1 is a controlled activity, if it complies with the following conditions:

- (a) The maximum area of any sign is 2 square metres, including a detachable “open/closed” panel as shown in Figure 16.1C.

A resource consent is required and may include conditions on the following matters to which the Council has reserved control:

- (1) The matters set out in rule 16.1.5.4, items (1) to (3).

16.1.5.3 Controlled Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, and Papakainga Zones)

C73 12/20
Op 6/23

The erection of an outdoor sign in the Rural 1, Rural 2, Rural 3, Rural Residential, or Papakainga zone is a controlled activity, if it complies with the following conditions:

- (a) The sign:
- (i) is a “welcome to” sign placed at a main entrance to any settlement in compliance with NZ Transport Agency bylaws; or
 - (ii) bears a primary message which is concerned with road safety, with or without a sponsor’s name or logo.
- (b) The minimum lettering height is 150 millimetres if located in an area where the speed limit does not exceed 70 kilometres per hour and 300 millimetres where the speed limit exceeds 70 kilometres per hour.
- (c) The maximum area of any sign is 2 square metres, as shown in Figure 16.1C.
- (d) The maximum height of any sign is 3 metres.
- (e) Conditions (d) to (g) in rule 16.1.3.1 [appearance].
- (f) The sign is sited at least 70 metres from any other sign.
- (g) A freestanding sign is not erected within 10 metres of a rural road intersection.
- (h) A freestanding sign does not restrict visibility of motorists at any intersection or access.

A resource consent is required and may include conditions on the following matters over which the Council has reserved control:

- (1) The matters set out in rule 16.1.5.4, items (1) to (3).

16.1.5.4 Restricted Discretionary Activities (Outdoor Signs in Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space and Papakainga Zones)C73 12/20
Op 6/23

The erection of an outdoor sign in the Rural 1, Rural 2, Rural 3, Rural Residential, Conservation, Recreation, Open Space or Papakainga zone that does not comply with the permitted conditions of rule 16.1.5.1 or 16.1.5.1A or the controlled conditions of rule 16.1.5.2 or 16.1.5.3 is a restricted discretionary activity.

A resource consent is required. Consent may be refused or conditions imposed, only in respect of the following matters to which Council has restricted its discretion:

- (1) Location and legibility in respect to traffic safety.
- (2) Amenity effects on the surrounding area, including cumulative effects of signs.
- (3) The need for the sign to provide for ready identification of the activity, event or property to which the sign relates, including alternative means to provide for it.

16.1.6 Temporary Signs in All Zones**16.1.6.1 Permitted Activities (Temporary Signs)**

The erection of a temporary sign in any zone is a permitted activity that may be undertaken without a resource consent, if it complies with the following conditions:

EITHER

- (a) The sign advertises that the land or building is for sale or lease and:
 - (i) the maximum area of each sign is 1.5 square metres and maximum height is 3 metres;
 - (ii) there are no more than two signs per site;
 - (iii) signs are removed as soon as the sale is complete;
 - (iv) a free standing sign does not restrict visibility of motorists at any intersection or access.

OR

- (b) The sign is for a temporary community event (including an election) or fundraising event and:
 - (i) the maximum size is 1.44 square metres in any urban area and 2.88 square metres in any rural area;
 - (ii) the maximum height for freestanding signs is 2 metres in any Residential Zone and 3 metres in any other zone;
 - (iii) there is no reflective material on the sign;
 - (iv) the lettering is legible as viewed at the speed limit of the nearest adjoining public road or nearest public viewing point (if there is no road);
 - (v) the sign is erected no more than two months before the event, or 9 weeks prior to polling day for election signs, and removed within 48 hours of the event finishing, or by midnight on the day before an election for election signs;
 - (vi) a freestanding sign does not restrict visibility of motorists at any intersection or access;

C60 1/16
Op 6/19C68 7/18
Op 6/19

Note: The Electoral Act 1993 and the Electoral (Advertisements of a Specified Kind) Regulations 2005 contain requirements in relation to election signage

C68 7/18
Op 6/19

16.1.6.2 Restricted Discretionary Activities (Temporary Signs)

Any temporary sign that does not comply with the permitted conditions of rule 16.1.6.1 is a restricted discretionary activity.

A resource consent is required. Consent may be refused, or conditions imposed, only in respect of the following matters to which the Council has restricted its discretion:

- (1) Location and legibility in respect to traffic safety.
- (2) Amenity effects on the surrounding area, including size and duration.

16.1.20 Principal Reasons for Rules

Signs on Roads

A private sign on road reserve is not usually permitted because of possible conflict with traffic signs. Sandwich boards are managed by the road controlling authority concerned. Tasman District Council utilises the Traffic Control Bylaw 2016 for this purpose. On state highways, the road controlling authority is the NZ Transport Agency.

C10 10/07
Op 3/14
C68 7/18
Op 6/19

Signs on the Property they relate to

This rule prevents the proliferation of commercial advertising throughout the District, including, for example, a supermarket advertising in the rural area distant from its operation. In stated circumstances, off-site or remote signs are provided for.

Mimicking of Traffic Control Signs

This rule preserves the purpose and effectiveness of traffic control signs. These are of a distinctive design and colour so that they are readily identified by motorists and therefore effective in their purpose. Attention afforded to any private sign that copies traffic control signs would compromise the driving environment.

Retro-reflective, Flashing, Aerial, Animated or Moving Signs

These characteristics have the potential to detract from road safety and local amenity values.

Illumination after Dark

This rule serves the purpose of providing ready identification of trading premises during normal trading hours, as well as minimising conflict with living environments and promoting energy efficiency.

Light Focusing

Misdirected external lighting has the potential to reduce the effectiveness of illumination and compromise both local living and traffic environments.

Freestanding Signs near Intersections

This rule protects visibility to and from intersections and the effectiveness of traffic control signs.

Sign Maintenance

This rule is to preserve amenity values.

“For Sale” Signs

These are permitted in addition to other signs in urban zones and as a permitted activity in rural zones because of the limited adverse effects of these. However, multiple “for sale” signs may detract from the amenity of an area.

Business Areas

Business areas offer opportunity for signs to be incorporated within the overall form of a building. The requirements are intended to:

- (a) encourage the use of walls for advertising purposes in preference to freestanding structures;
- (b) avoid the visual detraction of skyline signs and flags which penetrate the form of the building;
- (c) optimise the effectiveness of signs above verandahs when viewed from along a street;
- (d) balance the merits of on-wall advertising against the loss of amenity if buildings are totally covered in advertising;
- (e) avoid interference to pedestrians associated with under-verandah signs.

The standards for such signs are more lenient than in rural or residential areas because of the existing built environment and signage. The standards provide for the high signage requirements of some businesses, such as service stations. Provision for only one freestanding sign per site will encourage co-location of signs associated with complexes of multiple tenancies.

Industrial Areas

Control over the area of wall signage recognises the advertising opportunity afforded by large industrial premises and the amenity implications of these.

Residential Areas

An off-site sign (whether permanent or temporary, advertising public events or providing directional advice) is less appropriate in a residential area in view of the cumulative adverse amenity effects of excessive signage. This rule subjects off-site signs, apart from small temporary signs, to a resource consent application or, for directional advice, encourages people to pursue tourist symbol fingerboards.

Rural Areas

These rules ensure that signs are effective without compromising traffic safety or the visual environment. This is more crucial in the rural area than in the urban context because of open road driving conditions and the insignificance of the existing built environment. The sight distances generally adopt measurements given in Land Transport Safety Authority (1993) and Transit New Zealand (1994) publications.

The rules specify signs that are acceptable in rural areas, but give the Council discretion with respect to such matters as the location or colour of signs that cannot be quantified through performance standards. By permitting only one sign per site, early warning signs and the proliferation of signs in association with roadside stalls would be subject to resource consent.

The rules are intended to avoid the proliferation of directional signs, ensuring that those erected are effective without being pure advertising. Temporary signs are often acceptable in rural areas, but may be limited by number, location and duration for visual and traffic safety reasons.

Hoardings and kiosks are desirable to allow advertising of public notices and other information of a non-commercial nature and to concentrate these in a few locations. The rules seek to avoid a proliferation of hoarding sites.

Conservation, Recreation and Open Space Zones and Land Vested for Reserves

C73 12/20
Op 6/23

The need for some signs on Conservation, Recreation and Open Space zones, and land that is vested for the purposes of a reserve, is recognised. These signs should relate to activities on site and care should be taken to ensure that the signs do not detract from the visual amenity of the site.

Notification

The consent of people affected by signs will be necessary in most cases to avoid notification of resource consent applications. This is because most concerns are expected to relate to cumulative effects.

