

Part 3

Domains and topics

Topics

General matters

SIGN – Signs

Objectives

SIGN-O1 Low signage environment [RCP, DP]

Whakatū Nelson has a low signage environment that is consistent with the unique characteristics and amenity values of the different areas of Whakatū Nelson.

SIGN-O2 Role of signage [RCP, DP]

Signage in Whakatū Nelson supports the needs of business, infrastructure and community activities.

Policies

SIGN-P1 Benefits of signage [RCP, DP]

Recognise that signs, including through their design, location and content, can:

1. assist public safety and wayfinding;
2. benefit the vitality of the public realm; and
3. support business, infrastructure and community activities.

SIGN-P2 General considerations for signage [RCP, DP]

Ensure that the number, size, location and design of signs:

1. relate to the site on which they appear;
2. maintain or enhance the character and amenity of the zone or precinct within which signs are located;
3. where attached to buildings, are well integrated with the building on which they appear;
4. do not detract from the cultural and heritage values or landscape values identified in chapters HH – Historic heritage and NFL – Natural features and landscapes; and
5. do not impact the safety and efficiency of Whakatū Nelson’s transport network.

SIGN-P3 Signage and urban character and amenity [RCP, DP]

Discourage any significant adverse effects, including cumulative effects, of signs on the character and amenity of the urban areas of Whakatū Nelson.

Rules

Rule interpretation and application

SIGN-R1 [DP]

The rules that **apply** to signs are contained in the activity status table and built form standards as follows:

1. Rules SIGN-R7, SIGN-R8, SIGN-R9, SIGN-R10 and SIGN-R11 apply Nelson-wide; and
2. Rules SIGN-R12, SIGN-R13 and SIGN-R14 apply in any RESZ – Residential zone; and
3. Rule SIGN-R15 applies in any RURZ – Rural zone; and
4. Rules SIGN-R16, SIGN-R17, SIGN-R18, SIGN-R19 and SIGN-R20 apply in any CMUZ – Commercial and mixed use zone and any INZ – Industrial zone; and
5. Rules SIGN-R21, SIGN-R22 and SIGN-R23 apply in the OSZ – Open space zone and SARZ – Sport and active recreation zone; and
6. Rules SIGN-R24 and SIGN-R25 apply in the HOSZ – Hospital zone; and
7. Rules SIGN-R26, SIGN-R27 and SIGN-R28 apply in the PORTZ – Port zone; and
8. *Rules applying to the AIRPZ – Airport zone will be introduced as part of the Airport zone, these will be published once Council has received confirmation of the Airport Company's future plans;* and
9. The standards at SIGN-S, which **apply** to all sign rules except where expressly omitted in the activity status table; and
10. The standards and diagrams in APP45 – Signs.

SIGN-R2 [DP]

The activity status tables and standards in the following chapters also **apply** to signs:

1. CMA – Coastal marine area; and
2. NCFLC – Natural character, features and landscapes in the coastal environment; and
3. LIGHT – Light; and
4. NOISE – Noise; and
5. HH – Historic heritage; and
6. NATC – Natural character; and
7. NFL – Natural features and landscapes.

SIGN-R3 [DP]

The activity status tables and standards in the following chapters **do not apply** to signs:

1. Part 3 – Domains and topics – all chapters not listed in SIGN-R2 above:
 - a. AIR – Air; and
 - b. CMAR – Coastal margins; and

- c. LF – Land and freshwater; and
 - d. EIT – Energy, infrastructure and transport; and
 - e. CON – Contaminated land; and
 - f. HAZS – Hazardous substances; and
 - g. NH – Natural hazards; and
 - h. TREE – Notable trees; and
 - i. SASM – Site and areas of significance to Māori; and
 - j. ECO – Ecosystems and indigenous biodiversity; and
 - k. PA – Public access; and
 - l. SUB – Subdivision; and
 - m. UFD – Urban form and development; and
 - n. ASW – Activities on the surface of water; and
 - o. EW – Earthworks; and
 - p. TEMP-Temporary activities; and
2. Part 4 – Area specific matters:
- a. GRZ – General residential zone; and
 - b. MRZ – Medium density residential zone; and
 - c. GRUZ – General rural zone; and
 - d. RLZ – Rural lifestyle zone; and
 - e. NCZ – Neighbourhood centre zone; and
 - f. LCZ – Local centre zone; and
 - g. MUZ – Mixed use zone; and
 - h. CCZ – City centre zone; and
 - i. LIZ – Light industrial zone; and
 - j. GIZ – General industrial zone; and
 - k. NOSZ – Natural open space zone; and
 - l. OSZ – Open space zone; and
 - m. SARZ – Sport and active recreation zone; and
 - n. HOSZ – Hospital zone; and
 - o. PORTZ – Port zone; and
 - p. PREC19 – Marina precinct; and
 - q. DEV2 – Saxton development area.

SIGN-R4 [DP]

1. Where reference is made to the height of a sign in the activity table below, height shall be measured from the top of the sign to the ground level immediately below.
2. Where the sign is above a carriageway, height shall be measured from the carriageway level at the kerb closest to the sign.

SIGN-R5 [DP]

Where reference is made to the area of a sign in the activity table below, a double-sided sign shall be measured as the area of one side only, being the larger of any one side.

SIGN-R6 [DP]

Where a limit is expressed in the activity table for a maximum number of signs per site or activity, the limit applies to the type of sign stipulated in the rule. The limit is not inclusive of limits expressed under other rules.

Activity status

Rule	Use/Activity
Whakatū Nelson-wide – all zones	
SIGN-R7	Sign that is not otherwise provided for in the Nelson Plan
SIGN-R8	Sign controlled by other legislation and bylaws, election signage, sign relating to hazardous substances, and sandwich boards
SIGN-R9	Sign on a historic heritage item: excludes Group A or B heritage building
SIGN-R10	Sign on a notable tree
SIGN-R11	Property sale or site development sign
RESZ – Residential zones	
SIGN-R12	Property name sign: RESZ – Residential zones
SIGN-R13	Home business sign: RESZ – Residential zones
SIGN-R14	Sign for non-residential activities: RESZ – Residential zones
RURZ – Rural zones	
SIGN-R15	Freestanding sign or sign attached to buildings: RURZ – Rural zones
CMUZ – Commercial and mixed use zones and industrial zones	

SIGN-R16	Freestanding advertising sign: CMUZ – Commercial and mixed use zones and INZ – Industrial zones
SIGN-R17	Freestanding directional sign: CMUZ – Commercial and mixed use zones and INZ – Industrial zones
SIGN-R18	Projecting sign attached to buildings: CMUZ – Commercial and mixed use zones and INZ – Industrial zones
SIGN-R19	Sign attached to the underside of a verandah: CMUZ – Commercial and mixed use zones and INZ – Industrial zones
SIGN-R20	Sign painted on or attached parallel to buildings (including verandah fascia signs): CMUZ – Commercial and mixed use zones and INZ – Industrial zones
OSRZ – Open space and recreation zones	
SIGN-R21	Freestanding directional signs: OSRZ – Open space and recreation zones
SIGN-R22	Internal advertising signs at Saxton Oval or Rutherford Park
SIGN-R23	Any other freestanding sign or sign attached to buildings: OSRZ – Open space and recreation zones
HOSZ – Hospital zone	
SIGN-R24	Freestanding directional signs: HOSZ – Hospital zone
SIGN-R25	Freestanding sign or sign attached to buildings: HOSZ – Hospital zone
PORTZ – Port zone	
SIGN-R26	Freestanding advertising signs: PORTZ – Port zone
SIGN-R27	Freestanding directional signs: PORTZ – Port zone
SIGN-R28	Sign painted on or attached parallel to buildings: PORTZ – Port zone
AIRPZ – Airport zone	
<i>The signs provisions for the Airport will be introduced as part of the Airport zone, these will be published once Council has received confirmation of the Airport Company's future plans.</i>	

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
Whakatū Nelson-wide – All zones			
<p>SIGN-R7</p> <p>Sign that is not otherwise provided for in the Nelson Plan</p> <p>[RCP, DP]</p> <p>Legal effect on notification: No</p>	<p>1. Not applicable.</p>	<p>2. Not applicable.</p>	<p>3. Any sign type, dimension, situation, or operational method that is not otherwise provided for in the Nelson Plan is a discretionary activity.</p>
<p>SIGN-R8</p> <p>Sign controlled by other legislation and bylaws, election signage, sign relating to hazardous substances, and sandwich boards</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. The following signs are a permitted activity:</p> <ul style="list-style-type: none"> a. any election signage controlled by the following Electoral (Advertisements of a Specified Kind) Regulations 2005; and b. any signage controlled by the Health and Safety at Work (Hazardous Substances) Regulations 2017; and c. any sandwich board controlled by Nelson City Council's Urban Environments Bylaw 2015. 	<p>2. Not applicable.</p>	<p>3. Not applicable.</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
<p>SIGN-R9</p> <p>Sign on a historic heritage item:</p> <p>excludes Group A or B heritage building</p> <p>[RCP, DP]</p> <p>Legal effect on notification: No</p>	<p>1. A sign on a historic heritage item, excluding on any Group A or Group B heritage building:</p> <ul style="list-style-type: none"> a. the sign does not exceed 0.2m² in area; and b. the sign identifies the item; and c. there is no more than 1 sign per item; and d. the sign complies with the standards in SIGN-S. 	<p>2. Not applicable.</p>	<p>3. Any sign on a historic heritage item, excluding on any Group A or Group B heritage building that contravenes SIGN-R9.1. or is a restricted discretionary activity.</p> <p>Discretion is restricted to:</p> <ul style="list-style-type: none"> a. the size and positioning of the sign; and b. number of the signs on the site; and c. ensuring the design of the sign is sympathetic to the heritage values of the item; and d. ensuring the methods of attaching the sign to the item minimise the potential for damage; and e. any recommendations of Heritage New Zealand where consultation with that body has occurred; and

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
			f. the matters listed in SIGN-S for any standard not met.
<p>SIGN-R10 Sign on a notable tree [DP] Legal effect on notification: No</p>	<p>1. A sign on a notable tree is a permitted activity provided that:</p> <ul style="list-style-type: none"> a. the sign does not exceed 0.2m² in area; and b. the sign identifies the tree; and c. there is no more than 1 sign per notable tree; and d. the method of attaching the sign will not, in the opinion of a suitably qualified and experienced arborist, adversely affect the health of the tree. 	<p>2. Not applicable.</p>	<p>3. Any sign on a notable tree that contravenes SIGN-R10.1. is a restricted discretionary activity.</p> <p>Discretion is restricted to:</p> <ul style="list-style-type: none"> a. the size and positioning of the sign; and b. the number of the signs on the site; and c. ensuring the design of the sign is sympathetic to the values of the tree; and d. ensuring the methods of attaching the sign to the tree minimise the potential for damage.
<p>SIGN-R11 Property sale or site development sign [DP] Legal effect on notification: No</p>	<p>1. A property sale sign or site development sign is a permitted activity provided that:</p> <ul style="list-style-type: none"> a. the sign does not exceed 2 metres in height; and 	<p>2. Not applicable.</p>	<p>3. Any property sale sign or site development sign that contravenes SIGN-R11.1. is a restricted discretionary activity.</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	<ul style="list-style-type: none"> b. in any CMUZ – Commercial and mixed use zone, INZ – Industrial zone, HOSZ – Hospital zone, AIRZ – Airport zone and PORTZ – Port zone the sign does not exceed 3m² in area or a maximum dimension of 2.5 metres; and c. in all other zones, the sign does not exceed 1m² in area; and d. there is no more than 1 sign per road frontage; and e. any property sale sign is displayed only while the property is for sale, and must be removed within 5 days of the sale being completed; and f. any site development sign is erected no sooner than 2 months prior to construction works commencing, 		<p>Discretion is restricted to:</p> <ul style="list-style-type: none"> a. the size and positioning of the sign; and b. the number of the signs on the site; and c. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and d. any effects on character and amenity; and e. the matters listed in SIGN-S for any standard not met.

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	<p>and removed within 5 days of construction being completed; and</p> <p>g. the sign complies with the sign standards in SIGN-S.</p>		
RESZ – Residential zones			
<p>SIGN-R12</p> <p>Property name sign:</p> <p>RESZ – Residential zones</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. A property name sign in any RESZ – Residential zone is a permitted activity provided that:</p> <p>a. there is no more than 1 sign per site; and</p> <p>b. the sign does not exceed 2 metres in height; and</p> <p>c. the sign does not exceed 0.25m² in area; and</p> <p>d. the sign complies with the sign standards in SIGN-S.</p>	<p>2. Not applicable.</p>	<p>3. Any property name sign in any RESZ – Residential zone that contravenes SIGN-R12.1. is a restricted discretionary activity.</p> <p>Discretion is restricted to:</p> <p>a. the size and positioning of the sign; and</p> <p>b. the number of the signs on site; and</p> <p>c. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
			<p>d. any effects on character and amenity; and</p> <p>e. the matters listed in SIGN-S for any standard not met.</p>
<p>SIGN-R13</p> <p>Home business sign:</p> <p>RESZ – Residential zones</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. A home business sign in any RESZ – Residential zone is a permitted activity, provided that:</p> <p>a. there is no more than 1 sign per home businesses; and</p> <p>b. the sign does not exceed 2 metres in height; and</p> <p>c. the sign does not exceed 0.5m² in area; and</p> <p>d. the sign complies with the sign standards in SIGN-S.</p>	<p>2. Not applicable.</p>	<p>3. Any home business sign that contravenes SIGN-R13.1. is a restricted discretionary activity, provided that:</p> <p>a. where in any RESZ – Residential zone the sign does not exceed 1m² in area.</p> <p>Discretion is restricted to:</p> <p>b. the size and positioning of the sign; and</p> <p>c. the number of the signs on site; and</p> <p>d. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
			<p>e. any effects on character and amenity; and</p> <p>f. the matters listed in SIGN-S for any standard not met.</p> <p>4. Any home business sign that contravenes SIGN-R13.3. is a non-complying activity.</p>
<p>SIGN-R14</p> <p>Sign for non-residential activities:</p> <p>RESZ – Residential zones</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. A sign for a non-residential activity in any RESZ – Residential zone is a permitted activity, provided that:</p> <p>a. there is no more than 1 sign per site; and</p> <p>b. the sign does not exceed 2 metres in height; and</p> <p>c. the sign does not exceed 1m² in area; and</p> <p>d. the sign complies with the sign standards in SIGN-S.</p>	<p>2. Not applicable.</p>	<p>3. Any sign for a non-residential activity in any RESZ – Residential zone that contravenes SIGN-R14.1. is a restricted discretionary activity, provided that:</p> <p>a. the activity to which the sign relates is a community activity; and</p> <p>b. the sign is on the same site as the community activity.</p> <p>Discretion is restricted to:</p> <p>c. the size and positioning of the sign; and</p> <p>d. the number of the signs on the site; and</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
			<p>e. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and</p> <p>f. any effects on character and amenity; and</p> <p>g. the matters listed in SIGN-S for any standard not met.</p> <p>4. Any sign for a non-residential activity in the Residential zones that contravenes SIGN-R14.3. is a non-complying activity.</p>
RURZ – Rural zones			
<p>SIGN-R15</p> <p>Freestanding sign or sign attached to buildings:</p> <p>RURZ – Rural zones</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. A freestanding sign or a sign attached to a building on any site in any RURZ – Rural zone is a permitted activity, provided that:</p> <p>a. there is no more than 1 sign per site; and</p> <p>b. the sign does not exceed 2.5 metres in height; and</p>	<p>2. Any freestanding sign or a sign attached to a building on any site in any RURZ – Rural zone that contravenes SIGN-R15.1.a. is a controlled activity, provided that:</p> <p>a. the sign is for the purpose of advising the public of safety conditions,</p>	<p>3. Any freestanding sign or a sign attached to a building on any site in any RURZ – Rural zone that contravenes SIGN-R15.1. and SIGN-R15.2. is a restricted discretionary activity.</p> <p>Discretion is restricted to:</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	<ul style="list-style-type: none"> c. the sign does not exceed 3m² in area; and d. where general standard SIGN-S2.1.a.ii.A. does not apply, the sign displays no more than 6 words and symbols combined; and e. the sign is not located within 70 metres of any other sign; and f. the sign is located no less than 3 metres from the road boundary; and g. where located within 50 metres of any formed legal road, and for a Vehicle oriented commercial activity, the sign meets the requirements in APP45 – Signs; and h. the sign is not located within 200 metres of the Outstanding natural landscapes and features overlay or the City 	<ul style="list-style-type: none"> hazards, or information about public amenity area; and b. the sign does not advertise goods, services, trade names or marks; and c. the sign complies with SIGN-R15.1.b., SIGN-R15.1.c., SIGN-R15.1.d., SIGN-R15.1.e., SIGN-R15.1.g., SIGN-R15.1.h. and SIGN-R15.1.i. <p>Control is reserved over:</p> <ul style="list-style-type: none"> d. the number of signs on the site; and e. the location and positioning of the sign on the site; and f. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network. 	<ul style="list-style-type: none"> a. the size and positioning of the sign; and b. the number of signs on the site; and c. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and d. any effects on character and amenity; and e. the matters listed in SIGN-S for any standard not met.

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	backdrop overlay; and i. the sign complies with the sign standards in SIGN-S.		
CMUZ – Commercial and mixed use zones and Industrial zones			
SIGN-R16 Freestanding advertising sign: CMUZ – Commercial and mixed use zones and INZ – Industrial zones [DP] Legal effect on notification: No	1. A freestanding advertising sign located in any CMUZ – Commercial and mixed use zones or INZ – Industrial zones is a permitted activity, provided that: <ol style="list-style-type: none"> a. the number of signs does not exceed 1 per road frontage; and b. the sign does not exceed 7.5 metres in height; and c. the sign does not exceed 12m² in area; and d. the sign complies with the sign standards in SIGN-S. e. the sign does not adjoin any RESZ – Residential 	2. Not applicable.	3. Any freestanding advertising sign located in the CMUZ – Commercial and mixed use zones or INZ – Industrial zones that contravenes SIGN-R16.1. is a restricted discretionary activity , provided that: <ol style="list-style-type: none"> a. there are no more than 2 signs per road frontage; and b. the sign does not exceed 14m² in area or 9 metres in height; and the sign does not adjoin any RESZ – Residential zone. Discretion is restricted to: <ol style="list-style-type: none"> c. the size and positioning of the sign; and

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	<p>zone; and the sign complies with the sign standards in SIGN-S.</p>		<p>d. the number of signs on the site; and</p> <p>e. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and</p> <p>f. any effects on streetscape, character and amenity; and</p> <p>g. the matters listed in SIGN-S for any standard not met.</p> <p>4. Any freestanding advertising sign located in any CMUZ – Commercial and mixed use zone or INZ – Industrial zone that contravenes SIGN-R16.3. is a discretionary activity.</p>
<p>SIGN-R17 Freestanding directional sign: CMUZ – Commercial and mixed use zones and INZ – Industrial zones</p>	<p>1. A freestanding directional sign for the purpose of directing people within a site in any CMUZ – Commercial and mixed use zone or INZ – Industrial</p>	<p>2. Not applicable.</p>	<p>3. Any freestanding directional sign for the purpose of directing people within a site in any CMUZ – Commercial and mixed use zone or INZ – Industrial zone</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
<p>[DP]</p> <p>Legal effect on notification: No</p>	<p>zone is a permitted activity, provided that:</p> <ul style="list-style-type: none"> a. the sign does not exceed 1 metre in height; and b. the sign does not exceed 0.5m² in area; and c. the content of the sign is limited to directional arrows, and “entry” or “exit” or equivalent directional terminology; and d. the sign complies with the sign standards in SIGN-S. 		<p>that contravenes SIGN-R17.1. is a restricted discretionary activity.</p> <p>Discretion is restricted to:</p> <ul style="list-style-type: none"> a. the size of the sign; and b. the total number of signs on the site and the extent to which colocation of signage can occur; and c. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and d. any effects on streetscape, character and amenity; and e. the matters listed in SIGN-S for any standard not met.
<p>SIGN-R18</p> <p>Projecting sign attached to buildings: CMUZ – Commercial and mixed use zones</p>	<p>1. A projecting sign that is attached to a building in any CMUZ – Commercial and mixed use zone or</p>	<p>2. Not applicable.</p>	<p>3. Any projecting sign that is attached to a building in any CMUZ – Commercial and mixed use zone or</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
<p>and</p> <p>INZ – Industrial zones</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>INZ – Industrial zone is a permitted activity, provided that:</p> <ul style="list-style-type: none"> a. the total number of signs does not exceed 1 per occupier or tenancy for each road frontage; and b. the sign does not exceed 2.5m² in area; and c. the sign does not project more than 1.2 metres from the face of the building to which it is attached; and d. the sign is positioned at right angles to the building to which it is attached; and e. the sign is not attached to a verandah; and f. the sign has a clearance of at least 3 metres above ground level or the footpath measured from the bottom of the sign; and 		<p>INZ – Industrial zone that contravenes SIGN-R18.1. is a restricted discretionary activity, provided that:</p> <ul style="list-style-type: none"> a. the sign is not a sky sign. <p>Discretion is restricted to:</p> <ul style="list-style-type: none"> b. the size and positioning of the sign; and c. the total number of signs on the site; and d. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and e. any effects on streetscape, character and amenity; and f. the matters listed in SIGN-S for any standard not met.

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	<ul style="list-style-type: none"> g. the sign is set back at least 600mm from the carriageway; and h. the sign complies with the sign standards in SIGN-S. 		
<p>SIGN-R19</p> <p>Sign attached to the underside of a verandah:</p> <p>CMUZ – Commercial and mixed use zones and INZ – Industrial zones</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<ul style="list-style-type: none"> 1. A sign attached to the underside of a verandah in any CMUZ – Commercial and mixed use zone or INZ – Industrial zone is a permitted activity, provided that: <ul style="list-style-type: none"> a. there is no more than 1 sign per occupier or tenancy on the site; and b. the sign does not project beyond the outer face of the verandah; and c. there is a clearance from the bottom of the sign of at least 2.5 metres above ground level or the footpath; and d. the sign is located not less than 500mm 	<ul style="list-style-type: none"> 2. Not applicable. 	<ul style="list-style-type: none"> 3. Any sign attached to the underside of a verandah in any CMUZ – Commercial and mixed use zone or INZ – Industrial zone that contravenes SIGN-R19.1. is a restricted discretionary activity. <p>Discretion is restricted to:</p> <ul style="list-style-type: none"> a. the size and positioning of the sign; and b. the total number of signs on the site; and c. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	<p>from the end of the verandah erected in respect of any site; and</p> <p>e. the sign complies with the standards in SIGN-S.</p>		<p>d. any effects on streetscape, character and amenity; and</p> <p>e. the matters listed in SIGN-S for any standard not met.</p>
<p>SIGN-R20</p> <p>Sign painted on or attached parallel to buildings (including verandah fascia signs):</p> <p>CMUZ – Commercial and mixed use zones and</p> <p>INZ – Industrial zones</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. A sign painted on, or attached parallel to, a building in any CMUZ – Commercial and mixed use zone or INZ – Industrial zone is a permitted activity, provided that:</p> <p>a. the sign does not, in combination with other signs, exceed 30% of the total wall space as viewed from any public place; and</p> <p>b. the sign does not project more than 50mm from the wall, or fascia to which the sign is attached; and</p> <p>c. the sign complies with the sign standards in SIGN-S.</p>	<p>2. Not applicable</p>	<p>3. Any sign painted on, or attached parallel to, a building in any CMUZ – Commercial and mixed use zone or INZ – Industrial zone that contravenes SIGN-R20.1. is a restricted discretionary activity:</p> <p>Discretion is restricted to:</p> <p>a. the size and positioning of the sign; and</p> <p>b. the total number of signs on the site; and</p> <p>c. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
			<p>d. any effects on streetscape, character and amenity; and</p> <p>e. the matters listed in SIGN-S for any standard not met.</p>
OSRZ – Open space and recreation zones			
<p>SIGN-R21</p> <p>Freestanding directional signs:</p> <p>OSRZ – Open space and recreation zones</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. A freestanding directional sign for the purpose of directing people within a site in the OSRZ – Open space and recreation zones is a permitted activity, provided that:</p> <ul style="list-style-type: none"> a. the sign does not exceed 1 metre in height; and b. the sign does not exceed 0.5m² in area; and c. the content of the sign is limited to directional arrows, and “entry” or “exit” or equivalent directional terminology; and d. the sign complies with the sign 	<p>2. Not applicable.</p>	<p>3. Any freestanding directional sign for the purpose of directing people within a site in the OSRZ – Open space and recreation zones that contravenes SIGN-R21.1. is a restricted discretionary activity.</p> <p>Discretion is restricted to:</p> <ul style="list-style-type: none"> a. the size and positioning of the sign; and b. the total number of signs on the site and the extent to which colocation of signage can occur; and c. the clarity and visibility of the sign for approaching people and any effects on the

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	standards in SIGN-S.		<p>safety and efficiency of the transport network; and</p> <p>d. any effects on streetscape, character and amenity; and</p> <p>e. the matters listed in SIGN-S for any standard not met.</p>
<p>SIGN-R22</p> <p>Internal advertising signs at Saxton Oval or Rutherford Park</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. Internal advertising signs located at Saxton Oval or Rutherford Park and facing the playing fields are a permitted activity, provided that:</p> <p>a. where the sign is freestanding, the sign does not exceed 3 metres in height above ground level; and</p> <p>b. the sign complies with the sign standards in SIGN-S.</p>	<p>2. Not applicable.</p>	<p>3. Internal advertising signs located at Saxton Oval or Rutherford Park and facing the playing fields that contravene SIGN-R22.1. are a restricted discretionary activity.</p> <p>Discretion is restricted to:</p> <p>a. the size and positioning of the sign; and</p> <p>b. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and</p> <p>c. any effects on streetscape,</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
			<p>character and amenity; and</p> <p>d. the matters listed in SIGN-S for any standard not met.</p>
<p>SIGN-R23</p> <p>Any other freestanding sign and sign attached to buildings:</p> <p>OSRZ – Open space and recreation zones [DP]</p> <p>Legal effect on notification: No</p>	<p>1. Any other freestanding sign or sign attached to a building in any OSRZ – Open space and recreation zone is a permitted activity, provided that:</p> <p>a. there are no more than 3 signs per road frontage where located within 20 metres of the road boundary; and</p> <p>b. the sign is only for the purposes of identifying the facilities, wayfinding, public health and safety or promoting coming events located on the site; and</p> <p>c. the sign does not exceed 2 metres in height; and</p> <p>d. the sign does not exceed 3m² in the area; and</p>	<p>2. Not applicable.</p>	<p>3. Any sign in any OSRZ – Open space and recreation zone that contravenes SIGN-R23.1. is a restricted discretionary activity.</p> <p>Discretion is restricted to:</p> <p>a. the size and positioning of the sign; and</p> <p>b. the total number of signs on the site; and</p> <p>c. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and</p> <p>d. any effects on streetscape, character and amenity; and</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	<p>e. the sign complies with the sign standards in SIGNS-S.</p>		<p>e. the matters listed in SIGN-S for any standard not met.</p>
HOSZ – Hospital zone			
<p>SIGN-R24 Freestanding directional signs: HOSZ – Hospital zone [DP] Legal effect on notification: No</p>	<p>1. A freestanding directional sign for the purpose of directing people within a site in any HOSZ – Hospital zone is a permitted activity, provided that:</p> <ul style="list-style-type: none"> a. the sign does not exceed 1 metre in height; and b. the sign does not exceed 0.5m² in area; and c. the content of the sign is limited to directional arrows, and “entry” or “exit” or equivalent directional terminology; and d. the sign complies with the sign standards in SIGN-S. 	<p>2. Not applicable.</p>	<p>3. Any freestanding directional sign for the purpose of directing people within a site in any HOSZ – Hospital zone that contravenes SIGN-R24.1. is a restricted discretionary activity.</p> <p>Discretion is restricted to:</p> <ul style="list-style-type: none"> a. the size and positioning of the sign; and b. the total number of signs on the site and the extent to which colocation of signage can occur; and c. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
			<p>transport network; and</p> <p>d. any effects on streetscape, character and amenity; and</p> <p>e. the matters listed in SIGN-S for any standard not met.</p>
<p>SIGN-R25</p> <p>Freestanding sign or sign attached to buildings:</p> <p>HOSZ – Hospital zone [DP]</p> <p>Legal effect on notification: No</p>	<p>1. A freestanding sign or a sign attached to a building in the HOSZ – Hospital zone is a permitted activity, provided that:</p> <p>a. the sign relates to hospital and healthcare activities, health care messaging, activities ancillary to the operation of the Hospital or the District Health Board, or is for wayfinding purposes; and</p> <p>b. any sign painted on, or attached to, a building, excluding any sign attached under a verandah, shall:</p> <p>i. not project above the parapet level or the highest</p>	<p>2. Not applicable.</p>	<p>3. Any freestanding sign or sign attached to a building in the HOSZ - Hospital zone that contravenes SIGN-R25.1 is a restricted discretionary activity.</p> <p>Discretion is restricted to:</p> <p>a. the size and positioning of the sign; and</p> <p>b. the total number of signs on the site; and</p> <p>c. the purpose of the sign; and</p> <p>d. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	<ul style="list-style-type: none"> part of the building to which the sign is attached; and ii. not project more than 50mm from the wall or fascia to which the sign is attached; and iii. only be located on blank wall surfaces and not obscure any windows or architectural features; and iv. not result in more than 2 signs above the first-floor level for any elevation of the building to which the sign is attached; and v. in combination with other signage on a given elevation, not exceed 30% of the total wall space 		<ul style="list-style-type: none"> transport network; and e. any effects on streetscape, character and amenity; and f. the matters listed in SIGN-S for any standard not met.

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	<p>when viewed from any public space; and</p> <p>c. any freestanding sign does not exceed 5 metres in height above ground level; and</p> <p>d. the sign does not exceed 5m² in area except where otherwise permitted by SIGN-R25.1.b.v. above; and</p> <p>e. the sign complies with the sign standards in SIGN-S.</p>		
PORTZ – Port zone			
<p>SIGN-R26</p> <p>Freestanding advertising signs:</p> <p>PORTZ – Port zone</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. A freestanding advertising sign in the PORTZ – Port zone is a permitted activity, provided that:</p> <p>a. the number of freestanding advertising signs does not exceed 1 per road frontage; and</p> <p>b. the sign does not exceed 7.5</p>	<p>2. Not applicable.</p>	<p>3. Any freestanding advertising sign in the PORTZ – Port zone that contravenes SIGN-R26.1. is a restricted discretionary activity, provided that:</p> <p>a. there are no more than 2 signs per road frontage; and</p> <p>b. the sign does not exceed 14m² in</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
	<p>metres in height; and</p> <p>c. the sign does not exceed 12m² in area; and</p> <p>d. the sign complies with the sign standards in SIGN-S.</p> <p>e. the sign does not adjoin any RESZ – Residential zone; and the sign complies with the sign standards in SIGN-S</p>		<p>area or 9 metres in height above ground level; and</p> <p>c. the sign does not adjoin any RESZ – Residential Zone.</p> <p>Discretion is restricted to:</p> <p>d. the size and positioning of the sign; and</p> <p>e. the number of signs on the site; and</p> <p>f. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and</p> <p>g. any effects on streetscape, character and amenity; and</p> <p>h. the matters listed in SIGN-S for any standard not met.</p> <p>4. Any freestanding advertising sign in the PORTZ – Port zone that contravenes SIGN-R26.3. is a</p>

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
			discretionary activity.
<p>SIGN-R27</p> <p>Freestanding directional signs:</p> <p>PORTZ – Port zone</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. A freestanding directional sign for the purpose of directing people within the PORTZ – Port zone is a permitted activity, provided that:</p> <ul style="list-style-type: none"> a. the sign does not exceed 1 metre in height; and b. the sign does not exceed 1m² in area; and c. the content of the sign is limited to directional arrows, and “entry” or “exit” or equivalent directional terminology; and d. the sign complies with the sign standards in SIGN-S. 	<p>2. Not applicable.</p>	<p>3. Any freestanding directional sign for the purpose of directing people within the PORTZ – Port zone that contravenes SIGN-R27.1. is a restricted discretionary activity.</p> <p>Discretion is restricted to:</p> <ul style="list-style-type: none"> a. the size and positioning of the sign; and b. the total number of signs on the site; and c. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and d. any effects on streetscape, character and amenity; and e. the matters listed in SIGN-S for any standard not met.

Activity	Permitted	Controlled	Discretionary/Non-complying/Prohibited
<p>SIGN-R28</p> <p>Sign painted on or attached parallel to buildings:</p> <p>PORTZ – Port zone</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. A sign painted on, or attached parallel to, a building in the PORTZ – Port zone is a permitted activity, provided that:</p> <p>a. the sign does not, in combination with other signs, exceed 30% of the total wall space as viewed from any public place; and</p> <p>b. the sign does not project more than 50mm from the wall, or fascia to which the sign is attached; and</p> <p>c. the sign complies with the sign standards in SIGN-S.</p>	<p>2. Not applicable.</p>	<p>3. Any sign painted on, or attached parallel to, a building in the PORTZ – Port zone that contravenes SIGN-R28.1. is a restricted discretionary activity:</p> <p>Discretion is restricted to:</p> <p>a. the size and positioning of the sign; and</p> <p>b. the total number of signs on the site; and</p> <p>c. the clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network; and</p> <p>d. any effects on streetscape, character and amenity; and</p> <p>e. the matters listed in SIGN-S for any standard not met.</p>
<p>AIRPZ – Airport zone</p>			
<p><i>The signs provisions for the Nelson Airport will be introduced as part of the Airport zone which will be published once Council has received confirmation of the Airport Company's future plans.</i></p>			

Standards

Standard	Use/Activity
SIGN-S1	Location
SIGN-S2	Design
SIGN-S3	External lighting
SIGN-S4	Digital sign
SIGN-S5	Audible sign
SIGN-S6	Historic heritage

Activity	Standard	Matters that discretion is restricted to where the activity does not comply with this standard
<p>SIGN-S1</p> <p>Location</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. Signs must:</p> <p>a. be situated on the site at which the goods or services they advertise are available except for signs permitted under:</p> <p>i. SIGN-R8; and</p> <p>ii. SIGN-R22; and</p> <p>iii. SIGN-R24; and</p> <p>iv. SIGN-R25; and</p> <p>v. SIGN-R27; and</p> <p>b. in the case of a freestanding sign:</p> <p>i. be located more than 10 metres from any road intersection; or</p> <p>ii. be clear and unobstructed up to a minimum of 2.5 metres</p>	<p>3. The purpose of the sign.</p> <p>4. The construction and appearance of the sign.</p> <p>5. The clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network.</p> <p>6. Any visual effects on surrounding character and amenity and the extent to which the sign maintains on overall low signage environment.</p>

Activity	Standard	Matters that discretion is restricted to where the activity does not comply with this standard
	<p>in height (except for up to 2 posts necessary to structurally support the sign) and complies with APP45 – Figure 1: Freestanding signs; and</p> <p>c. except in relation to under verandah signs, where signs are within 10 metres of any access to a property they must be set back 1.5 metres from the front boundary of the site or be less than 1 metre in height. A sign may be located closer than 1.5 metres from the front boundary of the site provided the sign:</p> <ul style="list-style-type: none"> i. is otherwise permitted under a rule in this chapter to exceed or be placed at a height greater than 2.5 metres; and ii. is clear and unobstructed from 1 metre up to 2.5 metres (minimum) in height (except for up to 2 posts necessary to structurally support the sign); and iii. for a free-standing sign, otherwise comply with APP45 – Figure 1: Freestanding signs; and 	

Activity	Standard	Matters that discretion is restricted to where the activity does not comply with this standard
	<ul style="list-style-type: none"> iv. not be erected on or overhanging the road reserve or any public place, except in any CMUZ – Commercial and mixed use zone or the INZ – Industrial zones, where a minimum clearance, between the bottom of the sign and the ground level or finished floor level, must be 4.4 metres in any areas used by vehicles, and 2.5 metres for areas used by pedestrians. <p>2. Rule SIGN-S1 does not apply to a sky sign.</p>	
<p>SIGN-S2</p> <p>Design</p> <p>[DP]</p> <p>Legal effect on notification: No</p>	<p>1. Signs must:</p> <ul style="list-style-type: none"> a. other than an under verandah sign, where any sign is within 20 metres of the nearest edge of a carriageway of a legal road and the sign message will be visible from that road the sign must: <ul style="list-style-type: none"> i. be located to avoid reflecting headlights back into the motorists' vision by being positioned at off angle of 5 degrees from right angle to road frontage (this rule will take 	<ul style="list-style-type: none"> 2. The construction and appearance of the sign. 3. The clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network. 4. Any visual effects on surrounding character and amenity. 5. Not 3 dimensional. 6. Not incorporate reflective materials, flashing illumination, or aerial or moving display. 7. Not mimic or conflict with the design, shape and, colour

Activity	Standard	Matters that discretion is restricted to where the activity does not comply with this standard
	<p>precedence over any other rule requiring a different sign orientation - see APP45 – Figure 3: Explanation for Sign-S2.1.a.i.); and</p> <ul style="list-style-type: none"> ii. on roads classified in the Road hierarchy as Principal, Arterial or State Highway: <ul style="list-style-type: none"> A. have a maximum of five words or a combination of no more than six words and symbols; and B. comply with the letter height requirements in APP45 – Table 1: Minimum lettering sizes (Capital letters) and separation distance; and C. be sited at the distances shown in APP45 – Table 1: Minimum lettering sizes (Capital letters) and separation distance from regulatory traffic control signs including traffic lights, advance direction signs and guide signs; and 	<p>combinations of traffic control signs or signals.</p>

Activity	Standard	Matters that discretion is restricted to where the activity does not comply with this standard
	<ul style="list-style-type: none"> D. at all times be maintained to a tidy and legible standard; and E. be removed when no longer required; and F. with the exception of its main support structure, not have the framework (See APP45 – Figure 2: Illustration of ‘framework’ in SIGN-S2.1.a.ii.F.) supporting the face of the sign visible when viewed from any road or public place. 	
<p>SIGN-S3 External lighting [DP] Legal effect on notification: No</p>	<ol style="list-style-type: none"> 1. Any externally illuminated sign must: <ol style="list-style-type: none"> a. have any external lighting permanently fixed and directed solely at the sign, so it does not cause a distraction to pedestrians at traffic control points (such as pedestrian crossings) or drivers, or glare on other sites. 	<ol style="list-style-type: none"> 2. Any effects on the safety and efficiency of the transport network. 3. Glare effects, including on any sensitive receivers in the vicinity.
<p>SIGN-S4 Digital sign [DP] Legal effect on notification: No</p>	<ol style="list-style-type: none"> 1. For any sign with a digital display, whether freestanding or attached to a building: 	<ol style="list-style-type: none"> 2. The brightness of the display, including ability to adjust brightness to suit ambient levels.

Activity	Standard	Matters that discretion is restricted to where the activity does not comply with this standard
	<ul style="list-style-type: none"> a. the sign shall not exceed 10 lux spill (horizontal and vertical) of light when measured or calculated 2 metres within the adjacent site and/or any arterial or collector road; and b. light control shall be incorporated so that brightness can be adjusted in line with ambient light levels; and c. only still images are displayed with a minimum duration of 8 seconds; and d. there is no movement or animation of images displayed; and e. the transitions between still images is a cross-dissolve with a transition time of no more than 0.5 seconds; and f. the sign is not located on or adjacent to any road with a speed limit of greater than 70km/hr; and g. the sign is not located in any RESZ – Residential zone. 	<ul style="list-style-type: none"> 3. The construction and appearance of the sign. 4. The duration of still images displayed and the transition time between images. 5. The clarity and visibility of the sign for approaching people and any effects on the safety and efficiency of the transport network. 6. Any visual effects on surrounding character and amenity.
<p>SIGN-S5 Audible sign [DP] Legal effect on notification: No</p>	<ul style="list-style-type: none"> 1. No sign may include any advertising by means of sound. 	<ul style="list-style-type: none"> 2. Any effects of the audible sign on health and safety, character and amenity.

Activity	Standard	Matters that discretion is restricted to where the activity does not comply with this standard
<p>SIGN-S6 Historic heritage [DP] Legal effect on notification: No</p>	<p>1. A sign on any Category A Heritage or B Heritage Building shall not:</p> <ul style="list-style-type: none"> a. be located above verandah level or where there is no verandah, be no more than 4 metres in height; and b. obscure any window or architectural or decorative feature on the building. 	<ul style="list-style-type: none"> 2. Ensuring the design of the sign is sympathetic to the heritage values of the item/building. 3. Ensuring the methods of attaching the sign to the item/building minimize the potential for damage. 4. Any recommendations of Heritage New Zealand where consultation with that body has occurred.