



UPPER HUTT CITY DISTRICT PLAN

PROPOSED PLAN CHANGE 45: SIGNS 2018

Summary of Submissions

CONTENTS

CONTENTS.....	2
GUIDE TO THE SUMMARY AND SUBMISSIONS PROCESS.....	3
MAKING A FURTHER SUBMISSION	3
LIST OF SUBMITTERS	4

GUIDE TO THE SUMMARY AND SUBMISSIONS PROCESS

All submissions received on Proposed Plan Change 45 can be found on the UHCC website at <https://upperhuttcity.com/planning/pc-45-signs>.

New or amended text proposed through the Plan Change is shown in *italics*. Where the submitter proposes an amendment or a new provision, the amendment proposed by the submitter is shown in *underlined italics* and the removed or amended proposed text has a ~~strikethrough~~.

Making a Further Submission

The Resource Management Act 1991 (Schedule 1, Clause 8) states that people may make a further submission on a proposed plan change if they:

- (a) *represent a relevant aspect of the public interest; and,*
- (b) *have an interest in the proposed plan greater than the interest that the general public has; and*
- (c) *are the local authority itself.*

A further submission must be limited to a matter in support of or in opposition to the submissions that have already been made and which are summarised in this document. Submissions should be made in writing, in general accordance with Form 6 of the Resource Management Act (Forms, Fees, and Procedure) Regulations 2003.

Copies of the submission form are available from:

Council's website	https://upperhuttcity.com/planning/pc-45-signs
Upper Hutt City Council Offices	Level 1 Reception Civic Administration Building 838-842 Fergusson Drive Upper Hutt
Upper Hutt Library (Pop-up Library)	Level 1 of the CBD Towers 84-90 Main Street Upper Hutt
Pinehaven Branch Library	Corner of Pinehaven Road and Jocelyn Crescent Pinehaven Upper Hutt

Further submissions may be lodged:

Email	planning@uhcc.govt.nz
Post	Proposed Plan Change 45 Upper Hutt City Council Private Bag 907 Upper Hutt 5140
In person	Upper Hutt City Council Offices 838-842 Fergusson Drive Upper Hutt

The closing date for further submissions is **5.00pm on Thursday 25 October 2018**.

Any submitter must serve a copy of their submission on the person who made the original, related submission within five working days of lodging their further submission with Council. The address for service for each submitter is contained on the following page.

If you are a person who could gain an advantage in trade competition through the submission, your right to make a submission may be limited by [clause 6\(4\)](#) of Schedule 1 of the Resource Management Act 1991.

LIST OF SUBMITTERS

Submitter number	Submitter name	Address for service	Wishes to be heard
1	Woolworths New Zealand Ltd	C/- Mike Foster Zomac Planning Solutions Ltd mike@zomac.co.nz	Yes
2	Allison Tindale	allitin@hotmail.com	Undecided
3	Z Energy Limited BP Oil NZ Limited Mobil Oil NZ Limited	C/- John McCall Burton Planning Consultants Limited jmccall@burtonconsultants.co.nz	Yes
4	Powerco Limited	C/- Simon Roche simon.roche@powerco.co.nz	Yes
5	KiwiRail Holdings Limited (KiwiRail)	Wellington Railway Station PO Box 593 WELLINGTON 6140 Attention: Pam Butler	Yes
6	NZ Transport Agency	C/- Aaron Hudson aaron.hudson@nzta.govt.nz	Yes

Submission No.	Name	Address for Service	Wishes to be heard
1	Woolworths New Zealand Ltd	C/- Mike Foster Zomac Planning Solutions Ltd mike@zomac.co.nz	Yes

Submission Point	Related Provisions	Comment/Relief Sought
PROVISIONS SUPPORTED AS DRAFTED		
1.1	Structure	The submitter supports consolidating all district plan signage provisions into one chapter.
1.2	Objective 8A.3.2 and Policy 8A.3.3 8.3.4 Rules - Activity Status Table	The submitter supports the objective and policy, finding that they are appropriate from a resource management perspective. The submitter supports the Activity Status Table below, finding it is appropriate.
1.3	Standard for Permitted Activities - 8A.3.4.13 - Traffic Safety - All signs Matters of discretion - 8A.3.4.14 - All signs other than temporary signs	The submitter supports for the wording of Standards for Permitted Activities 8A.3.4.13 below, find it is appropriate and sensible. The submitter supports the Matters of discretion 8A.3.4.14, finding they are appropriate for the consideration of non-compliant signage.
PROVISIONS SOUGHT TO BE AMENDED		
1.4	Standards for Permitted Activities - 8A.3.4.10 Free-	The submitter opposes the provisions for free standing signs. The submitter finds the Appendix 1 diagram does not recognise more modern monolith pylon signage which is quite

	Standing Signs in Business Commercial Zones, Business Industrial Zones , and Special Activity Zones (c) and (d)	<p>common in commercial and retail areas. The standards are at an unrealistically low level.</p> <p>Relief sought:</p> <p>The maximum face area for a permitted free standing sign should be increased to 20m², while the permitted width should be increased to 3m.</p>
1.5	Standard for Permitted Activities - 8A.3.4.11 Signs on buildings and other structures in Business Commercial Zones, Business Industrial and Special Activity Zones (b) and (c).	<p>The submitter opposes the maximum area of any single sign on a building.</p> <p>The submitter finds the current maximum area of any permitted sign on buildings is also set at an unrealistically low level, and there is a disconnect between the area of a single sign and the percentage of a facade which may be covered by signs. The submitter considers the standard would seem to encourage a proliferation of signage without consideration to the associated visual elements. Examples are provided to illustrate the issue.</p> <p>Relief sought:</p> <p>The maximum area of any permitted single sign on a building should be increased to 15m².</p>
1.6	Standard for Permitted Activities - 8A.3.4.12 - Signs for direction of traffic on a site in a Business Commercial, Business Industrial Zones and Special Activity Zones (a) and (b)	<p>The submitter opposes the sign dimension and face area of the provision.</p> <p>The submitter refers to dimensions and face area of their typical consented directional signs and the importance of easily read wayfinding signs in supermarket customer carparks.</p> <p>Relief sought:</p> <p>The vertical dimensions should be 1.2m while the face area should be 0.8m.</p>
1.7	Appendix 1 - Business Zones Diagram	<p>The submitter considers some of the sign areas within the diagram do not reflect modern trends for supermarkets in particular. Also, the free standing sign in the diagram encourages poor urban design outcomes and makes no allowance for monolith type signs, which are well designed and integrated with other signage.</p> <p>Relief Sought:</p> <p>Amendment of the diagram to reflect the changes being sought by WNZL in submission points 1.4 and 1.5 above.</p>

Submission No.	Name	Address for Service	Wishes to be heard
2	Allison Tindale	allitin@hotmail.com	Undecided

Submission Point	Related Provisions	Comment/Relief Sought
PROVISIONS SUPPORTED AS DRAFTED		
2.1	Proposed Plan Change 45	<p>The submitter outlines overall supports for the purpose of the plan change.</p> <p>Creating a new signage chapter for the District Plan, and the split of regulatory functions for signage between the District Plan and Bylaw is supported.</p> <p>Specific policies and objectives for signage, which apply in multiple zones are supported. A set of specific submission points are made concerning matters including layout, clarity and provision. The submitter outlines that attention should be given to the signage provisions in the decisions of the Kapiti Coast District Council in November 2017 on their District Plan.</p>
2.2	Objective 8A.3.2.1	The submitter supports the objective in that it refers to key issues for signage.
2.3	Policies 8A.3.3.1 and 8A.3.3.2 (submitter refers to these as 3A.3.3.1 and 3A.3.3.2)	The submitter supports the intent of the policies.
2.4	Policy 8A.3.3.5	The submitter supports Policy 8A.3.3.5.
2.5	Matters of discretion 8A.3.4.15 – Transport Safety – All signs	<p>The submitter supports the matters (referring to them as matters for consideration).</p> <p>The submitter considers that they are relevant considerations, allowing for the consideration of positive and negative effects.</p>

PROVISIONS SOUGHT TO BE AMENDED		
2.6	Policy 8A.3.3.3	<p>The submitter supports the general intent of Policy 8A.3.3, in particular in relation to scale, visual clutter, skyline, façade integration and limiting signs which are not site related.</p> <p>However, concern is raised about the policy needing to cover wider visual impacts on the streetscene. Also, content under (e) of the policy to be moved from the policy into the rules, so that the policy is outcome focused. The submitter also identifies a need to be more specific about the type of off-site signs to be minimised or discouraged.</p> <p>Relief Sought:</p> <p>Subsection (d) the word 'residential' is deleted:</p> <p style="padding-left: 40px;"><i>manages any moving, digital or changing signage, and illuminated signage to protect residential amenity and to not compromise the safety of road users; and</i></p> <p>Subsection (e) Relocate the matters of consideration for resource consent for signs which are not site on the site to which they relate out of the policy section and into the rules section of the plan.</p> <p>The following policy wording is suggested:</p> <p style="padding-left: 40px;"><i>limit signs which are not situated on the site to which they relate, <u>except where,</u></i></p> <ul style="list-style-type: none"> - <i><u>there is a need for off-site signage; and</u></i> - <i><u>the design and location of signs contributes to the maintenance of the character and amenity of the surrounding area</u></i> - <i>and when considering proposals for such signs have regard to the following:</i> (i) <i>The need for the sign to be located away from the site, including any constraints relating to the location of the businesses, which creates a need for off site signage, and</i> (ii) <i>The capacity for the site and surrounding environment to accommodate the sign, and for the character and amenity values to be maintained; and</i> (iii) <i>Any adverse effects on transport safety or efficiency, or transport benefits in providing for the sign to be located away from the site.</i>
2.7	Policy 8A.3.3.4	<p>The submitter considers the words 'limited set' and 'larger duration' are superfluous, and that larger duration is poor grammar, finding it is preferable to specify the criteria which trigger resource consents for temporary signs.</p> <p>Relief Sought:</p> <p>Minor changes of wording to:</p>

		<p>(a) Enable temporary signs which meet a limited set of standards <u>as a permitted activity</u>; and</p> <p>(b) Provide for <u>the consideration of temporary signs of longer than two months</u> a larger duration or above (3m2) <u>in size through the resource consent process</u>, where amenity values are maintained and the safety of road users is not compromised.</p>
2.8	8A.3.4 Rules Activity Status Table.	<p>The submitter suggests consideration is given to limitations on illuminated signs which are ‘static’ in design, particularly in residential and rural zones, where it is less expected. The submitter refers to Section 3.1 of the Urban Design report commissioned for the plan change, which under Section 3: Urban Design Principals for Signage that “Flashing, <u>illuminated</u>, reflective or animated signs should not adversely affect the amenity values of neighbouring areas, especially residential areas and at night” (emphasis added). Section 5 of the report is referred to that recommends “No <u>illuminated</u>, flashing or animated signs” be used in the residential zones. The submitter refers proposed policy 8A.3.3.3 also refers to managing illuminated signs.</p> <p>Relief Sought:</p> <p>Illuminated signs (including static and flashing signs which are either externally or internally illuminated) are a Restricted Discretionary or Discretionary activity in Residential and Rural zones.</p> <p>Consideration is given to requiring resource consent for illuminated signs in Open Space, Business and Industrial zones which are sited less than 10m from a residential zone.</p>
2.9	<p>Rule 8A.3.4.6 – Any sign (other than a temporary sign) which incorporates movement or changing content, and and digital signage</p> <p>Rule 8A.3.4.7 – Any sign (other than a temporary sign) which is not situated on a site to which the sign relates.</p>	<p>The submitter has no in-principle objection to the discretionary activity status for the provisions below, but considers it is unclear why the matters of discretion listed for signs with a Restricted Discretionary activity status or those in Policy 8A.3.3.3 are not sufficient to cover the relevant matters of discretion for these types of signs.</p> <p>The submitter refers to differences between Discretionary status and Restricted Discretionary status. The submitter considers it may be more cost-effective to set at discretionary activity, rather than developing a more specific management regime for such signs, including due to these types of signs have been relatively uncommon in Upper Hutt District.</p> <p>Relief Sought:</p> <p>Not stated.</p>
2.10	Standard for Permitted Activities 8A.3.4.9 – Signs in Residential Zones, Rural Zones, and Open Space Zones	<p>The submitter raises concern that the permitted limits on signs in the residential and open space zones are overly restrictive, particularly for those sites where non-residential activities have been lawfully established.</p> <p>The submitter is concerned with the clarity of the term “visible in any one direction” in subsections (a) and (c).</p> <p>The submitter finds it preferable to group all permitted standards relating to the same type of sign(s) in the same</p>

		<p>zone together.</p> <p>The submitter finds the reference to signs on buildings not covering windows in the residential zone is confusing, and it is unclear what type of harm is sought to be prevented. In addition, the submitter considers that the wording is overly restrictive.</p> <p>Relief Sought:</p> <p>Standard for Permitted Activities 8A.3.4.9 to be amended as follows:</p> <p><u>Signs in Residential and Rural Zones are permitted activities for:</u></p> <p>(a) <u>In Residential and Rural Zones, a maximum of one sign per site, unless the principal use of the site is non-residential visible in any one direction.</u></p> <p>(b) <u>A maximum of three signs per site, where the principal use of the site is non-residential</u></p> <p><u>Permitted standards</u></p> <p>(i) <u>one free-standing sign per site;</u></p> <p>(ii) <u>No larger than 1.5m² in Residential zones</u></p> <p>(iii) <u>No larger than 3.0m² in Rural zones</u></p> <p>(iv) <u>Free-standing signs up to 3 metres above ground level or have a width up to 2m.</u></p> <p>(v) <u>Signs attached to buildings, do not extend beyond the facade and are no higher than the roofline of the building, to which it is attached.</u></p> <p>(vi) <u>Non-illuminated;</u></p> <p>(vii) <u>Have no changing content;</u></p> <p>(viii) <u>Are not in a digital format;</u></p> <p>(ix) <u>Are situated on the site to which the sign relates</u></p> <p>Suggested Permitted standards for signs in Open Space Zones:</p> <p>(i) <u>Have no changing content;</u></p> <p>(ii) <u>Are not in a digital format</u></p> <p>(iii) <u>Are situated on the site to which the sign relates</u></p> <p>(iv) <u>Are not illuminated within 10m of a Residential zone</u></p> <p>(v) <u>No larger than 3m² for signs attached to buildings</u></p> <p>(vi) <u>No larger than 0.5m² for signs used for marking of tracks</u></p> <p>(vii) <u>No more than one free-standing sign per 100m of road frontage</u></p> <p>(viii) <u>No larger than 4.5m² for free-standing signs or signs attached to walls/fences</u></p> <p>(ix) <u>Free-standing signs up to 3 metres above ground level or have a width up to 2m.</u></p> <p>(x) <u>Signs attached to buildings, do not extend beyond the facade and are no higher than the roofline of</u></p>
--	--	---

		<p style="text-align: center;"><u>the building, to which it is attached.</u></p> <p><u>Note: Calculations of maximum signage area is based on each side of a sign, rather than the addition of one or more sides of a sign.</u></p> <p>Consideration is given to the suggested rewording and reformatting and any consequential adjustments are made to the proposed provisions.</p>
2.11	Standards for Permitted Activities 8A.3.4.10 – Free-Standing Signs in Business Commercial Zones, Business Industrial Zones, and Special Activity Zones.	<p>The submitter does not think provision clearly explains the difference between free-standing signs and signs for the direction of traffic. The submitters recommends combining these permitted standards with standards in 8A.3.4.12. The submitters considers that there should be a limit on the use of illuminated signs within close proximity to a residential zone to allow for the assessment of any effects on neighbour amenity.</p> <p>Relief sought:</p> <p>The following amendments are suggested:</p> <p>Free-Standing Signs in Business Commercial Zones, Business Industrial Zones, and Special Activity Zones</p> <p>(a) <u>one free-standing sign for sites with a road frontage less than 50m;</u></p> <p>(b) <u>two free-standing signs for sites with a road frontage of more than 50m;</u></p> <p>(c) <u>maximum height of free-standing signs above ground level is:</u></p> <p style="padding-left: 20px;">(i) <u>8m in Business Commercial Zones.</u></p> <p style="padding-left: 20px;">(ii) <u>9m in Business Industrial and Special Activity Zones.</u></p> <p>(d) <u>Free-standing sign of up to 2m width.</u></p> <p>(e) <u>Maximum area used for advertising on a free-standing size is no more than 7.5m².</u></p> <p>(f) <u>Free-standing signs higher than 4m above ground level in the Business Industrial Zone are located a minimum of 15m apart.</u></p> <p>(g) <u>Signs located over a pedestrian pathway have a minimum clearance of 2.5 metres above ground level.</u></p> <p>(h) <u>The above limits on the number of free-standing signs along the road frontage, does not apply to signs for the direction of traffic, providing:</u></p> <p style="padding-left: 20px;">(i) <u>The maximum height of the sign (excluding frame) is 1m</u></p> <p style="padding-left: 20px;">(ii) <u>The maximum area used for advertising on the sign is 0.5m².</u></p> <p style="padding-left: 20px;">(iii) <u>The content of the sign is limited to directions</u></p> <p>(i) <u>Have no changing content;</u></p> <p>(j) <u>Are not in a digital format</u></p> <p>(k) <u>Are situated on the site to which the sign relates, except for signs for the direction of traffic.</u></p> <p>(l) <u>Are not illuminated within 10m of a Residential zone</u></p> <p>(m) <u>In the Business Industrial zone on Eastern Hutt Road identified in Appendix 3 of Chapter 20 – Business Zone Rules:</u></p>

		<p>(i) <u>No sign shall be located within 6m of Eastern Hutt Road, except for one free-standing sign at the road entrance</u></p> <p>(ii) <u>Maximum area used for advertising on a free-standing sign is no more than 20m².</u></p> <p><u>Note: Calculations of maximum signage area is based on each side of a sign, rather than the addition of one or more sides of a sign.</u></p> <p>Consideration is given to the suggested rewording and reformatting and any consequential adjustments are made to the proposed provisions.</p>
2.12	Standards for Permitted Activities 8A.3.4.11 – Signs on buildings and other structures in Business Commercial Zones, Business Industrial and Special Activity Zones.	<p>The submitter considers it is unclear why a sign above 10m² would be needed on side and rear elevations of the Business Industrial Zone. If the exemption is needed it should be more explicitly worded. The submitter raises concerns with the requirement for maximum horizontal separation between first floor signs. The submitter refers to page 12 of the Urban Design report, and considers it is internally inconsistent and it makes more sense for minimum rather than maximum separation distances. The submitter considers the provision for height on signs on a fascia is unclear and should be simplified, also that a) and f) are inconsistent. Also, the need to prevent signage on the façade of buildings facing Eastern Hutt Road in Appendix 3 is unclear, as signage on business/industrial premises is generally expected.</p> <p>Relief sought:</p> <p>It is suggested that 8A.3.4.11 is reworded as follows:</p> <p>(Note the submitter underlined “minimum” under (d). This is shown in bold for clarity).</p> <p>(a) <u>Signs are no higher than building/structure to which they are attached</u></p> <p>(b) <u>The maximum area of any sign is</u></p> <p>(i) <u>5m² for Business Commercial and Special Activity Zones;</u></p> <p>(ii) <u>10m² for Business Industrial Zone.</u></p> <p>(c) <u>the total area of all combined signs does not exceed 30% of the total area of that building façade or structure.</u></p> <p>(d) <u>A minimum horizontal separation distance of 5 metres between signs on the same floor level, except for the ground floor.</u></p> <p>(e) <u>Any sign located on the parapet of a building shall not exceed an area of 5m², or an area of 30% of the total area of the parapet, whichever is the lesser.</u></p> <p>(f) <u>Any sign which is projecting from the façade of a building must be:</u></p> <p>(i) <u>Positioned at 90 degrees to the façade of the building; and</u></p> <p>(ii) <u>Must not extend from the wall by more than 1m.</u></p> <p>(g) <u>The maximum height of any sign located on the fascia of a veranda must not exceed 0.6 metres.</u></p>

		<p>(h) <u>Signs below verandas which overhang pedestrian pathways, have a minimum clearance of 2.5m above ground level.</u></p> <p>(i) <u>Have no changing content;</u></p> <p>(j) <u>Are not in a digital format;</u></p> <p>(k) <u>Are situated on the site to which the sign relates.</u></p> <p>(l) <u>Are not illuminated within 10m of a Residential zone</u></p> <p>(m) <u>On land identified in the Business Commercial Zone at Riverstone Terrace in Appendix Business 2 of Chapter 20, the area of any signs attached to buildings shall not exceed a total area of 7.5m².</u></p> <p>Consideration is given to the suggested rewording and reformatting and any consequential amendments are made to the proposed provisions.</p>
2.13	Standards for Permitted Activities 8A.3.4.13 – Traffic safety – All signs	<p>The submitter has no objection to the content of the standards, but finds they generally apply to signs in road corridors/verges.</p> <p>Relief sought:</p> <p>The heading be changed to ‘standards for signs in road corridors’.</p> <p>That one (or more) of these provisions also needs to apply on private land (such as height clearances for signs below verandas), therefore the relevant standard should be incorporated with other standards relevant for that zone.</p>
2.14	Matters of Discretion 8A.3.4.14 – All signs other than temporary signs	<p>The submitter generally supports the matters of discretion, considering them relevant and that they allow for consideration of positive and negative effects. The submitter considers subsection (b) could be alternatively worded to a more neutral fashion and that (e) be divided into two points as it raises two separate issues.</p> <p>Relief sought:</p> <p>Subsection (b) replaced with:</p> <p><u>Effect of the sign on the appearance of the building to which it is attached due to:</u></p> <p>(i) <u>The proportion of the sign to the building façade; and</u></p> <p>(ii) <u>The location and design of the sign, including the colour, display materials, and how the sign relates to any architectural features on the building; and</u></p> <p>(iii) <u>The number of signs on the building.</u></p> <p>Subsection (e) replaced with:</p> <p>(e) <u>Whether there are any special circumstances or functional need for proposed signage including operational, directional or safety reasons;</u></p> <p>(f) <u>Whether vegetation or landscaping is proposed to improve the appearance of the site.</u></p>

		Consideration is given to the suggested rewording and reformatting and any consequential adjustments are made to the proposed provisions.
2.15	8A.3.4.16 Matters of discretion - Temporary signs	<p>The submitter considers signs are more likely to affect visual quality of streets than directly harm the amenities of neighbouring properties.</p> <p>Relief sought:</p> <p>The inclusion of additional matters to better reflect the impact on visual quality of streets, similar to those used for permanent signs. Proposed examples were:</p> <ul style="list-style-type: none"> i) <u>- Whether the sign is compatible with the visual character of the area in which it is situated.</u> ii) <u>- Whether the sign results in additional clutter of signs on the site or road corridor.</u>
2.16	Matters of discretion	<p>The submitter seeks new matters of consideration for signs not located on sites to which they relate.</p> <p>Relief sought:</p> <p>The following considerations be relocated from the policy section to the matters of discretion section:</p> <ul style="list-style-type: none"> i) <i>The need for the sign to be located away from the site, including any constraints relating to the location of the businesses, which creates a need for off-site signage, and</i> ii) <i>The capacity for the site and surrounding environment to accommodate the sign, and for character and amenity values to be maintained; and</i> <p><i>Any adverse effects on transport safety of efficiency, or transport benefits in providing for the sign to be located away from the site.</i></p>

Submission No.	Name	Address for Service	Wishes to be heard
3	Z Energy Limited BP Oil NZ Limited Mobil Oil NZ Limited (The Oil Companies)	C/- John McCall Burton Planning Consultants Limited jmccall@burtonconsultants.co.nz	Yes

Submission Point	Related Provisions	Comment/Relief Sought
PROVISIONS SUPPORTED AS DRAFTED		
3.1	Proposed Plan Change 45	The submitter in general supports the control of signage through the District Plan, and restricted or discretionary activity status for signage not meeting the permitted activity controls. The submitter identifies that for the submission points on specific provisions the changes sought are provided as one means of addressing the identified concern: in all cases, necessary consequential changes or alternative ways of achieving the same outcome are supported.
3.2	Objective 8A.3.2.1 Policy 8A.3.3.1	The submitter supports Objective 8A.3.2.1, finding that it recognises the potential adverse effects of signage on amenity values and the safety and efficiency of the land transport network, whilst appropriately recognising the benefits signage provides to communities and businesses. The submitter supports Policy 8A.3.3.1, finding it recognises that the placement of signs can have adverse effects on zones that are generally considered more sensitive to amenity effects, and therefore seeks to manage new signage in these zones.
3.3	Rule 8A.3.4.1 – Any health and safety sign. Rule 8A.3.4.5 – Any sign (other than a temporary sign) which does not comply with one or	The submitter supports a dedicated permitted activity rule for health and safety signage without any associated performance standards. The submitter supports a restricted discretionary status for signs (other than temporary signs) which do not comply with one or more of the permitted activity standards.

	<p>more of the permitted standards at 8A.3.4.9 – 8A.3.4.13</p> <p>Rule 8A.3.4.7 – Any sign (other than a temporary sign) which is not situated on a site to which the sign relates.</p>	<p>The submitter supports a discretionary activity status for a sign (other than temporary sign) which is not situated on the site to which the sign relates).</p>
3.4	<p>Matters of discretion - 8A.3.4.14 (e) – All signs other than temporary signs</p>	<p>The submitter supports the provision, insofar as it appropriately retains the Council's discretion to consider whether there is a functional need for a sign to exceed the permitted size and/or location.</p>
<p>PROVISIONS SOUGHT TO BE AMENDED</p>		
3.5	<p>Definition – Sign/Signage</p>	<p>The submitter supports the definition, except to the extent that it is exceptionally broad and could be read to include any face of a building or structure that is painted in recognisably “corporate colours” and also any sign necessary for traffic direction or instruction within a site (e.g. a sign identifying accessibility parking, opening hours inscribed onto a shop door or signs limiting parking to, say 120 mins, or internal traffic signs).</p> <p>Relief sought:</p> <p>Retain the definition of signage subject to the below amendment:</p> <p><i>Means any device or facility, graphics or display that is visible directed to and legible to a person from outside the site, for the purposes of: identification of, or provision of information about any building, activity, site; providing directions; or promoting goods, services or events. Signage may be part of, attached, or projected onto any building, site, or structure, or other object. Any sign may be illuminated and may contain moving content, including changing content and digital signage. <u>A building or structure that is painted in corporate colours does not, of itself, constitute signage.</u></i></p> <p>Necessary consequential changes or alternative ways of achieving the same outcome are supported.</p>
3.6	<p>Policy 8A.3.3.2</p>	<p>The submitter supports the Policy 8A.3.3.2 in part finding it recognises the potential for adverse amenity effects to be generated by signage on sites located at the interface with a more sensitive zone, but does not clarify what an adverse effect might be.</p> <p>The submitter considers the visibility of signs does not in itself, for example, equate, to an adverse effect. The</p>

		<p>submitter seeks an amendment to clarify how, and to what degree, the ‘amenity value of the adjoining residential zone’ might be adversely affected (or alternatively protected).</p> <p>Relief sought:</p> <p>Retain Policy 8A.3.3.2 subject to an amendment to clarify how, and to what degree, the ‘amenity value of the adjoining residential zone’ might be adversely affected (or alternatively protected). This could be achieved by making amendments as follows:</p> <p><i>Provide for a range of signs in the Business Zones, and Special Activity Zones that support business identification and advertising, while:</i></p> <ul style="list-style-type: none"> (a) <i>maintaining the character and amenity values of these zones; and</i> (b) <i>(ensuring that signs on sites adjoining residential zones do not detract from the character and amenity values of <u>those</u> adjoining residential zones through <u>inappropriate placement, size, illumination or imaging</u> are not adversely affected by signs in these locations; and</i> (c) <i>allowing the consolidation of signs to convey information about multiple businesses to tenants</i> <p>Necessary consequential changes or alternative ways of achieving the same outcome are supported.</p>
3.7	Policy 8A.3.3.3 (b)	<p>The submitter supports in part Policy 8A.3.3.3 (b) requiring proposed signage to maintain the character and visual amenity of the site to which it will be erected.</p> <p>The submitter considers the word ‘<i>maintains</i>’ in clause (b) implies that the visual amenity and character of a site will not be altered /changed as a result of the proposed location and design of signs erected at that site, however, considers that any signage erected a site will inherently alter the visual amenity/and or character of that site. The submitter seeks the policy is amended as below to minimise rather than ‘maintain’ existing amenity levels at the site.</p> <p>Relief sought:</p> <p>Retain Policy 8A.3.3.3(b) subject to an amendment to acknowledge that the erection of signage will alter the visual amenity and character of a site, but that any such change should not detract from the character amenity of the site and surrounding areas. This could be achieved by making amendments as follows:</p> <p><i>Ensure that the location and design of signs is provided for in a way that:</i></p> <p>...</p> <ul style="list-style-type: none"> (b) <i>maintains</i> <i>minimises the potential to detract from effects on the character and visual amenity of the site and surrounding area, and does not result in additional visual clutter or dominate the skyline; and</i>

		Necessary consequential changes or alternative ways of achieving the same outcome are supported.
3.8	Rule 8A.3.4 Exemptions (b)	<p>The submitter supports in part exemption (b) for the rule.</p> <p>However, the submitter considers that such signage (and all signage required by HSNO/WorkSafe, for example) will fall under the permitted activity Rule 8A.3.4.1 – which the submitter supports and seeks be retained without modification. The submitter considers that if further clarification of what is considered as ‘health and safety’ signs is required then a definition that includes any signs required by other legislation, should be adopted.</p> <p>Relief sought:</p> <p>Delete exemption (b) insofar as signage indicating hazardous substances used at a hazardous facility is considered to already be a permitted activity pursuant to Rule 8A.3.4(b). This could be achieved by making amendments as follows:</p> <p><i>Exemptions:</i> (b) Signs indicating hazardous substances used at a hazardous facility.</p> <p>If necessary, include a definition of “Health and Safety sign” which includes any sign required by legislation. This could be achieved by making changes along the following lines:</p> <p><u><i>Health and Safety sign means any sign necessary to meet other legislative requirements (e.g. HSNO/Worksafe).</i></u></p> <p>Necessary consequential changes or alternative ways of achieving the same outcome are supported.</p>
3.9	Standards for Permitted Activities 8A.3.4.10 - Free-Standing Signs in Business Commercial Zones, Business Industrial Zones, and Special Activity Zones.	<p>The submitter supports in part/opposes in part the provision.</p> <p>The submitter seeks an amendment to clause (d) to permit prime signs at service station sites by increasing the dimensions as shown in the decision sought. The submitter refers to clause b(ii) and (c) of 8A.3.4.10 which permits free free-standing signs subject to certain size standards in the Business Commercial, Business Industrial, and Special Activity Zones. The submitter considers it is appropriate to extend this permitted areas to prime signs at service station areas, for reasons associated with the role and function of prime signs at those site.</p> <p>Relief sought:</p> <p>Retain Rule 8A.3.4.10 subject to an amendment to increase the maximum permitted area from 7.5m² to 16m² or 18m² (zone dependent) at service stations only. This could be achieved by making an amendment along the following lines:</p> <p><i>Free-Standing Signs in Business Commercial Zones, Business Industrial Zones, and Special Activity Zones</i></p> <p>(a) <i>The number of free-standing signs on a site visible in any one direction shall not exceed:</i></p>

		<p>(i) One sign per site on sites with road frontages less than 50m; or (ii) two signs per site where the road frontage exceeds 50m</p> <p>(b) The maximum height of any part of a free-standing sign above ground level shall not exceed: (i) 8m in Business Commercial Zones (ii) 9m in Business Industrial and Special Activity Zones</p> <p>(c) The maximum width of any freestanding sign shall not exceed 2m.</p> <p>(d) The maximum area of any freestanding sign, visible in any one direction shall not exceed 7.5m². <u>In the case of service stations, the maximum area shall not exceed 16m² in Business Commercial Zones and 18m² in Business Industrial and Special Activity Zones.</u></p> <p>(e) In Business Industrial Zones, freestanding signs greater than 4 metres in height on any site must be located a minimum distance of 15m from any other free-standing sign that is greater than 4m in height on an adjoining site; and</p> <p>(f) Signs on land identified in the Business Zone in Appendix Business 2 of Chapter 20 one free-standing sign per site visible in any one direction with a maximum area of 7.5m².</p> <p>Necessary consequential changes or alternative ways of achieving the same outcome are supported.</p>
3.10	Standard for Permitted Activities 8A.3.4.12 – Signs for direction of traffic on a site in Business Commercial, Business Industrial Zones and Special Activity Zones.	<p>The submitter supports the provision in part, seeking a minor grammatical amendment to align with Rule 8A.3.4.1 through including the word ‘zones’ and an increase in the maximum permitted area of a directional sign. The submitter consider 1m² is an appropriate size to clearly convey direction to vehicles navigating a service station site.</p> <p>Relief sought:</p> <p>Rule 8A.3.4.10 is amended as follows:</p> <p><i>Signs for direction of traffic on a site in Business Commercial <u>Zones</u>, Business Industrial Zones and Special Activity Zones.</i></p> <p>(a) <i>The maximum vertical dimensions of the sign shall not exceed 1m.</i> (b) <i>The maximum area of the sign, visible in any one direction, shall not exceed 0.51m²</i> (c) <i>The content of the sign must be limited to directional purposes.”</i></p> <p>Necessary consequential changes or alternative ways of achieving the same outcome are supported.</p>
3.11	Standards for Permitted Activities - 8A.3.4.13(f) – Traffic Safety – All signs	<p>The submitter supports the provision in part, noting the condition is consistent with the New Zealand Transport Agency Signs Bylaw (2010), Second Schedule. However, they seek to amend (f)(iii) to clarify that the intent of clause (iii) is to ensure the placement of signage does not obstruct motorists’ view of the road.</p> <p>Relief sought:</p> <p>Rule 8A.3.4.13(f) should be retained, subject to an amendment to clarify the intent of clause (iii) is to ensure the</p>

		<p>placement of signage does not obstruct motorists' view of the road. This could be achieved by making changes as follows:</p> <ul style="list-style-type: none">(f) <i>Where any sign is visible from the State Highway and the speed limit is 70km/hr or greater, the sign shall:</i><ul style="list-style-type: none">(i) <i>Have a minimum letter height of 160mm;</i>(ii) <i>contain no more than six words and no more than 40 characters; and</i>(iii) <i>Be located so as to provide an unrestricted view <u>of the road</u> to the motorists for a minimum distance of 180 metres.</i> <p>Necessary consequential changes or alternative ways of achieving the same outcome are supported.</p>
--	--	--

Submission No.	Name	Address for Service	Wishes to be heard
4	Powerco Limited (Powerco)	C/- Simon Roche simon.roche@powerco.co.nz	Yes

Submission Point	Related Provisions	Comment/Relief Sought
PROVISIONS SUPPORTED AS DRAFTED		
4.1	Proposed Plan Change 45	The submitter states support for PC45, referring specifically to health and safety signage. The submitter seeks specific relief as identified in the submission points below. The submitter seeks to be able to install the appropriate small scale health and safety signage around their assets in the area, without the need for resource consent. The submitter attaches to the submission Appendix A – Gas, Signage, Labels and Tags.
4.2	Rule 8A.3.4.1 - Any health and safety sign Advice note (bullet point 2)	The submitter states support for the rule which lists health and safety signage as a permitted activity, along with the advice note outlining that this rule applies in all zones.
PROVISIONS SOUGHT TO BE AMENDED		
4.3	Objective 8A.3.2.1(a)	The submitter supports Objective 8A.3.2.1(a), which outlines the needs of community and businesses to identify and advertise businesses and activities. The submitter seeks network utility operators are added. Relief sought: Amend the above objective as shown: <i>8A.3.2 Objective</i>

		<p><i>8A.3.2.1 Signage in the district:</i></p> <p><i>(a) Supports the needs of the community, <u>network utility operators and businesses</u>, to identify and advertise businesses and activities; and</i></p>
4.4	Proposed Definitions	<p>The submitter seeks a definition for “Health and Safety Sign”, to provide clarity for what meets the criteria for a permitted activity under Rule 8A.3.4.1.</p> <p>Relief sought:</p> <p>Add the following definition</p> <p><i><u>Health and Safety Sign:</u></i></p> <p><i><u>A sign affixed to a network utility, or any other asset or structure for the purpose of providing a health and safety warning, identification or as a requirement of other legislation.</u></i></p> <p>Or, revised wording of this definition which achieves the same outcome.</p>

Submission No.	Name	Address for Service	Wishes to be heard
5	KiwiRail Holdings Limited (KiwiRail)	Wellington Railway Station PO Box 593 WELLINGTON 6140 Attention: Pam Butler	Yes

Submission Point	Related Provisions	Comment/Relief Sought
PROVISIONS SUPPORTED AS DRAFTED		
5.1	8A.3.1 Introduction to Signs	The submitter supports narrative that the new signs rules are designed to address safety matters, noting that as part of its role in operating, maintaining, and enhancing its railway lines, Kiwirail has both a temporary and permanent need to ensure that traffic safety is maintained.
5.2	Objective 8A.3.2	The submitter supports objective 8A.3.2 as it seeks to promote traffic safety, but seeks amendment to refer to the transport network rather than solely to roads is supported as it would also apply to the railway network.
PROVISIONS SOUGHT TO BE AMENDED		
5.3	Policy 8A.3.3.3 (d)	<p>The submitter considers that restricting the policy to road users potentially excludes other transport modes, including the railway corridor and recommends widening the scope of the policy by using the term 'transport network' (as used in Objective 8A.3.2) to allow consideration of signs which may distract train drivers (i.e. flashing/moving signs which might mimic or distract from signals).</p> <p>Relief sought:</p> <p>Amend 8A.3.3.3 (d) as follows:</p> <p style="padding-left: 40px;">d) <i>manages any moving, digital, or changing signage, and illuminated signage to protect residential amenity and to not compromise the safety of road transport network users</i></p>

5.4	8A.3.4 Rules: Exemptions.	<p>The submitter states their support for the exemption, but recommends expanding 8A.3.4 Rules: Exemptions to include all transport network signs, as Railway network signs can also have a functional safety need and are sometimes installed to respond to site work projects, disruptions or incidents. The submitter also identified a numbering issue.</p> <p>Relief sought:</p> <p>Correct the numbering issue and amend the exemption relating to traffic network signs to read:</p> <p style="text-align: center;"><i>(c) Any official regulatory or traffic <u>transport network sign</u></i></p>
-----	---------------------------	--

Submission No.	Name	Address for Service	Wishes to be heard
6	NZ Transport Agency	C/- Aaron Hudson aaron.hudson@nzta.govt.nz	Yes

Submission Point	Related Provisions	Comment/Relief Sought
PROVISIONS SUPPORTED AS DRAFTED		
6.1	Proposed Plan Change 45	<p>The submitter states general support but seeks a number of specific amendments, or those to like effect to better address the submitter's concerns.</p> <p>The submitter broadly supports consolidation of the signage objective and provisions into a single chapter as it provides greater clarity and simplicity for plan users. The submitter supports the proposed objectives and policies that seek to manage the design and location of signage throughout the district, including where it faces a road. The submitter also supports Council's recognition of the safety concerns that digital, moving, illuminated and changing signage creates for road users including cyclists and pedestrians through the assessment of such signage as a discretionary activity.</p> <p>Amendments sought are to ensure the plan provides appropriate performance standards, guidance and assessment criteria for managing effects of all (including temporary) digital, moving, animated, flashing and illuminated signage.</p>
6.2	Policy 8A.3.3.3(d) Policy 8A.3.3.5	<p>The submitter supports Policy 8A.3.3.3 (d) and Policy 8A.3.3.5.</p> <p>The submitter anticipates there will be an increase in digital media signage. The submitter refers to an increased risk of driver distraction given that digital signage provides the ability to easily transition images, particularly on State Highways which provide greater traffic through flow at higher speeds. The submitter considers it is important to stringently manage glare. Support is given to (d) as recognition that the design and location of digital and illuminated signage needs to be stringently controlled.</p> <p>The submitter refers to how the Transport Agency seeks to ensure all signage is stringently designed and located to maintain road corridor and state highway safety and to minimise the risk or distraction or confusion to road users,</p>

		cyclists and pedestrians.
6.3	Rule 8A.3.4 Exemptions (d) Any official regulatory or traffic sign. 8A.3.4 Rules - Advice notes	The submitter supports the exemption for official regulatory or traffic signs, finding such signs are otherwise approved by Land Transport Rules to meet best practice standard for signage design to ensure road users including cyclists and pedestrians. The submitter support the advice notes, particularly where it alerts plan users to the need to obtain the express permission of the Transport Agency for any signs located within the state highway corridor.
6.4	8A.3.4.15 Matters of discretion	The support supports the matters of discretion 8A.3.4.15, and support a restricted discretionary activity status where the permitted activity standards are not met. The submitter considers the assessment criteria provide scope to ensure signage is designed and located to minimise adverse effects on the region's land transport system.
PROVISIONS SOUGHT TO BE AMENDED		
6.5	Rule 8A.3.4.1 – Any health and safety sign	The submitter opposes Rule 8A.3.4.1, as it implies that all health and safety signs are of an approved design and will comply with best practice design standards. They are concerned poorly designed and located health and safety signs visible from State Highway 2 or any other local road could distract or confuse road users, including cyclist and pedestrians. The submitter identifies how distraction and/or confusion could result in unsafe traffic manoeuvres as the road user's core task is significantly interrupted. Relief sought: The submitter requests amendments the rule to ensure all health and safety signage visible from State Highway 2 be permitted only where the sign complies with permitted performance standards 8A.3.4.8 to 8A.3.4.13.
6.6	Standards for Permitted Activities 8A.3.4.8 - Temporary signs all zones	The submitter opposes in part Rule 8A.3.4.8, due to a lack of guidance or best practice standard for any digital temporary signs that contain moving and/or any illumination. The submitter notes that the proposed District Plan provisions set permissive standards for temporary signs, relying on the <i>Upper Hutt City Control of Advertising Bylaw 2005</i> to manage their effects. However, they consider that, while Section 7(d) of the Bylaw will prevent signs that “give rise to excessive levels of glare, use flashing or revolving lights or use reflective materials that may interfere with road users vision”, it does not provide sufficient technical guidance or best practice standards on dwell times, luminance, transition time between static images, animation of flashes, and fail safe methods in the event of a digital sign malfunction. Relief sought: Adopt best practice standards, as per the Proposed Dunedin District Plan (see submission point 6.10 below).

6.7	8A.3.1 Introduction to Signs	<p>The submitter supports in part the introductory narrative in 8A.3.1, as it guides plan users to ensure signage complies with regulations and bylaws which apply beyond the provisions of the district plan, the New Zealand Transport Agency (Signs on State Highways) Bylaw 2010 and the Upper Hutt City Council Control of Advertising Signs Bylaw 2005. A minor amendment is sought to ensure the text aligns with the application of the New Zealand Transport Agency (Signs on State Highways) Bylaw 2010.</p> <p>Relief sought:</p> <p><i>...For signs located in road corridors, approvals may be needed from the Road Controlling Authority (including the Council), or the New Zealand Transport Agency for signs on <u>or over</u> the State Highway. These approvals may need to be sought regardless of whether the sign complies with the provisions of the District Plan.</i></p>
6.8	8A.3.2.1 (b) Objective	<p>The submitter considers that while it is important that signage maintains local character and amenity, the intent of signage is to regulate, warn, and advise, including providing clear wayfinding. Signs that satisfy amenity considerations may not promote good safety design and location. Where signs face the road network, cycle ways and/or footpaths, it is important that they are designed and located to promote clear messaging and minimise distraction for road users.</p> <p>Relief sought:</p> <p>Amend Objective 8A.3.2.1(b) as follows:</p> <p><i>(b) maintains the local character and amenity values, <u>while ensuring</u> and the safe and efficient functioning of the transport network.</i></p>
6.9	Policy 8A.3.3.3(e)(ii) (Referred to by Submitter as 8A.3.3.39(e)(ii))	<p>The submitter states supports in part for Policy 8A.3.3.3 (e)(ii), seeking an amendment to recognise that poor sign location and design can effect both safety and efficiency of the region's land transport system, particularly where road users, including cyclists and pedestrians, are distracted by a sign or poor design results in traffic slowing to read a largely illegible sign. A numbering error in the policy was also identified.</p> <p>Relief sought:</p> <p>Amend 8A.3.3.39(e)(ii) as follows:</p> <p><i>Any adverse effects on transport safety <u>and/or</u> efficiency, or transport benefits in providing for the sign to be located away from the site, or adverse effects on transport safety or efficiency, or transport benefits in providing for the sign to be located away from the site.</i></p>
6.10	Rule 8A.3.4.6 -Any sign (other than a temporary sign) which incorporates movement or	<p>The submitter supports Rule 8A.3.4.6 in so far as it requires digital signage to be assessed as a discretionary activity. However, the submitter considers it appropriate to include best practice standards and guidance for all digital signage (including temporary) visible from a state highway or local road to mitigate the adverse effects of</p>

	<p>changing content, and and digital signage.</p>	<p> dwell times, luminance, transition time between static images, animation of flashes, and fail safe methods in the event of a digital sign malfunction..</p> <p>The submitter opposes digital signage on motorways and expressways given the potential for transitioning digital signage to distract drivers, shifting their attention away from the 'eyes forward' position and their core driving task. This concern is linked to the typically higher traffic volumes, number of heavy vehicles and strategic through flow function of the national state highway system.</p> <p>The submitter considers it appropriate that temporary digital signage be afforded the same design attention as permanent ones, and as such they need to be fully assessed to ensure they do adversely affect the safety and efficiency of the region's land transport system.</p> <p>Relief sought:</p> <p>The submitters seeks the incursion of the two below rules from the Proposed Dunedin District Plan (or similar provisions to the same effect), as the standards are consistent with the Transport Agency's Traffic Control Devices Manual Part 3: Advertising signs.</p> <p><u>General</u></p> <ul style="list-style-type: none"> (a) <i>Temporary signs visible from a public place must meet all of the following performance standards:</i> (b) <i>Temporary signs must not be illuminated (internally or externally), digital, or projected; and</i> (c) <i>Signs must also comply with:</i> <ul style="list-style-type: none"> (i) <u>Rule 6.7.2; and</u> (ii) <u>Rule 6.7.3, where visible from the road.</u> <p><u>Signs Visible from Roads</u></p> <ul style="list-style-type: none"> (a) <u>The minimum letter height of signs designed to be read by passing motorists must be:</u> (b) <u>120mm where the speed limit is less than 70km per hour; and</u> (c) <u>160mm where the speed limit is greater than 70km per hour.</u> (d) <u>No sign shall be of a design or form such that it resembles or conflicts with traffic signs.</u> (e) <u>Illuminated and digital signs must:</u> (f) <u>have the sign's light source shielded so that its glare does not extend beyond the sign;</u> (g) <u>not use images that are flashing or animated;</u> (h) <u>have a minimum display time of 10 seconds per image; and</u> (i) <u>have a maximum luminance (cd/m²) of:</u> (j) <u>2000 where the sign has an illuminated area of up to 0.5m²;</u> (k) <u>1600 where the sign has an illuminated area of above 0.5m² to 2m²;</u> (l) <u>1200 where the sign has an illuminated area of above 2m² to 5m²;</u>
--	---	---

		<p>(m) <u>1000 where the sign has an illuminated area of 5m² to 10m²; and</u> (n) <u>800 where the sign has an illuminated area above 10m².</u></p> <p>In addition to the above recommended standards, the submitter seeks for the following (or similar) good practice performance standards to be included within PC45.</p> <p>(a) <u>The dwell time must be a minimum of 15 seconds between images and appropriate for the applicable road environment.</u> (b) <u>Dwell times should also be set to ensure that approaching motorists are not exposed to more than one transition of an image;</u> (c) <u>Transition time between static images must be 0.5 seconds;</u> (d) <u>Image content must be static and not include any animation or flashes;</u> (e) <u>Include an automatic dimming system based on an ambient light level sensor to achieve the above luminance requirements;</u> (f) <u>Default to a white or black screen in the event of a malfunction.</u></p>
6.11	Standards for Permitted Activities 8A.3.4.13 - Traffic safety - All signs	<p>The submitter supports the rule as a mechanism for managing the design and location of all permanent signage to ensure traffic safety is not adversely affected and road users, including cyclists and pedestrians, are not confused. Further support is given to (f) of the provision, which recognises that signs visible from a highway needs to consider the higher traffic volumes, the greater number of heavy vehicles, higher speed limits and the strategic through flow function of the state highway system.</p> <p>The submitter seeks to include consideration of flashing and/or revolving lights, as they can distract road users, and can be mistaken for emergency vehicles/roadworks and result in a driver incorrectly taking evasive action.</p> <p>Relief sought:</p> <p>Insert the following new rule (or similar):</p> <p><u>8A.3.4.13(g) No sign shall include any flashing and/or revolving lights</u></p>
6.12	Standards for Permitted Activities 8A.3.4.13 - Traffic safety - All signs	<p>The submitter supports the provision in part, considering that it is an appropriate mechanism for managing traffic safety concerns relating to the design and location of all permanent signage. However, concern is raised at the lack of best practice standard to specifically restrict luminance and glare, as signage which is too bright typically diverts a driver's eye away from the core driving task.</p> <p>The submitter seeks insertion of the illuminance standards in Rule 6.73 to ensure all illuminated and/or digital signage is stringently controlled, and that luminance is consistent with best practice standards.</p>

		<p>Relief sought:</p> <p>Insert the following new rule (or similar):</p> <p><u>8A.3.4.14(h) All signage visible from a road should be designed, installed and maintained to ensure they meet the luminance standards in table 6.1 are not exceeded.</u></p> <p><u>Table 6.1 Maximum luminance (cd/m² of illuminated advertising devices</u></p> <table border="1" data-bbox="810 443 2024 730"> <thead> <tr> <th><u>Illuminated Areas (m²)</u></th> <th><u>Areas with street lighting</u></th> <th><u>Areas without street lighting</u></th> </tr> </thead> <tbody> <tr> <td><u>Up to 0.5</u></td> <td><u>2000</u></td> <td><u>1000</u></td> </tr> <tr> <td><u>0.5 to 2.0</u></td> <td><u>1600</u></td> <td><u>800</u></td> </tr> <tr> <td><u>2.0 to 5.0</u></td> <td><u>1200</u></td> <td><u>600</u></td> </tr> <tr> <td><u>5.0 to 10</u></td> <td><u>1000</u></td> <td><u>600</u></td> </tr> <tr> <td><u>Over 10.0</u></td> <td><u>800</u></td> <td><u>400</u></td> </tr> </tbody> </table> <p><u>Source: Table 6.1, NZ Transport Agency Traffic Control Device Manual Part 3; Advertising signs, 2011</u></p> <p>Further technical information on the brightness and luminance of signs can be found in the following publication: <u>Brightness of illuminated advertisements, The Institution of Lighting Engineers, 1991.</u></p>	<u>Illuminated Areas (m²)</u>	<u>Areas with street lighting</u>	<u>Areas without street lighting</u>	<u>Up to 0.5</u>	<u>2000</u>	<u>1000</u>	<u>0.5 to 2.0</u>	<u>1600</u>	<u>800</u>	<u>2.0 to 5.0</u>	<u>1200</u>	<u>600</u>	<u>5.0 to 10</u>	<u>1000</u>	<u>600</u>	<u>Over 10.0</u>	<u>800</u>	<u>400</u>
<u>Illuminated Areas (m²)</u>	<u>Areas with street lighting</u>	<u>Areas without street lighting</u>																		
<u>Up to 0.5</u>	<u>2000</u>	<u>1000</u>																		
<u>0.5 to 2.0</u>	<u>1600</u>	<u>800</u>																		
<u>2.0 to 5.0</u>	<u>1200</u>	<u>600</u>																		
<u>5.0 to 10</u>	<u>1000</u>	<u>600</u>																		
<u>Over 10.0</u>	<u>800</u>	<u>400</u>																		
6.13	Standards for Permitted Activities 8A.3.4.13(a) & 8A.3.4.13(c) – Traffic safety – All signs	<p>The submitter supports the provisions in part, recognising that they consider the impact of the location of signage on the visibility of traffic signs, signals and/or any intersection. However the submitter notes a specific lack of best-practice guidance on safe separation distances between signs and traffic signs, signals and intersections which could result in the safe and efficient operation of the region’s land transport system being compromised by inappropriately located signs. Reference is made to Section 5.5 of the Transport Agency’s Traffic Control Devices Manual Part 3: Advertising signs, which provides best practice guidance on the location of signs relative to traffic signs, signals, intersections, curves in the road and pedestrian crossings.</p> <p>Relief sought:</p> <p>Insert the following new rule:</p> <p><u>Rule 8A.3.4.13(h)</u></p> <p>(i) <u>Within road environments with a posted speed limit of < 70 km/h no signs shall be located 100m from an intersection and/or permanent regulatory or warning or advisory sign and/or traffic signal, and/or pedestrian crossing</u></p> <p>(ii) <u>Within road environments with a posted speed limits of > 70 km/h no signs shall be located</u></p>																		

		<p><u>200m from an intersection and/or a permanent regulatory or warning or advisory sign and/or traffic signal, and/or pedestrian crossing</u></p>
	<p>Standards for Permitted Activities 8A.3.4.13 – Traffic safety – All signs - Advice note</p>	<p>The submitter supports the proposed advice note, but seeks the inclusion of an additional note to ensure plan users are explicitly aware that signage within Upper Hutt is subject to both the District Plan and the <i>Upper Hutt City Council Control of Advertising signs Bylaw 2005</i>.</p> <p>Relief sought:</p> <p>Insert a new advice note as follows:</p> <p><u><i>It is also advised to check the Upper Hutt City Council Control of Advertising signs Bylaw 2005 to ensure all signs comply with Council's specific requirements.</i></u></p>