

## DISTRICT PLAN TEXT AMENDMENTS

Key:

### 1. Text Amendments as Notified by Council and included in Proposed Plan Change 14

For the purposes of this plan change any unchanged text is shown as normal text or in bold, any text proposed to be added by the plan change as notified is shown as **bold underlined** and text to be deleted as ~~bold strikethrough~~.

Text in green font identifies existing terms defined in *Chapter 2 – Definitions*.

Where the proposed plan change contains a term defined in *Chapter 2 – Definitions*, the term is shown as **bold underlined text in green** and the wording to be deleted is shown as ~~bold strikethrough in green~~. New definitions in Chapter 2 and within a provision (including a rule) is shown as **bold green text underlined in black**.

Text in blue font indicates existing links to other provisions in the District Plan and/or external documents. These will have pop-ups and links, respectively, in the on-line Christchurch District Plan. Where the proposed plan change contains a new link, it is shown as **bold underlined text in blue**. Where a link is proposed to be deleted, it is shown as ~~bold strikethrough in blue~~.

### 2. Changes recommended by the Independent Hearings Panel

The changes recommended by the Independent Hearings Panel are based on Council's 'Reply Provisions' version, which include:

- Text recommended to be added/deleted by proposed PC14
- Text recommended to be added/deleted within s42A reports.
- Text recommended to be added/deleted from expert conferencing/joint witness statements.
- Text recommended to be added/deleted within s42A reports in response to matters raised during Hearings.

Where the Independent Hearings Panel recommends that the proposed PC14 provision be accepted the text is changed to **bold underlined** for the added text, and changes to ~~bold strikethrough~~ for text to be deleted.

Where the Independent Hearings Panel recommends that green definitions or the blue links to other provisions and/or external documents are accepted they *remain* unchanged.

Changes recommended by the Independent Hearings Panel (including to proposed PC14 provisions, definitions and links) are shown as **bold underlined** for text in the Council's 'Reply Provisions' that are recommended to be accepted or for additional new text, and ~~bold deleted~~ for text to be deleted (ie the purple and orange colours in the Council's 'Reply Provisions' have been removed).

### 3. Further Instructions and Explanations for Council

- a. There are no further instructions as all recommended changes have been shown in the chapter.

## 6.8 Signs

### 6.8.1 Introduction

- a. This introduction is to assist the lay reader to understand how this sub-chapter works and what it applies to. It is not an aid to interpretation in a legal sense.
- b. Sub-chapter 6.8 Signs relates to the management of **signage** throughout the district. It does this by enabling the use of **signs** for business, infrastructure and **community activities** to promote their activities and maintain public safety, while controlling the potential adverse effect of **signs** on visual **amenity values** and character.
- c. The provisions in this sub-chapter give effect to the [Chapter 3 Strategic Directions Objectives](#).

### 6.8.2 Objective and policies

#### 6.8.2.1 Objective — Signage

- a. **Signage** collectively contributes to Christchurch's vitality and recovery by:
  - i. supporting the needs of business, infrastructure and **community activities**;
  - ii. maintaining public safety; and
  - iii. enhancing the visual **amenity values** and character of the surrounding area, **building** or structures.

##### 6.8.2.1.1 Policy - Enabling signage in appropriate locations

- a. Enable **signage**:
  - i. as an integral component of commercial and industrial environments, **strategic infrastructure** and **community activities** throughout the **Christchurch District**; and
  - ii. that is necessary for public health and safety and to provide direction to the public.

##### 6.8.2.1.2 Policy - Controlling signage in sensitive locations

- a. Ensure the character and **amenity values** of residential, open space and rural zones are protected from adverse visual and amenity effects from large areas or numbers of **signs**, or **off-site signs** within these zones.

##### 6.8.2.1.3 Policy - Managing the potential effects of signage

- a. In considering [Policies 6.8.2.1.1](#) and [6.8.2.1.2](#), ensure that the size, number, **height**, location, design, appearance and standard of maintenance of **signs**:

- i. do not detract from, and where possible contribute to, the character and visual amenity of the surrounding area and public realm;
- ii. integrate within the façade of the **building**, do not detract from the integrity of the building design, and maintain the **building** as the primary visual element;
- iii. are in proportion to the scale of **buildings** and the size of the **site**; and
- iv. enhance the **Central City**.

#### 6.8.2.1.4 Policy - Transport safety

- a. Ensure that **signs** do not cause obstruction and/or distraction for motorists and pedestrians and other **road** users.

#### 6.8.2.1.5 Policy - Temporary signage and signage managed by other agencies

- a. Enable temporary **signage** subject to meeting basic activity and built form standards.
- b. Enable **signage** required or controlled through other legislation or government agencies.

#### 6.8.2.1.6 Policy - Managing off-site signage

- a. Limit **off-site signs** in the sensitive zones specified in [Policy 6.8.2.1.2](#) and to enable such **signage** where it:
  - i. is compatible with the surrounding environment and is located within a commercial or industrial context;
  - ii. is appropriately maintained;
  - iii. will not cause or contribute to visual clutter and other cumulative adverse effects; and
  - iv. is consistent with the outcomes sought in [Policy 6.8.2.1.3](#).

### 6.8.3 How to interpret and apply the rules

- a. The rules that apply to **signage** in all zones are contained in:
  - i. The activity status tables (including activity specific standards) in [Rule 6.8.4.1](#); and
  - ii. The built form standards in [Rule 6.8.4.2](#).
- b. The rules in the relevant zone chapters also apply to **signage** (where relevant).
- c. The activity status tables, rules and standards in the following chapters also apply to **signage** (where relevant):

[4 Hazardous Substances and Contaminated Land](#);

[5 Natural Hazards](#);

[6 The other sub-chapters of General Rules and Procedures](#);

- 7 Transport;
- 8 Subdivision, Development and Earthworks;
- 9 Natural and Cultural Heritage; and
- 11 Utilities and Energy.

Advice note:

1. Attention is drawn to Council by-laws that control signage displayed in public places such as footpaths and pedestrian malls or squares. Attention is also drawn to Council policies in the policy register regarding election campaigns, signboards in public places, and advertising on bus shelters. Where a conflict exists between a rule in the plan relating to signage and the provisions of any by-laws or the policy register, the rule in the District Plan shall be the prevailing control.
2. Where the sign is to be erected in the Transport Zone, and regardless of that sign being a listed permitted activity or any resource consent for the sign being granted under the provisions of this chapter, the person(s) erecting the sign must get the written permission of the Council, or the New Zealand Transport Agency, (if the land in the zone is a state highway), or KiwiRail (if the land is in the rail corridor) as the owner of the land before the sign can be erected.
3. Attention is also drawn to the Advertising Standards Authority Code of Practice. The Code of Practice includes a code of ethics which specifies criteria for offensiveness and decency of advertising. The Advertising Standards Authority adjudicates in cases where there are alleged breaches of the Code of Practice. It is expected that complaints regarding offensive content of advertising will in the first instance be referred to this body.
4. These rules do not apply to signs affixed inside a building unless affixed to the interior surface of any window or door in order to provide for external display visible from a public place for any of the purposes described in the definition of 'sign/signage'.

## 6.8.4 Rules

### 6.8.4.1 Activity status tables

#### 6.8.4.1.1 Permitted activities

- a. The activities listed below are permitted activities if they meet the activity specific standards set out in the following table.
- b. Activities may also be controlled, restricted discretionary, discretionary, non-complying or prohibited as specified in Rules 6.8.4.1.2, 6.8.4.1.3, 6.8.4.1.4, 6.8.4.1.5 and 6.8.4.1.6 below.

	Activity	Activity specific standards
P1	Any sign not specifically provided for as a permitted,	a. Relevant built form standards in Rule 6.8.4.2

	Activity	Activity specific standards
	controlled, restricted discretionary, discretionary or non-complying activity.	
P2	All signs permitted by Council bylaws, NZTA regulations and standards, and all signs mandated under other legislation or regulation including the NESETA, as per Advice note 1 below table other than signs provided for in 6.8.4.1.1 P18.	a. Relevant built form standards in Rule 6.8.4.2, except that where the standards in Rule 6.8.4.2 conflict with Council bylaws, NZTA regulations and standards, and other regulation or legislation, the regulations and standards in the Council bylaws, NZTA regulations and standards, and other regulation or legislation shall prevail.
P3	Temporary signs advertising the following not for profit events: a. community gatherings; b. celebrations; c. non-motorised sports; and d. performances.	a. Signs shall be erected no more than 4 weeks before the first day of the event. b. Signs shall be removed within one week of the event ending. c. Where the sign is in a residential zone, it shall be the only sign on the site on which it is located. d. Signs shall display the name and contact details of the person who erected the sign, and the date the sign was erected on the site. e. Relevant built form standards in Rule 6.8.4.2.2.
P4	Any sign on private land, which is not visible from a publicly accessible space or a residential, open space or transport zone.	Nil
P5	Temporary signs, or other notices, for the purposes of providing information necessary to the public about any rebuilding or recovery work occurring on, or otherwise affecting, that site.	a. Temporary signs or notices shall be removed within one month of completion of the project. b. Relevant built form standards in Rule 6.8.4.2.2.
P6	Temporary signs advertising real estate or development projects.	a. Signs may be erected for the duration of the activity, but shall be removed immediately after completion of sale or completion of the development project. b. In residential zones, the maximum area of signage on a site shall not exceed 3m <sup>2</sup> . c. The built form standards in Rule 6.8.4.2.2.

	Activity	Activity specific standards
P7	<p>Business and <b>building</b> identification <b>signs</b> made of three dimensional letters and/or symbols in:</p> <ul style="list-style-type: none"> <li>a. residential zones (other than the Residential Visitor Accommodation Zone or where located within a Character Area Overlay);</li> <li>b. the Papakāinga/Kāinga Nohoanga Zone;</li> <li>c. all open space and rural zones;</li> <li>d. the Specific Purpose (School) Zone; and</li> <li>e. the Specific Purpose (Ōtākaro Avon River Corridor) Zone.</li> </ul>	<ul style="list-style-type: none"> <li>a. The maximum symbol/lettering height shall be 200mm.</li> <li>b. No more than 30 letters and/or symbols shall be displayed on each <b>building</b> frontage.</li> <li>c. Letters and/or symbols shall be applied with no visible mounting structure.</li> <li>d. The background shall not be differentiated from the fabric and colour of the rest of the façade.</li> <li>e. <b>Signs</b> shall not extend above façade <b>height</b>.</li> </ul> <p>Advice note:</p> <ul style="list-style-type: none"> <li>1. Where any one or more of the activity specific standards a. - e. above are not met, <a href="#">Rule 6.8.4.1.1 P1</a> shall apply.</li> </ul>
P8	<p>Business and <b>building</b> identification <b>signs</b> made of three dimensional letters and/or symbols in:</p> <ul style="list-style-type: none"> <li>a. the Residential Visitor Accommodation Zone,</li> <li>b. all <b>commercial zones</b> other than: <ul style="list-style-type: none"> <li>i. the <del>Commercial Core Town or Local Centre</del> Zone in a <b>Key Activity Centre</b> where the maximum <b>building height</b> is 20 metres;</li> <li>ii. the Commercial Banks Peninsula Zone in Akaroa;</li> <li>iii. the <del>Commercial Retail Park</del> <b>Large Format Retail</b> Zone; and</li> <li>iv. the <del>Commercial Central City Business</del> <b>City Centre</b> Zone where the <b>signage</b> is</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>a. Letters and symbols shall not exceed a height of 500mm.</li> <li>b. No more than 30 letters and/or symbols shall be displayed on each <b>building</b> frontage.</li> <li>c. Letters and/or symbols shall be applied with no visible mounting structure.</li> <li>d. The background shall not be differentiated from the fabric and colour of the rest of the facade.</li> <li>e. <b>Signs</b> shall not extend above façade <b>height</b>.</li> </ul> <p>Advice note:</p> <ul style="list-style-type: none"> <li>1. Where any one or more of the activity specific standards a. - e. above are not met, <a href="#">Rule 6.8.4.1.1 P1</a> shall apply.</li> </ul>

	Activity	Activity specific standards
	<p>displayed at a height of greater than 17 metres;</p> <p>c. all industrial zones; and</p> <p>d. the Specific Purpose (Hospital), Specific Purpose (Styx Mill Road Transfer Station), Specific Purpose (Defence Wigram), Specific Purpose (Airport) and Specific Purpose (Tertiary Education) Zones.</p>	
P9	<p>Business and building identification signs made of three dimensional letters and/or symbols in:</p> <p>a. <del>Commercial Core Town Centre or Local Centre</del> Zones in Key Activity Centres where the maximum building height is 20 metres;</p> <p>b. the <del>Commercial Retail Park Large Format Retail Zone</del>; and</p> <p>c. the <del>Commercial Central City Business City Centre</del> Zone where the signage is displayed at a height of greater than 17 metres.</p>	<p>a. Letters and symbols shall not exceed a height of 1 metre.</p> <p>b. No more than 30 letters and/or symbols shall be displayed on each building frontage.</p> <p>c. Letters and/or symbols shall be applied with no visible mounting structure.</p> <p>d. The background shall not be differentiated from the material and colour of the rest of the facade.</p> <p>e. Signs shall not extend above façade height.</p> <p>Advice note:</p> <p>1. Where any one or more of the activity specific standards a. - e. above are not met, Rule 6.8.4.1.1 P1 shall apply.</p>
P10	<p>Signs on utilities or utility structures. (See Advice note 1 below table)</p>	<p>a. The total area of signs shall not exceed 10m<sup>2</sup> per utility or utility structure.</p> <p>b. Each sign shall be for utility operational, or utility operator identification, purposes only.</p>
P11	<p>Small off-site signs in:</p> <p>a. all residential zones;</p> <p>b. all commercial zones, except for the <del>Commercial Central City Business City Centre</del> Zone; and</p> <p>c. all industrial zones, except for the Industrial Park Zone</p>	<p>a. Each sign shall have a maximum area, including the border, of 1.4m<sup>2</sup>.</p> <p>b. No sign shall be able to be seen from any site located within a residential zone;</p> <p>c. Each sign shall be sealed and waterproof;</p> <p>d. Each sign shall be subject to a written maintenance programme, in the form set out in Appendix 6.11.16 to be undertaken by the</p>

	Activity	Activity specific standards
	(Memorial Avenue) within the 20 metre setback adjacent to Memorial Avenue.	operator / provider that has been lodged with the Council prior to its erection; e. No sign shall have moving parts or changing images; f. No sign shall be illuminated; g. Each sign shall have the name and address of the sign operator / provider and other contact details on the sign; h. There shall be no more than three small off-site signs on each road frontage of any site.
P12	Posters on bollards as authorised by the Council in accordance with a bollard maintenance contract.	Nil
P13	Signage in association with public walking and cycling tracks or areas of public open space that is for track marking, entrance identification, warning, direction, or interpretation of the natural or cultural environment.  <u>Advice note:</u> <u>This rule does not apply to signage in heritage settings or in open spaces which are heritage items identified in Appendix 9.3.7.2, or to signage in heritage areas identified in Appendix 9.3.7.3, which are subject to the signage built form standards in 6.8.4.2.</u>	a. Each sign shall be less than 0.25m <sup>2</sup> in area where used for track marking; b. Each sign shall be less than 2m <sup>2</sup> in area where used for track entrance identification, warning, direction, or interpretation.
P14	Any sign on Māori land in the Papakāinga/Kāinga Nohoanga Zone, except for signs that are flashing, illuminated, intermittently illuminated, with moving components, billboards, captive balloons or blimps, or off-site signs.	Nil
P15	Static and digital display billboards located on sites	a. The maximum area of any single billboard shall be 18m <sup>2</sup> . In the case of two sided billboards,



Activity	Activity specific standards
<p>fronting <b>arterial roads</b> and/or <b>collector roads</b> within:</p> <p>a. the <del>Commercial Retail Park</del> <b>Large Format Retail Zone</b> and the <del>Commercial</del> <b>Mixed Use zone</b>;</p> <p>b. the <b>Specific Purpose (Airport) Zone</b>; and</p> <p>c. all industrial zones, other than the <b>Industrial Park Zone (Memorial Avenue)</b>.</p>	<p>the area shall be calculated as being that visible from one direction only provided that such <b>billboards</b> are joined at the apex and are separated by an angle of 30 degrees or less.</p> <p>b. The maximum <b>height</b> shall be 9 metres.</p> <p>c. The <b>site</b> shall have a minimum <b>road frontage</b> of 40 metres per <b>billboard</b>, provided that no more than 2 <b>billboards</b> may be erected on any single <b>site</b>.</p> <p>d. Any <b>billboard</b> shall not be directly visible from any <b>site</b> within a residential zone.</p> <p>e. Each <b>billboard</b> shall be subject to a written maintenance programme, in the form set out in <b>Appendix 6.11.16</b>, to be undertaken by the operator/provider, that has been lodged with the <b>Council</b> prior to the erection of the <b>billboard</b>.</p> <p>f. The <b>billboard</b> shall be located at least 50 metres from any signalised traffic <b>intersection</b>.</p> <p>In addition, for digital display <b>billboards</b>:</p> <p>g. The <b>billboard</b> shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2 metres within the <b>boundary</b> of any adjacent <b>site</b> and/or <b>arterial road</b> and/or <b>collector road</b>.</p> <p>h. No live broadcast or pre-recorded video shall be displayed on the screen. Only still images shall be displayed with a minimum duration of 7 seconds.</p> <p>i. There shall be no movement or animation of the images displayed on the screen.</p> <p>j. The material displayed on the screen shall not contain any flashing images and the screen itself shall not contain any retro-reflective material.</p> <p>k. There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds.</p> <p>l. There shall be no sound associated with the screen and no sound equipment is to be installed as part of the screen.</p>

	Activity	Activity specific standards
		<p>m. The screen shall incorporate lighting control to adjust brightness in line with ambient light levels.</p> <p>n. The billboard shall not be located on or adjacent to a state highway with a speed limit that is greater than 70km/hr.</p>
P16	<p>In the Industrial Park Zone (Memorial, Avenue), any sign within the 20 metre setback adjacent to Memorial Avenue (except for temporary election and referendum signage).</p>	<p>a. There shall be no more than two signs within the 20 metre setback for the entire zone boundary adjacent to Memorial Avenue, and each shall:</p> <ul style="list-style-type: none"> <li>i. be double sided;</li> <li>ii. not exceed a total area of 10m<sup>2</sup> per side;</li> <li>iii. have a maximum height above ground level of 10 metres at the top of the sign;</li> <li>iv. have a maximum width of 5 metres;</li> <li>v. be for directional purposes and only contain the name of the complex, the names of businesses within the complex, access information, the on-site location of facilities (including car parking areas), and hours of operation;</li> <li>vi. not be flashing or illuminated by any means other than lights directed on to it; and</li> <li>vii. be located within 10 metres of a vehicle access point.</li> </ul>
P17	<p>Signage within the Specific Purpose (Airport) Zone within the scope of designation D1.</p>	<p>Nil</p>
P18	<p>Temporary election and referendum signage including:</p> <ul style="list-style-type: none"> <li>a. signs that encourage or persuade voters to vote for a party or candidate or on a referendum issue; and</li> <li>b. non-partisan promotional signs to increase public awareness of how, when or where people can participate in elections or referendums.</li> </ul>	<ul style="list-style-type: none"> <li>a. Temporary election and referendum signage (other than non-partisan promotional signage which is not time limited) shall only be displayed during the period beginning 9 weeks before the voting period begins and ending on midnight on the day before the voting period ends.</li> <li>b. Relevant built form standards in Rule 6.8.4.2.2, Rule 6.8.4.2.3(b), Rule 6.8.4.2.5 and Rule 6.8.4.2.7.</li> </ul> <p>Note:</p>

	Activity	Activity specific standards
		<ol style="list-style-type: none"> <li>1. The rules applying to signage on heritage items or in heritage settings (Rule 9.3.4.1.1 P6 and Rule 9.3.4.1.3 RD7) also apply to temporary election and referendum signage.</li> </ol>

Advice notes:

1. The [National Environmental Standards for Electricity Transmission Activities Regulations 2009](#) (NESETA) manages the installation and modification of [signs](#) on [support structures](#) of existing [transmission lines](#) that are intended to identify a structure or owner, or intended to help with navigation or safety.
2. Permission is required under Council bylaws to place signage on any property owned or administered by the Council including in the road reserve or in parks. This does not include temporary election and referendum signage on fences on the boundary between private property and the road reserve that is facing the road and that does not project more than 100mm into the road reserve. NZTA bylaws also require permission from NZTA to place signage on land which they own or administer.
3. The standards in Rule 6.8.4.1.1 P18 do not apply to the use of existing lawfully established sign frames or billboards (including digital signs) to display temporary election and referendum signage.

#### 6.8.4.1.2 Controlled activities

- a. The activities listed below are controlled activities if they meet the activity specific standards set out in the following table.
- b. Unless otherwise specified, controlled activities shall not be limited or publicly notified.
- c. Discretion to impose conditions is restricted to the matters over which control is reserved, as set out in the following table.

Activity	The Council's control is reserved to the following matters:
C1	<p><a href="#">Signage</a> that forms part of any new <a href="#">building</a>, or addition to a <a href="#">building</a>, that is subject to urban design certification under <a href="#">Rule 15.4.2.1</a> (b) and that:</p> <ol style="list-style-type: none"> <li>a. does not meet one or more of the relevant built form standards in <a href="#">Rule 6.8.4.2</a>; and</li> <li>b. is certified by a qualified urban design expert on a <a href="#">Council</a> approved list as meeting the provisions / outcomes in <a href="#">Rule 6.8.5.1</a>.</li> </ol>

Activity	The Council's control is reserved to the following matters:
Certification shall include sufficient detail to demonstrate how the relevant provisions / outcomes in <a href="#">Rule 6.8.5.1</a> have been met.	

### 6.8.4.1.3 Restricted discretionary activities

- a. Activities listed below are restricted discretionary activities.
- b. Discretion to grant or decline consent and impose conditions is restricted to the matters of discretion set out in [Rule 6.8.5](#), as set out in the following table.

Activity	Council's discretion shall be limited to the following matters:
<p>RD1</p> <ol style="list-style-type: none"> <li>a. Any sign listed in <a href="#">Rule 6.8.4.1.1</a> P1 - P15 and P18 (other than P7, P8, P9 or P15) that does not meet one or more of the activity specific standards, other than:               <ol style="list-style-type: none"> <li>i. signs provided for in <a href="#">Rule 6.8.4.1.2</a> C1, <a href="#">Rule 6.8.4.1.3</a> RD2 – RD4; or</li> <li>ii. discretionary or non-complying activities in <a href="#">Rule 6.8.4.1.4</a> and <a href="#">Rule 6.8.4.1.5</a>;</li> </ol> </li> <li>b. In the Specific Purpose (Ōtākaro Avon River Corridor) Zone, any sign listed in <a href="#">Rule 6.8.4.1.1</a> P7 that does not meet one or more of the activity specific standards other than provided for in <a href="#">Rule 6.8.4.1.2</a> C1 and <a href="#">Rule 6.8.4.1.4</a> D1.</li> <li>c. Any application arising from this rule shall not be publicly notified and shall be limited notified only to the New Zealand Transport Agency where it concerns a road under its control (absent its written approval).</li> </ol>	<ol style="list-style-type: none"> <li>a. All signs and ancillary support structures – <a href="#">Rule 6.8.5.1</a></li> </ol>
<p>RD2</p> <p>The following signs in all commercial and industrial zones (other than the Commercial Banks Peninsula Zone) and in the Specific Purpose (Airport) Zone, other than signs provided for in <a href="#">Rule 6.8.4.1.1</a> P11 or P15, or <a href="#">Rule 6.8.4.1.5</a> NC1:</p> <ol style="list-style-type: none"> <li>a. Off-site signs, other than those provided for in <a href="#">Rule 6.8.4.1.1</a> P2, P3, P4, P5, P6, P12, P13 or P16;</li> <li>b. Flashing or intermittently illuminated signs;</li> <li>c. Signs with moving components;</li> <li>d. Signs with changing images / digital signs; and</li> </ol>	<ol style="list-style-type: none"> <li>a. All signs and ancillary support structures – <a href="#">Rule 6.8.5.1</a></li> <li>b. Illuminated, moving, changing, flashing or retro-reflective displays – <a href="#">Rule 6.8.5.2</a></li> <li>c. Static and digital billboards – <a href="#">Rule 6.8.5.3</a></li> </ol>

Activity		Council's discretion shall be limited to the following matters:
	e. Captive balloons or blimps; which meet the relevant built form standards in <a href="#">Rule 6.8.4.2</a> .	
RD3	Static and digital display <a href="#">billboards</a> listed in <a href="#">Rule 6.8.4.1.1 P15</a> that do not meet one or more of the activity specific standards in <a href="#">Rule 6.8.4.1.1 P15</a> .	a. Static and digital billboards – <a href="#">Rule 6.8.5.3</a>
RD4	a. Any <a href="#">sign</a> listed in <a href="#">Rule 6.8.4.1.1 P16</a> that does not meet one or more of the activity specific standards, unless otherwise specified in <a href="#">Rule 6.8.4.1.5 NC1</a> . b. Any application arising from this rule shall not be publicly or limited notified.	a. Signage adjacent to Memorial Avenue – <a href="#">Rule 6.8.5.4</a>
RD5	Small <a href="#">off-site signs</a> in the <del>Commercial Central City Business City Centre Zone</del> that meet all the activity specific standards specified for <a href="#">Rule 6.8.4.1.1 P11</a> .	a. All signs and ancillary support structures – <a href="#">Rule 6.8.5.1</a>

#### 6.8.4.1.4 Discretionary activities

a. The activities listed below are discretionary activities.

	Activity
D1	The following <a href="#">signs</a> in all zones, excluding all Industrial, Specific Purpose Airport, and <del>Commercial zones</del> <a href="#">Commercial zones</a> (except Commercial Banks Peninsula), and other than <a href="#">signs</a> provided for in <a href="#">Rule 6.8.4.1.1 P11</a> or <a href="#">P15</a> , <a href="#">Rule 6.8.4.1.3 RD2</a> , <a href="#">RD3</a> or <a href="#">RD5</a> , or <a href="#">Rule 6.8.4.1.5 NC1</a> : a. <a href="#">Off-site signs</a> , other than <a href="#">signs</a> provided for by <a href="#">Rule 6.8.4.1.1 P2</a> , <a href="#">P3</a> , <a href="#">P4</a> , <a href="#">P5</a> , <a href="#">P6</a> , <a href="#">P12</a> , <a href="#">P13</a> or <a href="#">P16</a> ; b. Illuminated <a href="#">signs</a> , (other than signs in industrial, commercial (excluding Commercial Banks Peninsula) and Specific Purpose Airport zones); c. Flashing or intermittently illuminated <a href="#">signs</a> ; d. <a href="#">Signs</a> with moving components; e. <a href="#">Signs</a> with changing images/ <a href="#">digital signs</a> ; and f. Captive balloons or blimps.
D2	<a href="#">Signs</a> listed in <a href="#">Rule 6.8.4.1.3 RD2</a> that do not meet one or more of the relevant built form standards in <a href="#">Rule 6.8.4.2</a> .

#### 6.8.4.1.5 Non-complying activities

a. The activities listed below are non-complying activities.

	Activity
NC1	Any <b>billboard</b> within the Industrial Park Zone (Memorial Avenue) or the Specific Purpose (Ōtākaro Avon River Corridor) Zone.
NC2	Temporary election or referendum signage that does not meet the built form standards in Rule 6.8.4.2.7 (h) or (i).

#### 6.8.4.1.6 Prohibited activities

There are no prohibited activities.

### 6.8.4.2 Built form standards

#### 6.8.4.2.1 Measurement of the area of a sign

- a. For the purposes of measuring the area of any **sign** in accordance with Rule 6.8.4.2, a double-sided **sign** shall be measured as the area of one side only, being the larger of any one side (see [Rule 6.11.8](#) - Diagram 2).

#### 6.8.4.2.2 Traffic safety - applies to all signs

- a. Any **sign** shall be located so as not to obscure or to detract from the interpretation of any traffic **sign** or controls.
- b. No **sign** shall be located adjacent to a state highway or **arterial road** where all of the following criteria are met:
  - i. the **road** has a speed limit of 70km per hour or greater; and
  - ii. the **sign** is located within a **road boundary building setback** required by a built form standard for the relevant zone; and
  - iii. the **sign** is located within 100 metres (in urban zones) or 200 metres (in rural or open space zones) in front of any official regulatory or warning **sign** or traffic signal.

Explanatory Note:

1. Official regulatory **signs** exclude street naming **signs** and brown information **signs**.

#### 6.8.4.2.3 Integration with building design

- a. Any **sign** displayed on wall surfaces, including individual lettering, shall not obscure any **window**, door or architectural feature visible from the exterior of the **building**.
- b. Where a **sign**, including a flag, extends over part of the Transport Zone, the lowest part of the **sign** shall be located a minimum of 2.6 metres above **ground level**.

#### 6.8.4.2.4 Signs attached to buildings

- a. For signage on heritage items, on buildings in heritage items which are open spaces, and in heritage settings, and in heritage areas, the signage activity standard ~~the rules in Chapter 9 9.3.4.1.1 P4a~~ also ~~apply~~ applies.
- b. The maximum area and height of signs shall be as follows:

Zone or scheduled activity	Maximum total area of signs per building	Maximum height above ground level at top of sign
All residential zones (other than Residential Visitor Accommodation Zone)	0.5m <sup>2</sup> , or as specified in an activity status table for permitted non-residential activities in Chapter 14 Residential Zones.	4 metres or façade height, whichever is lower
Open Space Community Parks Zone	2m <sup>2</sup>	
Open Space Water and Margins Zone and Open Space Avon River Precinct/Te Papa Ōtākaro Zone		
Open Space Natural Zone		
Rural Banks Peninsula Zone		
Specific Purpose (Ōtākaro Avon River Corridor) Zone		
Open Space Metropolitan Facilities Zone	3m <sup>2</sup>	
Open Space McLeans Island Zone		
All rural zones (other than Rural Banks Peninsula Zone)	4m <sup>2</sup>	
All specific purpose zones not listed elsewhere in this table		
Commercial Banks Peninsula Zone (except Lyttelton)	Length along primary building frontage (m) x 0.2m.	6 metres or façade height, whichever is lower
Residential Visitor Accommodation Zone		9 metres or façade height, whichever is lower
Commercial Banks Peninsula Zone (Lyttelton)	Length along primary building frontage (m) x 0.5m.	

Zone or scheduled activity	Maximum <b>total area of signs</b> per <b>building</b>	Maximum <b>height</b> above <b>ground level</b> at top of sign
<del>Commercial Local</del> Neighbourhood Centre Zone		6 metres or façade <b>height</b> , whichever is lower
Commercial Office Zone		
<del>Commercial Core Town</del> Centre or Local Centre Zone (except where listed elsewhere in this table)		
All scheduled activities ( <b>Rule 6.5</b> ), other than <b>service stations</b>	Length along <b>primary building frontage</b> (m) x 0.5m	6 metres or façade <b>height</b> , whichever is lower
Specific Purpose (Tertiary Education)		
<del>Commercial Central City</del> Business City Centre Zone	Length along <b>primary building frontage</b> (m) x 0.5m.	9 metres or façade <b>height</b> , whichever is lower
<del>Commercial Central City</del> Mixed Use Zone		
<del>Commercial Central City</del> (South Frame) Mixed Use (South Frame) Zone		
<del>Commercial Core Town</del> Centre or Local Centre Zone (Hornby and The Palms Mall only)	Length along <b>primary building frontage</b> (m) x 1m	Where the maximum <b>height</b> standard is 20 metres, 9 metres or façade <b>height</b> , whichever is lower.
Specific Purpose (Airport) Zone		Where the maximum <b>height</b> standard is 12 metres, 6 metres or façade <b>height</b> , whichever is lower
Scheduled activities ( <b>Rule 6.5</b> ) <b>service stations</b>		9 metres or façade <b>height</b> , whichever is lower
A. <b>Service stations</b> on the following sites: 64 Blighs Road (Lot 1 DP 28218 Lots 3 & 6 DP 1978); 345 Halswell Road (Lot 2 DP 339018, Lot 2 DP		



Zone or scheduled activity	Maximum total area of signs per building	Maximum height above ground level at top of sign
46884); 4 Russley Road (Pt Lot 1 DP 79303); and 175 Wainoni Road (Lot 2 DP 12297, Pt Lot 3 DP 14198);  B. Buildings used for auto servicing, inspections and tyre sales on the following site: 89-91 Beach Road, North New Brighton (Lots 1 & 2 DP25521)		
<del>Commercial-Retail Park-Large Format Retail</del> Zone	Building length of primary building frontage facing roads or customer car parking areas (m) x 1.2m.	9 metres or façade height, whichever is lower
<del>Commercial-Mixed Use</del> Zone		
All industrial zones		
<del>Commercial-Core-Town Centre or Local Centre</del> Zone (Eastgate Mall, Northlands Mall, Riccarton Mall only)	Total amount of signage 1500m <sup>2</sup> per mall	12 metres or façade height, whichever is lower
Specific Purpose (Hospital) Zone	No limit on number and area of signs provided they are related solely to a hospital.	
Specific Purpose (Lyttelton Port) Zone	No limit on number and area of signs provided they are related solely to port activities	Façade height
Specific Purpose (Styx Mill Road Transfer Station) Zone	5% x road frontage x 1m	6 metres or façade height, whichever is lower
Specific Purpose (Defence Wigram) Zone		4 metres or façade height, whichever is lower

#### 6.8.4.2.5 Projecting signs and signs attached to or on verandas

In addition to meeting the built form standards in [Rule 6.8.4.2.4](#), signs mounted and affixed to or on verandas, signs mounted to the face of verandas and signs projecting from the face of a building shall also meet the following built form standards:

- a. Signs mounted and affixed to or on verandas (see [Rule 6.11.8](#) - Diagrams 4 & 5)

Maximum projection into the Transport Zone	2.5 metres
Minimum height above ground level for the lowest part of the sign	2.6 metres
Maximum distance from veranda top surface	1.2 metres
Minimum setback from the face of the kerb	0.5 metres

- b. Signs mounted to the face of verandas (see Rule 6.11.8 - Diagram 4)

Maximum height of sign display	0.5 metres
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- c. Signs projecting from the face of a building (see Rule 6.11.8 - Diagrams 6 & 7)

Signs Parallel to the Building Face	Maximum projection from the face of the building.		0.2 metres
Signs Perpendicular to the Building Face	Maximum projection from the face of the building	Greater than 2.6m above ground level	1.2 metres
		No greater than 2.6m above ground level	0.2 metres
	Minimum setback from the face of the kerb		0.5 metres

- d. Signs shall not project forward of the face of the veranda on which they are located.  
e. Projecting signs shall only be at right angles to the building face they are fixed to.

#### 6.8.4.2.6 Free-standing signs

- a. Any free-standing sign located within a heritage setting identified in Sub-chapter 9.3 is subject to Rule 9.3.4.1 P6 and Rule 9.3.4.3 RD7 and the below table does not apply.

- a. ~~b.~~ The maximum number, area, width and height of free-standing signs shall be as follows:

Zone or scheduled activity	Number of signs per site	Maximum total area of signs	Maximum height above ground level at top of sign
All residential zones (other than Residential Visitor Accommodation Zone)	1	0.2m <sup>2</sup> , or as specified in an activity status table for permitted non-residential activities in Chapter 14 Residential Zones.	4 metres
Open Space Community Parks Zone	1 for each formed vehicle access (refer to Rule 6.8.4.2.6 c. and d. below)	1m <sup>2</sup> per sign	
Open Space Water and Margins Zone and Open Space Avon River			

Zone or scheduled activity	Number of signs per site	Maximum total area of signs	Maximum height above ground level at top of sign
Precinct/Te Papa Ōtākaro Zone	and 1 for each formed pedestrian entrance (refer to <a href="#">Rule 6.8.4.2.6</a> d. below).		
Open Space Natural Zone (except Orton Bradley Park)			
Open Space Metropolitan Facilities Zone			
Open Space McLeans Island Zone			
All rural zones			
Specific Purpose (Ōtākaro Avon River Corridor) Zone, except within an Edge Housing Area Overlay or Trial Housing Area Overlay, as shown on the Development Plan in <a href="#">Appendix 13.4.6.1</a> .			
Specific Purpose (Ōtākaro Avon River Corridor) Zone within an Edge Housing Area Overlay or Trial Housing Area Overlay, as shown on the Development Plan in <a href="#">Appendix 13.14.6.1</a> .	1	0.2m <sup>2</sup>	4 metres
Open Space Natural Zone (Orton Bradley Park)	1	3m <sup>2</sup>	4 metres

Zone or scheduled activity	Relating to Pedestrian Entrances			Relating to Vehicle Entrances		
	Maximum width	Maximum total area of a sign	Maximum height above ground level at top of sign	Maximum width	Maximum total area of a sign	Maximum height above ground level at top of sign
Number of signs per vehicle or						

Zone or scheduled activity		Relating to Pedestrian Entrances			Relating to Vehicle Entrances		
		Maximum width	Maximum total area of a sign	Maximum height above ground level at top of sign	Maximum width	Maximum total area of a sign	Maximum height above ground level at top of sign
	pedestrian entrance						
Commercial Banks Peninsula Zone	1 for each formed vehicle access (refer to Rule 6.8.4.2.6 c. and d. below) and 1 for each formed pedestrian entrance (refer to Rule 6.8.4.2.6 d. below), (other than billboards permitted under Rule 6.8.4.1.1 P15)		1m <sup>2</sup>	2 metres	2 metres	2m <sup>2</sup>	4 metres
Residential Visitor Accommodation Zone							
<del>Commercial Local Neighbourhood Centre Zone</del>		1 metre	2m <sup>2</sup>	2 metres	2 metres	9m <sup>2</sup>	6 metres
Commercial Office Zone							
<del>Commercial Central City Business City Centre Zone</del>							
All scheduled activities (Rule 6.5), other than service stations							
All specific purpose zones, other than Specific Purpose (Lyttelton Port), Specific Purpose (Airport), Specific Purpose (Ōtākaro Avon River Corridor) and Specific Purpose (Hospital) Zones							

Zone or scheduled activity	Relating to Pedestrian Entrances			Relating to Vehicle Entrances		
	Maximum width	Maximum total area of a sign	Maximum height above ground level at top of sign	Maximum width	Maximum total area of a sign	Maximum height above ground level at top of sign
<del>Commercial</del> Central City Mixed Use Zone  <del>Commercial</del> Central City (South Frame) Mixed Use (South Frame) Zone  <del>Commercial</del> Core Town Centre or Local Centre Zone  <del>Commercial</del> Retail Park Large Format Retail Zone  <del>Commercial</del> Mixed Use Zone  All industrial zones (other than the Industrial Park Zone (Memorial Avenue) - refer to <a href="#">Rule 6.8.4.2.6</a> e. below)  Scheduled activities ( <a href="#">Rule 6.5</a> ) service stations  A. <a href="#">Service stations</a> on the following sites: 64 Blighs Road (Lot 1	1 metre	2m <sup>2</sup>	2 metres	2.5 metres (other than <a href="#">billboards</a> permitted under <a href="#">Rule 6.8.4.1.1 P15</a> )	18m <sup>2</sup>	9 metres

Zone or scheduled activity	Relating to Pedestrian Entrances			Relating to Vehicle Entrances		
	Maximum width	Maximum total area of a sign	Maximum height above ground level at top of sign	Maximum width	Maximum total area of a sign	Maximum height above ground level at top of sign
DP 28218 Lots 3 & 6 DP 1978); 345 Halswell Road (Lot 2 DP 339018, Lot 2 DP 46884); 4 Russley Road (Pt Lot 1 DP 79303); and 175 Wainoni Road (Lot 2 DP 12297, Pt Lot 3 DP 14198); B. Buildings used for auto servicing, inspections and tyre sales on the following site: 89-91 Beach Road, North New Brighton (Lots 1 & 2 DP25521)						
Specific Purpose (Lyttelton Port) Zone						
Specific Purpose (Airport) Zone						

Zone or scheduled activity	Relating to Pedestrian Entrances			Relating to Vehicle Entrances		
	Maximum width	Maximum total area of a sign	Maximum height above ground level at top of sign	Maximum width	Maximum total area of a sign	Maximum height above ground level at top of sign
Specific Purpose (Hospital) Zone	No limit on signs provided they are related solely to a hospital.					

- c. Signs relating to a formed vehicle access do not need to be located at the vehicle entrance they relate to.
- d. Pedestrian and vehicle access in Rule 6.8.4.2.6 refer to entrances to sites not to buildings; for example, a vehicle crossing from the road to a parking area, or a pedestrian entrance from the footpath into a site. Building entry and garage doors are not considered to be vehicle or pedestrian entrances when considering standards for free-standing sign under this rule.
- e. Rules 6.8.4.1.1 P16, 6.8.4.1.3 RD4 and 6.8.4.1.5 NC1 apply to the Industrial Park Zone (Memorial Avenue). Where rules conflict, Rules 6.8.4.1.1 P16, 6.8.4.1.3 RD4 and 6.8.4.1.5 NC1 shall prevail.

#### 6.8.4.2.7 Temporary election or referendum signs

- a. Rule 6.8.4.2.1 applies to measuring the area of temporary election or referendum signs.
- b. The maximum area of temporary election or referendum signage (excluding promotional signage) on any one site is 3m<sup>2</sup>. This is in addition to any other permanent signage permitted or consented on the site. If the quantum of permanent signage on the site is less than the maximum, the balance enabled for permanent signage may also be used for temporary election or referendum signage. There is no limit on the number of temporary election or referendum signs per site as long as the maximum total area is not exceeded. On a corner site, one temporary election or referendum sign of up to 3m<sup>2</sup> each may be placed on each road frontage.
- c. The maximum area of any individual temporary election or referendum sign shall be 3m<sup>2</sup>,
- d. Rules 6.8.4.2.7(b) and (c) do not apply to temporary signs on a vehicle where that temporary sign is painted onto or attached flush with the vehicle body, does not protrude out from or above the vehicle body and does not obstruct visibility for the driver from any windows of the vehicle.
- e. There shall be no temporary election or referendum signs on trailers or other structures attached to a vehicle that increase its size other than as provided for in Rule 6.8.4.2.7(d).
- f. The maximum height for any part of a temporary election or referendum sign shall be 4m above ground level or at façade height where attached to a building, fence or structure; whichever is the lower of the two.

Note: Signs that are more than 1.8 metres in height are subject to the building setback rules and other built form standards for the zone including recession planes. Signs cannot be placed in the visibility splays adjoining a vehicle access.

- g. Temporary election or referendum signs shall not be affixed to any Significant Tree listed in Appendices 9.4.7.1 and 9.4.7.2.
- h. Free-standing temporary election or referendum signs shall not be erected within (as shown on the planning maps):
  - i. Outstanding Natural Features (as identified in Appendices 9.2.9.2.1, 9.2.9.2.5 and 9.2.9.2.6);
  - ii. Outstanding Natural Landscapes (as identified in Appendices 9.2.9.2.2, 9.2.9.2.5 and 9.2.9.2.6);
  - iii. Significant Features (as identified in Appendices 9.2.9.2.3, 9.2.9.2.5 and 9.2.9.2.6);
  - iv. An area 20 vertical metres immediately below the height, at or above the height of any Identified Important Ridgeline (as shown on the planning maps);
  - v. Areas of Outstanding Natural Character in the Coastal Environment (as identified in Appendices 9.2.9.2.7, 9.2.9.2.10 and 9.2.9.2.11); or
  - vi. Areas of High (and Very High) Natural Character in the Coastal Environment (as identified in Appendices 9.2.9.2.8, 9.2.9.2.10 and 9.2.9.2.11); or
  - vii. Wāhi Tapu / Wāhi Taonga sites of Ngāi Tahu Cultural Significance identified as urupā or listed on Table 4 in Appendix 9.5.6.1.
- i. Free-standing temporary election or referendum signs that require any indigenous vegetation clearance or earthworks deeper than 0.5 metres shall not be erected within (as shown on the planning maps):
  - i. Wāhi Tapu / Wāhi Taonga sites of Ngāi Tahu Cultural Significance (as identified in Appendix 9.5.6.1 and except as listed in Rule 6.8.4.2.7(g)(vii)) or Kaitōrete Spit (ID 64, Schedule 9.5.6.2);
  - ii. Sites of Ecological Significance (as identified in Appendix 9.1.6.1, including Schedules A and B); or
  - iii. Indigenous Vegetation areas (as identified in Appendix 9.1.6.6).
- j. Temporary signs shall not be similar to, or the same as any traffic sign or controls in shape and colour.
- k. Rules 6.8.4.2.7 (b), (c), (d), and (f) do not apply to Māori land in the Papakāinga/Kāinga Nohoanga Zone.

## 6.8.5 Rules - Matters of discretion

- a. When considering applications for restricted discretionary activities, the Council's discretion to grant or decline consent, or impose conditions, is restricted to the matters over which discretion is restricted in the table in Rule 6.8.4.1.3, and as set out for that matter below.

### 6.8.5.1 All signs and ancillary support structures

- a. Whether the scale, design, colour, location and nature of the signage will have impacts on the architectural integrity, amenity values, character, visual coherence, and heritage values of:
  - i. the building and the veranda on which the signage is displayed and its ability to accommodate the signage;



- ii. the surrounding area (including anticipated changes in the area);
  - iii. residential activities; and
  - iv. heritage items or heritage settings, open spaces, protected trees or areas possessing significant natural values.
- b. Whether the extent of the impacts of the signage are increased or lessened due to:
- i. the design, dimensions, nature and colour of the sign or support structure;
  - ii. the level of visibility of the sign;
  - iii. vegetation or other mitigating features; and/or
  - iv. the length of time that temporary election or referendum signage is proposed to be displayed.
- c. Whether the signage combines with existing signage on the building, the site or in the vicinity, to create visual clutter or set a precedent for further similar signage.
- d. Whether there are any special circumstances or functional needs relating to the activity, building, site or surroundings, which affect signage requirements, including:
- i. operational, safety, directional, and functional requirements;
  - ii. its size, scale or nature; and
  - iii. the length of the road frontage.
- e. Whether the signage:
- i. enlivens a space or screens unsightly activities;
  - ii. will result in an orderly and co-ordinated display; and
  - iii. relates to the business or activity on the site and the necessity for the business or activity to identify and promote itself.
- f. For small-scale, grouped poster signage, the nature and extent of any management and maintenance regime in place including keeping the posters current, and the posters and sites on which they are installed clean and free of graffiti.
- g. The potential of the signage to cause distraction or confusion to motorists and/or adversely affect traffic safety due to its location, visibility and/or content, including size of lettering, symbols or other graphics.
- h. Where the site is within the Akaroa Township Heritage Area, the matters set out in [Rule 9.3.6.3](#).
- i. For temporary election or referendum signage that does not comply with [Rule 6.8.4.2.7\(g\)](#) the following matters of discretion also apply:
- i. Significant Trees – [Rule 9.4.6\(a\)-\(g\)](#)
- ~~j. Where the sign is located on or in a heritage item or in a heritage setting or heritage area, excluding Akaroa Township Heritage Area, the relevant matters set out in [Rule 9.3.6.1n](#) also apply.~~

### 6.8.5.2 Illuminated, moving, changing, flashing or retro-reflective displays

- a. Whether the extent of the impacts of the **signage** are increased or lessened due to:
  - i. the frequency and intensity of intermittent or flashing light sources, and the proposed periods of illumination and frequency of image changes;
  - ii. the prominence of the **sign** due to its illuminated or animated nature and ability to draw the eye;
  - iii. the nature of surrounding land use activities; and
  - iv. the proximity of the display to other properties and the likely effects of such intermittent or flashing lights or changing images upon those properties and their occupants.
- b. Where the **site** is within the Akaroa Heritage Area, the matters set out in [Rule 9.3.6.3](#).

### 6.8.5.3 Static and digital billboards

- a. Whether the scale, design, colour, location and nature of the **billboard** will have impacts on the architectural integrity, **amenity values**, character, visual coherence, and **heritage values** of:
  - i. the **building** and the veranda on which the **billboard** is displayed and its ability to accommodate the **signage**;
  - ii. the surrounding area (including anticipated changes in the area);
  - iii. **residential activities**; and
  - iv. **heritage items** or **heritage settings**, open spaces, protected trees or areas possessing significant natural values.
- b. Whether the extent of the impacts of the **billboard** are increased or lessened due to:
  - i. the design, dimensions, nature and colour of the **sign** or support structure;
  - ii. the level of visibility of the **billboard**; and
  - iii. vegetation or other mitigating features.
- c. Whether the **billboard** combines with existing **signage** on the **building**, the **site** or in the vicinity, to create visual clutter or set a precedent for further similar **signage**.
- d. Whether the **billboard**:
  - i. enlivens a space or screens unsightly activities; and
  - ii. will result in an orderly and coordinated display.
- e. Whether the extent of the impacts of the **billboard** are increased or lessened due to:
  - i. the frequency and intensity of intermittent or flashing light sources, and the proposed periods of illumination and frequency of image changes;
  - ii. the prominence of the **billboard** due to its illuminated or animated nature and ability to draw the eye;

- iii. the nature of surrounding land use activities;
- iv. the proximity of the display to other properties and the likely effects of such intermittent or flashing lights or changing images upon those properties and their occupants; and
- v. The potential of the billboard to cause distraction or confusion to motorists in their observance of traffic conditions, directions or controls.

#### 6.8.5.4 Signage adjacent to Memorial Avenue

- a. The extent to which the location, area, number, height, width and illumination of signage adversely affects the visual amenity, character and significance of Memorial Avenue as a memorial.
- b. The degree of visual intrusion that signs have on the surrounding environment including adverse effects on the amenity values of the surrounding area.
- c. The extent to which signs will result in visual clutter and the loss of visual coherence of the character and amenity values of the environment.
- d. The extent to which the proposed signage relates to the businesses or activity on the site and within the zone.
- e. The potential effects of the signs on the safety of the surrounding transport network including the potential for motorists to be distracted, confused or adversely affected.