

Overview

Signs attract customers, warn people of hazards, provide direction and give information about attractions and events. Signs range in type and scale from large billboards to small signs which state the name of a property. Signs can be attached to buildings, freestanding, illuminated, flashing, moving (such as balloons), or digital. They can also be a permanent or temporary feature.

This plan makes provisions for signs dependent on the zone - or in some cases, the precinct - that the site is located within. For each zone, the number, scale, and placement of signs is managed in a manner which supports the outcomes sought for that zone. This includes managing signs that are not directly related to the activity being carried out on a site. For instance, site-related signs attracting customers to purchase goods and services are anticipated on land zoned for commercial, industrial and tourism activities. Signs attracting customers are generally not anticipated in the general rural, rural lifestyle, settlement, residential, Māori purpose and future urban zones, unless it is for a home business. However, some flexibility is provided for temporary signs and for signs that warn people of hazards.

Objectives

Refer also to the relevant objectives in Part 2 District - Wide Matters

- SIGN-01.** Signs contribute to the role, function and character of the zone, precinct and/or scheduled site or feature they are located within.
- SIGN-02.** Signs visible from the transport system and railways must not compromise the safety of the transport system.

Policies

Refer also to the relevant policies in Part 2 District - Wide Matters

- SIGN-P1.** Allow signs that are required by legislation, including but not limited to health and safety, dangerous buildings and hazardous substances signs.
- SIGN-P2.** Allow signs on roads and railways that assist in directing traffic and promoting safety.
- SIGN-P3.** Ensure illuminated, flashing, digital or reflective signs do not adversely affect anticipated levels of character and amenity, and avoid the potential for reverse sensitivity effects including effects on the safety and functioning of roads, particularly at night time.
- SIGN-P4.** Take into account economic benefits and positive effects from the placement of signs, particularly signs providing information relevant to community wellbeing.

- SIGN-P5.** Ensure the number, design, location and content of any sign does not adversely affect the safe functioning of the land transport network by minimising visual and physical obstructions caused by signs and avoiding clusters of signs which result in visual clutter and driver distraction.
- SIGN-P6.** Require that signs relate to the activities undertaken on the site in order to manage visual clutter, promote ease of site identification and maintain anticipated levels of character and amenity. Signs not related to activities on a site are only anticipated in specified zones and precincts.
- SIGN-P7.** The type, scale and design of signs support the character and amenity outcomes anticipated in the relevant zone and precinct by acknowledging that:
1. The railway cottage cluster precinct (PREC6), residential, future urban, rural lifestyle and settlement zones have a residential built character, signs are not common and where present, are of a small scale; and
 2. The Māori purpose zone has a mix of large and small buildings including housing, health and community services as well as business activity. Signs are present, but are limited in number and size; and
 3. The open space and natural open space zones have a mix of buildings, structures and open fields. In the natural open space zone, small signs that give information and reflect the values of the site are acceptable. In the open space zone, carefully located sponsorship signs are acceptable; and
 4. The general rural zone and Te Maika precinct (PREC7) have an open character that is relatively free of structures. Signs are not a common feature and large signs, groups or clusters of signs should be avoided; and
 5. The tourism zone has residential, accommodation and business activities and signs are common features which are important for economic wellbeing. The type and design of sign must not result in reverse sensitivity effects; and
 6. The aerodrome precinct, commercial zone and commercial precincts have a business character, where signs are common. It is anticipated that signs are of a larger scale, well located so that windows and architectural features are not obscured and signs avoid creating nuisance. Signs should only relate to businesses that are currently operating; and
 7. The industrial and rural production zones have a comparatively lower level of amenity. Signs are an accepted feature in this working environment; and
 8. The amenity precinct (PREC6) is travelled by hundreds of thousands of visitors to the district every year. A high level of rural amenity is expected in this corridor in order to enhance visitor perceptions of our countryside and protect expansive rural views. Signs are an infrequent feature and where present, are of a small scale and should only relate to businesses that are currently operating on that site.

SIGN-P8. Ensure signs are of a type, scale and design that is appropriate for each sign's location, having regard to the positive and adverse effects of the sign on:

1. The predominant character and amenity values of the zone as identified in SIGN-P7 and the objectives and policies of the relevant zone; and
2. The character and amenity of surrounding properties and public places; and
3. Whether there are existing activities in the surrounding area that would be sensitive to the sign; and
4. The appearance of buildings and the architectural features of those buildings; and
5. The impact on any gateway entrances to towns; and
6. The area and whether the sign would add vibrancy or enliven a location; and
7. The cumulative effects caused by sign proliferation; and
8. The safe and efficient operation of land transport networks and the safety of road and footpath users.

SIGN-P9. Signs that are potentially incompatible with the role, function and predominant character of the zone (as identified in SIGN-P7 and the objectives and policies of the relevant zone) in which they are located include:

1. Signs which increase visual clutter; and
2. Signs which protrude above buildings, fences, walls or verandahs, or are attached to or painted onto roofs; and
3. Poorly located footpath signs; and
4. Digital or illuminated signs which are audible, flash, move, scroll, contain animations or full motion video; and
5. Signs on or affixed to vehicles or trailers which contribute to visual clutter, particularly in the rural environment, or distract road users; and
6. Signs which do not have a functional need to locate in the area, precinct or zone; and
7. Signs which cannot offset any adverse effects; and
8. Signs which compromise the values associated with a scheduled site or feature.

SIGN-P10. On scheduled features and sites, signs with interpretive information are anticipated where the design and location of the sign does not compromise the values associated with the scheduled feature.

SIGN-P11. In all zones, temporary signs are anticipated and may reduce expected levels of amenity in the short term. These signs are considered acceptable provided the sign is of an appropriate scale and design, its location does not interfere with the safe functioning of any road or railway and it is removed following the event.

SIGN-P12. Ensure outcomes associated with signs that are specified in the key moves of each town concept plan are achieved.

Rules

The rules that apply to signs are contained in the tables listed below. To undertake any activity, it must comply with the rules listed in:

- SIGN - Table 1 - Activities Rules; and
- SIGN- Table 2 - Performance Standards; and
- Any relevant provision in Part 2 District-wide matters; and
- Any relevant provision in Part 3 Area Specific Matters.

Where an activity breaches more than one rule, the most restrictive status shall apply to the activity.

[Refer to Part 1 - How the Plan Works](#) for an explanation of how to use this Plan, including activity status abbreviations.

SIGN - Table 1 - Activities Rules

Unless otherwise specified in a rule, the rules in this table apply to all zones, all precincts and all scheduled sites and features, all roads including new roads approved by way of resource consent EXCEPT the rules for signs on the surface of water, sites and areas of significance to Māori, historic heritage and network utilities are contained within their relevant chapter.		
SIGN-R1.	Official signs	
<p>Activity status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> 1. The sign is required by the New Zealand Transport Agency, KiwiRail, the New Zealand Fish and Game Council, Waitomo District Council or is required to meet legislative requirements such as health and safety legislation. <p><i>Note: This rule is not subject to any other rule in this plan.</i></p>		<p>Activity status where compliance is not achieved: N/A</p>
SIGN-R2.	Public information and sponsorship signs	
<p>Open space zone</p>	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> 1. Public information signs erected on a reserve administered by Waitomo District Council, by or with the written permission of Waitomo District Council are permitted; and 2. Sponsorship signs must face internally towards the field or court even where located on a building; and 	<p>Activity status where compliance is not achieved: RDIS</p> <p>Matters over which discretion is restricted:</p> <ol style="list-style-type: none"> (a) The proposed position and location of the sign; and (b) Potential positive or adverse effects on the amenity values and character of the surrounding area including effects on visual amenity values; and

	<p>3. No sign may be illuminated or have flashing or revolving lights or lasers; and</p> <p>4. No sign may be shaped or use images or colours, that could be mistaken for a traffic control device in colour, shape or appearance.</p> <p><i>Note: This rule is not subject to any other rule in this plan.</i></p>	<p>(c) Whether the sign is in keeping with the built and natural features in the area; and</p> <p>(d) Potential positive or adverse effects on the transport network and pedestrian safety; and</p> <p>(e) Whether the sign would combine with existing signs on the site or in the surrounding area, to create visual clutter.</p>
SIGN-R3.	Temporary signs	

<p>Activity status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> All the performance standards in SIGN - Table 2 are complied with; and For temporary events and commercial filming, no signs must be erected earlier than 6 weeks before the activity and signs must be removed within 3 days of the end of the activity; and For construction sites, no signs including any fence wrap, must be erected earlier than 6 months before commencement of the construction works and must be removed within 7 days of completion of the construction project; and For property for sale or lease, there is no limit on the duration of the sign provided that once the property is sold or let, the sign must be removed within 7 days; and For electioneering, no sign must be erected earlier than 9 weeks before the election to which it relates and must be removed within 1 day of the election day, unless otherwise required by statute. <p><i>Note: For election signs please also refer to the Waka Kotahi General Election Sign Guidance, 2020.</i></p>	<p>Activity status where compliance is not achieved: RDIS</p> <p>Matters over which discretion is restricted:</p> <ol style="list-style-type: none"> The matters of discretion associated with any performance standard which cannot be complied with in SIGN -Table 2; and The proposed duration the sign is displayed; and Potential positive or adverse effects on the amenity values and character of the site and surrounding area including effects on visual amenity values; and Whether the sign is in keeping with the built and natural features in the area; and Potential positive or adverse effects on road user and pedestrian safety; and Whether the sign would combine with existing signs on the site or in the surrounding area, to create visual clutter.
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SIGN-R4.	Signs attached to or painted on fences, walls or building facades or any other structure	
Activity Status: PER Where: 1. The sign must not project above the parapet level or the highest part of that portion of the building to which the sign is attached; and 2. This sign is attached to a fence or wall, it must not protrude above the top of the fence or wall; and	Activity status where compliance is not achieved: RDIS Matters over which discretion is restricted: (a) The matters of discretion associated with any performance standard which cannot be complied with in SIGN -Table 2; and (b) Whether the sign:	

<p>3. The sign must not be located in the railway cottage cluster precinct (PREC1) or amenity precinct (PREC6) or Te Maika precinct (PREC7); and</p> <p>4. The sign must be located on and relate to activities carried out on that site (otherwise see SIGN-R12); and</p> <p>5. All the performance standards in SIGN - Table 2 are complied with.</p>	<p>(i) Aligns to the key moves in the relevant town concept plan; and</p> <p>(ii) Has positive and/or adverse effects on architectural integrity, amenity values and character of the surrounding area including gateway entrances to townships, visual coherence and heritage values; and</p> <p>(iii) Combines with other signs to result in an orderly and coordinated display;</p> <p>AND</p> <p>(c) Whether the design or content of the sign would impact on the amenity values and character of the site and surrounding area; and</p> <p>(d) Whether there are any special circumstances or functional needs relating to the activity, building, site or surroundings, which affect sign requirements; and</p> <p>(e) Potential positive or adverse effects on road user and pedestrian safety; and</p> <p>(f) Whether the sign would combine with existing signs on the site or in the surrounding area, to create visual clutter; and</p> <p>(g) As applicable to the precinct, effects on architectural integrity, amenity, character and heritage and landscape values of the precinct.</p>
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SIGN-R5.	Signs attached to or painted on verandahs	
<p>Settlement (including PREC4), commercial (including PREC5), industrial, tourism & zones</p> <p>Te Kumi commercial precinct (PREC2) & aerodrome</p>	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> The sign must be located on and relate to activities carried out on that site (otherwise see SIGN-R12); and The sign must be under the verandah or within the verandah fascia; and The sign must not be located on top of the verandah; and All the performance standards in SIGN - Table 2 are complied with. 	<p>Activity status where compliance is not achieved: RDIS</p> <p>Matters over which discretion is restricted:</p> <ol style="list-style-type: none"> The matters of discretion associated with any performance standard which cannot be complied with in SIGN -Table 2; and Whether the location or increased number of signs on the building would impact on the visual amenity of the building, site and surrounding area; and Potential positive or adverse effects on road user and pedestrian safety; and

precinct, (PREC3)		(d) Whether the sign(s) would combine with existing signs on the site or in the surrounding area, to create visual clutter.
All other zones All other precincts	Activity status: DIS	Activity status where compliance is not achieved: N/A
SIGN-R6.	Signs attached to or painted on roofs	
Activity status: DIS Where: 1. The sign is attached to or painted on roofs. <i>Note: There are specific provisions for signs located, anchored, erected, attached to or painted on or above a rooftop or roofline in the aerodrome precinct (PREC3).</i>		Activity status where compliance is not achieved: N/A
SIGN-R7.	Fixed freestanding signs	
Activity Status: PER Where: 1. The sign must be located on and relate to activities carried out on that site (otherwise see SIGN-R12); and 2. All the performance standards in SIGN - Table 2 are complied with.		Activity status where compliance is not achieved: RDIS Matters over which discretion is restricted: (a) The matters of discretion associated with any performance standard which cannot be complied with in SIGNS -Table 2.
SIGN-R8.	Footpath signs including sandwich boards and teardrop flags	
Activity Status: PER Where: 1. The sign must be placed on the footpath/berm immediately outside and in front of the premises to which it relates (otherwise see SIGN-R12); and 2. A consistent 2 m wide clear space must be maintained for pedestrians on the footpath; and 3. The sign must be removed from the footpath or berm at the completion of the day's trading and not returned until the start of the next day's trading; and 4. The sign must not be displayed on or attached to any power or lighting pole, bollard, rubbish bin, plant box, pylon, public sign or other similar structure in a public place, provided that this rule does not apply to signs erected by Waitomo District Council; and 5. The sign must not be placed on any official sign or traffic control devices or their supporting poles, posts or structures; and		Activity status where compliance is not achieved: RDIS Matters over which discretion is restricted: (a) The matters of discretion associated with any performance standard which cannot be complied with in SIGN -Table 2; and (b) Potential positive or adverse effects on the amenity values and character of the surrounding area; and (c) Whether the design, dimensions, nature, and colour of the sign would impact traffic safety or the integrity of the structure it was attached to; and (d) Whether there are any special circumstances or functional needs relating to the activity, site or surroundings, which affect sign requirements; and

6. The sign must not be displayed on any median strip, kerb projection, roundabout, or any other traffic separation structure on any road; and	(e) Potential positive or adverse effects on road user and pedestrian safety; and
7. All the performance standards in SIGN - Table 2 are complied with.	(f) Whether the sign would combine with existing signs on the site or in the surrounding area, to create visual clutter.
SIGN-R9.	Interpretive signs on scheduled features or sites
All scheduled features and sites	Activity Status: PER Where: <div><div>1. The sign must be located on and relate to activities carried out on that site (otherwise see SIGN-R12); and</div><div>2. All the performance standards in SIGN - Table 2 are complied with.</div></div> <i>Note: The rules in this table do not apply to sites and areas of significance to Māori and historic heritage. See their relevant chapter.</i> Activity status where compliance is not achieved: RDIS Matters over which discretion is restricted: <div><div>(a) The matters of discretion associated with any performance standard which cannot be complied with in SIGN -Table 2.</div></div>
SIGN-R10.	Digital signs
Commercial (including PREC5), tourism & industrial zones Te Kumi commercial precinct (PREC2) & Mokau commercial precinct (PREC4)	Activity Status: PER Where: <div><div>1. The sign must be located on and relate to activities carried out on that site (otherwise see SIGN-R12); and</div><div>2. The sign must not display a live broadcast or pre-recorded video; and</div><div>3. There shall be a maximum of one digital sign per site; and</div><div>4. There shall be a transition time of no more than 1 second and no less than 0.5 seconds between each image or display. Images should 'dissolve' rather than be an abrupt change; and</div><div>5. The dwell time must not exceed the greater of 30 seconds or the dwell time required to ensure that no more than 5% of road users view a change in the image or display while using the portion of the transport network from which the digital billboard is visible; and</div><div>6. In speed environments 70 km/h and less, the digital sign must not include more than ten individual elements, of which words may only make up eight elements and each line of text shall</div></div> Activity status where compliance is not achieved: RDIS Matters over which discretion is restricted: <div><div>(a) The matters of discretion associated with any performance standard which cannot be complied with in SIGN -Table 2; and</div><div>(b) Any impact on the character and amenity values of the site and surrounding area; and</div><div>(c) Potential positive or adverse effects on road user and footpath user safety, including motorists, cyclists and pedestrians; and</div><div>(d) The hours of operation of the sign; and</div><div>(e) The type and volume of sound proposed and illumination used, the frequency and intensity of intermittent or flashing light sources, the proposed periods of illumination and frequency of image changes; and</div><div>(f) Whether the sign is compatible with the built form on the site; and</div><div>(g) Whether the sign(s) would combine with existing signs on the site or in the surrounding area, to create visual clutter; and</div></div>

	<p>contain a maximum of 40 characters; and</p> <p>7. In speed environments more than 70 km/h, the digital sign must not include more than five individual elements, of which words may only make up four elements and each line of text shall contain a maximum of 20 characters; and</p> <p>8. The digital sign must be operated with a fail-safe feature where in the event of a malfunction, the images or messages will be replaced by a solid black colour until the malfunction is resolved; and</p> <p>9. There must be no sound associated with the sign and no sound equipment installed as part of the sign; and</p> <p>10. All the performance standards in SIGN - Table 2 are complied with.</p> <p><i>Note: If the digital sign is proposed to be attached to a building the maximum size of the sign is contained in SIGN-S3. If the sign is proposed to be freestanding the maximum dimensions and height is contained in SIGN-S5.</i></p>	<p>(h) The outcome of consultation with Waka Kotahi New Zealand Transport Agency for signs visible from the state highway network.</p>
All other zones, all roads, all other precincts	Activity Status: NC	Activity status where compliance is not achieved: N/A
SIGN-R11.	Signs on or affixed to vehicles or trailers	
All zones, all roads & all precincts except PREC1 and PREC6	<p>Activity Status: RDIS</p> <p>Where:</p> <p>1. Any sign on or affixed to vehicles or trailers parked for the purpose of advertising (excluding temporary signs); and</p> <p>2. Provided that this rule does not apply to:</p> <p>(i) Businesses operating from a vehicle or caravan (eg: coffee carts and food trucks); and</p> <p>(ii) Advertising signs adhered onto company vehicles or trailers which are not parked for the purpose of</p>	Activity status where compliance is not achieved: N/A

	<p>advertising but are used in the day to day operation of that business.</p> <p>Matters over which discretion is restricted:</p> <p>(a) Whether the location, design, dimensions, nature, and colour of the sign would impact on the amenity values of the surrounding area; and</p> <p>(b) Potential positive or adverse effects on road user and pedestrian safety; and</p> <p>(c) Whether the sign would combine with existing signs on the site or in the surrounding area, to create visual clutter.</p>	
Railway cottage cluster (PREC1) & amenity precinct (PREC6)	Activity Status: NC	Activity status where compliance is not achieved: N/A
SIGN-R12.	Off-site signs	
Commercial (including PREC5), tourism & industrial zones Te Kumi commercial precinct (PREC2) & Mokau commercial precinct (PREC4)	<p>Activity Status: RDIS</p> <p>Where:</p> <ol style="list-style-type: none"> 1. The sign is not located on the site the activity is carried out on; or 2. For footpath signs including sandwich boards and teardrop flags, the sign is not placed on the footpath/berm immediately outside and in front of the premises to which it relates. <p>Matters over which discretion is restricted:</p> <p>(a) Whether the location, design, dimensions, nature, and colour of the sign would impact on the amenity values of the surrounding area; and</p> <p>(b) Whether the sign:</p> <ol style="list-style-type: none"> (i) Aligns to the key moves in the relevant town concept plan; and (ii) Has positive and/or adverse effects on architectural integrity, amenity values and character of the surrounding area including gateway 	Activity status where compliance is not achieved: N/A

	<p>entrances to townships, visual coherence and heritage values; and</p> <p>(iii) Combines with other signs to result in an orderly and coordinated display.</p> <p>AND</p> <p>(c) Whether the sign would contribute to community wellbeing through the promotion of information; and</p> <p>(d) Whether the sign would provide site identification to the travelling public who may be unfamiliar with the area; and</p> <p>(e) Whether there are any special circumstances or functional needs relating to the activity, site or surroundings, which affect sign requirements; and</p> <p>(f) Potential positive or adverse effects on road user and pedestrian safety; and</p> <p>(g) Whether the sign would combine with existing signs on the site or in the surrounding area, to create visual clutter; and</p> <p>(h) The outcome of consultation with Waka Kotahi New Zealand Transport Agency for signs located adjacent to the state highway network.</p>	
All other zones, all roads, all other precincts	Activity Status: NC	Activity status where compliance is not achieved: N/A
SIGN-R13.	Artificial illumination of signs	
Commercial (including PREC5), tourism & industrial zones Te Kumi commercial precinct (PREC2) & Mokau commercial	<p>Activity Status: PER</p> <p>Where:</p> <ol style="list-style-type: none"> The sign must be located on and relate to activities carried out on that site (otherwise see SIGN-R12); and All the performance standards in SIGN - Table 2 are complied with. 	<p>Activity status where compliance is not achieved: RDIS</p> <p>Matters over which discretion is restricted:</p> <ol style="list-style-type: none"> The matters of discretion associated with any performance standard which cannot be complied with in SIGN -Table 2; and Any impact on the character and amenity values of the surrounding area; and Potential positive or adverse effects on road user and footpath user safety, including motorists, cyclists and pedestrians; and

precinct (PREC4)		(d) The hours of operation of the sign; and (e) The type and intensity of illumination and the proposed periods of illumination (f) Whether the sign(s) would combine with existing signs on the site or in the surrounding area, to create visual clutter.
All other zones, all roads, all other precincts	Activity Status: DIS	Activity status where compliance is not achieved: N/A
SIGN-R14.	Signs not otherwise provided for in Table 1	

Activity Status: DIS**Where:**

1. The sign is located in the commercial, tourism, industrial or rural production zones; and/or
2. The sign is located in Te Kumi commercial precinct (PREC2), aerodrome precinct (PREC3), Mokau commercial precinct (PREC4) or Te Kūiti CBD precinct (PREC5).

Activity status where compliance is not achieved: NC**SIGN - Table 2 - Performance Standards**

SIGN-S1.	Standards for all signs	
	<ol style="list-style-type: none"> 1. Signs must not be located in or project over a road, indicative road, vehicle access point, accessway, service lane or driveway; and 2. Signs must not obstruct the line of sight of any road corner, bend, intersection, vehicle or rail crossing; and 3. Signs must not be placed within 20 m of a road intersection; and 4. Signs must not obstruct, obscure or impair the view of any traffic or railway sign or signal; and 5. Signs must not have flashing or revolving lights, lasers or intermittently illuminated lights and must not be shaped or use images or colours that could be mistaken for a traffic control device in colour, shape or appearance. <p>Additional matters for signs located adjacent to the state highway network:</p> <ol style="list-style-type: none"> 6. Signs must have a minimum lettering height of 120mm where the speed limit is lower than 70km/h, or 160mm where the speed limit is 70km/h or higher; and 	Matters over which discretion is restricted: <ol style="list-style-type: none"> (a) The extent to which the sign may be an obstruction to sight distances, traffic or railway signs or signals, or unnecessarily intrude into a driver's field of vision or cause a distraction that affects safety for road users; and (b) The extent to which the sign may physically obstruct vehicles, trains or pedestrians; and (c) Proximity to other signs and intersections and potential adverse effects on the safety of road users including pedestrians; and (d) The outcome of consultation with Waka Kotahi New Zealand Transport Agency for signs located adjacent to the state highway network.

<p>7. Signs must not have more than 6 words and/ or symbols, with a maximum of 40 characters; and</p> <p>8. Signs must not obstruct the movement of any pedestrian, motorist, or cyclist; and</p> <p>9. Signs must not be made of materials likely to reflect headlights from an approaching vehicle.</p>	
SIGN-S2.	Temporary signs
<p>1. Signs for temporary events and commercial filming must comply with the following:</p> <ul style="list-style-type: none"> (i) Maximum number: 1 per site; and (ii) Maximum sign face area: 3 m²; and (iii) Maximum height of a freestanding sign: 4 m as measured from ground level. 	<p>Matters over which discretion is restricted:</p> <ul style="list-style-type: none"> (a) The degree of visual intrusion the sign(s) would have on the surrounding environment; and (b) Where the sign(s) is proposed to be attached to a building, whether the sign would be complementary to the proportions and design of the building; and (c) The content of the sign(s) and whether the sign(s) would promote the wellbeing of the community through advertising events or providing information; and (d) The extent to which the impacts of the sign(s) would be increased or lessened due to: <ul style="list-style-type: none"> (i) The visibility of the sign(s); and (ii) The length of the road frontage; and (iii) The shape of the site, topography, natural and built features in the surrounding area; and/or (iv) Vegetation or other mitigating factors; <p>AND</p> <ul style="list-style-type: none"> (e) The extent to which a planned arrangement of the sign(s) has been used to avoid any effect of visual confusion or clutter; and (f) The effects on vehicle manoeuvring and site access; and (g) Whether the increased number, height or dimensions of a sign(s) would adversely affect road user and pedestrian safety.
<p>2. Construction signs (excluding fence wrap) must comply with the following:</p> <ul style="list-style-type: none"> (i) Maximum number: 4 per site provided a double-sided sign counts as 2 signs; and (ii) Maximum sign face area: 2 m²; and (iii) Maximum height of a freestanding sign: 4 m as measured from ground level. 	
<p>3. Property for sale or lease signs must comply with the following:</p> <ul style="list-style-type: none"> (i) Maximum number: 4 per holding provided a double-sided sign counts as 2 signs; and (ii) Maximum sign face area: 2 m²; and (iii) Maximum height of a freestanding sign: 2 m as measured from ground level. 	
<p>4. Election signs must comply with the following:</p> <ul style="list-style-type: none"> (i) Maximum number of signs: 1 per site; and (ii) Maximum sign face area: 3 m²; and (iii) Maximum height of a freestanding sign: 4 m as measured from ground level. 	

SIGN- S3.	Signs attached to or painted on fences, walls or building facades or any other structure	
Commercial, tourism, industrial & rural production zones All precincts except PREC1, PREC6 & PREC7	1. Maximum sign area: 15% of the area of the building façade, fence or wall or 5 m ² - whichever is the lesser (applies to the area the business or tenancy occupies); and 2. Maximum area of digital signs: 1 m ² per business:	Matters over which discretion is restricted: (a) Whether the signs on the building would impact on the visual amenity of the building, site and surrounding area; and (b) Whether the signs on the building would detract and distract from any architectural features; and (c) The extent to which a planned arrangement of the signs has been used to avoid any effect of clutter; and (d) Whether the increased amount of signs on the building would impact on the movement of traffic and safety of road and footpath users, including cyclists and pedestrians.
Open space, natural open space, Māori purpose & general rural zones	3. Maximum sign area: 2 m ² ; and 4. Maximum number: 1 sign per holding for each road frontage.	
Residential, settlement, future urban and rural lifestyle zones	5. Maximum sign area: 0.5 m ² 6. Maximum number: 1 sign per holding for each road frontage. <i>Note: In the railway cottage cluster precinct (PREC1), amenity precinct (PREC6) and Te Maika precinct (PREC7) this activity is restricted discretionary. See SIGN-R4.</i>	
SIGN-S4.	Signs attached to or painted on verandahs	
Settlement (including PREC4), commercial (including PREC5), industrial, tourism & zones Te Kumi commercial precinct (PREC2) & aerodrome	1. Maximum number: 1 sign under the verandah or within the verandah fascia, except where the premises has 2 road frontages in which case signs are limited to a maximum of 2; and 2. Signs affixed under verandahs must be at least 2.5m above the level of the footpath or veranda deck as applicable. <i>Note: In all other zones and precincts this activity is discretionary. See SIGN-R5.</i>	Matters over which discretion is restricted: (a) Whether the signs on the building would impact on the visual amenity of the building, site and surrounding area; and (b) Whether the signs on the building would detract and distract from any architectural features; and (c) Potential positive or adverse effects on road user and pedestrian safety; and (d) Whether the sign(s) would combine with existing signs on the site or in the surrounding area, to create visual clutter.

precinct, (PREC3)		
SIGN-S5.	Fixed freestanding signs	
Commercial, tourism, industrial & rural production zones All precincts except PREC1, PREC6 & PREC7	<div>1. Maximum number: 1 sign per road frontage; and</div> <div>2. Maximum sign area: 3 m² visible in any one direction, with a maximum total area of 6m²; and</div> <div>3. Maximum height: 5 m as measured from ground level.</div>	<div>Matters over which discretion is restricted:</div> <div>(a) Whether the signs on the building would impact on the visual amenity of the building, site and surrounding area; and</div> <div>(b) Whether the location or increased number of signs on the building would detract and distract from any architectural features; and</div> <div>(c) Potential positive or adverse effects on road user and pedestrian safety; and</div> <div>(d) Whether the sign(s) would combine with existing signs on the site or in the surrounding area, to create visual clutter; and</div> <div>(e) The extent to which any increase in height is consistent with the scale of buildings in the surrounding area.</div>
Open space, natural open space, Māori purpose & general rural zones	<div>4. Maximum number: 1 sign per road frontage; and</div> <div>5. Maximum sign area: 1.2 m2 visible in any one direction, with a maximum total area of 2.4 m2; and</div> <div>6. Maximum height: 2 m as measured from ground level.</div>	
Settlement & future urban zones	<div>7. Maximum number: 1 sign per road frontage; and</div> <div>8. Maximum area: 0.25 m2 visible in any one direction, with a maximum total area of 0.5 m2; and</div> <div>9. Maximum height: 2 m as measured from ground level.</div>	
Residential & rural lifestyle zones & PREC1, PREC6 & PREC7	<div>10. Maximum number: 1 sign providing there is no existing or proposed footpath sign on that frontage; and</div> <div>11. Maximum sign area: 0.25 m2 visible in any one direction, with a maximum total area of 0.5 m2; and</div> <div>12. Maximum height: 2 m as measured from ground level.</div>	
SIGN-S6.	Footpath signs including sandwich boards and teardrop flags	
All zones except residential & rural	<div>1. Maximum number of signs per premises: 1 per road frontage; and</div> <div>2. Maximum sign face area: 0.5 m²; and</div>	<div>Matters over which discretion is restricted:</div> <div>(a) Whether the increased number or increased size of footpath signs would</div>

lifestyle zones All precincts except PREC1, PREC6 & PREC7	3. The sign must not encroach over more than 600 mm of the footpath or berm.	impact on the visual amenity of the building, site and surrounding area; and (b) Whether the increased size of the sign or increased encroachment would impact on road user and pedestrian safety.
Residential & rural lifestyle zones & PREC1, PREC6 & PREC7	4. Maximum number of signs per premises: 1 per road frontage providing there is no existing or proposed freestanding sign on that frontage; and 5. Maximum sign face area: 0.5 m ² ; and 6. The sign must not encroach over more than 600 mm of the footpath or berm.	
SIGN-S7.	Interpretive signs on scheduled features or sites	
All scheduled features and sites	1. One interpretive sign is permitted per site, except where the site has more than one road entrance, in which case, signs are limited to a maximum of one per road entrance; and 2. The maximum sign face area must be no more than 1 m ² , except in the residential, settlement, future urban and rural lifestyle zones and amenity precinct (PREC6) where the maximum sign face area must be no more than 0.5 m ² visible in any one direction; and 3. The maximum height of any sign must not exceed 2 m.	Activity status where compliance is not achieved: RDIS Matters over which discretion is restricted: (a) The extent to which the quality of the sign, its content and the design and graphics used would complement the scheduled site or feature; and (b) The extent to which the sign, supporting structures and the means of affixing the sign detracts from the values of the scheduled site or feature; and (c) The benefits obtained from the placement of the sign including increased understanding of the significance of the scheduled site or feature; (d) Potential positive or adverse effects on the amenity values and character of the surrounding area; and (e) Potential positive or adverse effects on road user and pedestrian safety; and (f) Whether the sign(s) would combine with existing signs on the site or in the surrounding area, to create visual clutter.

SIGN-S8.	Artificial illumination of signs and digital signs	
Commercial (including PREC5), tourism & industrial zones Te Kumi commercial precinct (PREC2) & Mokau commercial precinct (PREC4)	<ol style="list-style-type: none"> No sign must exceed a luminance of 800cd/m² between dusk and dawn; and The spill of light from artificial lighting on to any adjacent site or road must not exceed 3 lux (horizontal and vertical) when measured or calculated at points 1.5 m within the boundary of any other site. Any external lighting must be directed towards the sign and not create a nuisance; and Lighting must be designed to reduce any glare or direct view of the light source when viewed by an observer at ground level or within an adjacent building; and The screen shall incorporate lighting control to adjust brightness in line with ambient light levels. <p><i>Note: In all other zones and precincts this activity is discretionary. See SIGN-R10 and SIGN-R13.</i></p>	Activity status where compliance is not achieved: RDIS Matters over which discretion is restricted: <ol style="list-style-type: none"> Any impact on the character and amenity values of the surrounding area; and Whether the sign is compatible with the built form on the site; and The extent to which the sign may adversely affect the safe, efficient and effective operation of the transport network, as well as cyclist and pedestrian safety; and The hours the sign will be lit; and The type of illumination used, the frequency and intensity of intermittent or flashing light sources, and the proposed periods of illumination and frequency of image changes; and Whether any cumulative effects arise and/or visual clutter, having regard to existing sign(s); and The outcome of consultation with Waka Kotahi New Zealand Transport Agency for signs visible from the state highway network.

Advice notes

Signs within a road reserve

Any sign proposed to be located within a road reserve requires the approval of the road controlling authority.

Existing signs

Where a sign has been erected that does not meet the criteria for an existing use under the Act, Waitomo District Council may require that the sign is removed.

Fixed freestanding signs

Fixed freestanding signs are not subject to the setback or height to boundary requirements in underlying zones as there are specific rules in this chapter that apply to freestanding signs.

Buildings constructed before 1900

Where the building is constructed pre-1900, an authority may be required from Heritage New Zealand Pouhere Taonga to erect a sign.

Signs on trailers

Any sign on or affixed to vehicles or trailers proposed to be located within a road reserve is controlled by Waitomo District Council Bylaws.

Signs on the surface of water, network utilities, sites and areas of significance to Māori and historic heritage

See the provisions in their relevant chapter.
