

Practice note - Billboards

Subject	Billboard rule interpretation and processing guidance	Practice note #	03/2021
Plan provisions	Sub-chapter 6.8 Signage	Last updated:	6/08/2021

Purpose

To provide guidance on the assessment and processing of resource consent and certificate of compliance applications for billboards under sub-chapter [6.8 Signage](#) of the Christchurch District Plan.

Matters covered:

[How the District Plan rules are applied](#)

- [Activity status](#)
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[Appendix 1: District Plan provisions – 6.8 Signs](#)

How the District Plan rules are applied

Billboards are a type of “off-site sign” so are subject to the rules for billboards and, where relevant, the rules for off-site signs and digital signs. Copies of the activity status rules are included in [Appendix 1](#).

Activity status

Rule 6.8.4.1.1 P15 provides for static and digital billboards on sites fronting arterial and/or collector roads in the following zones:

- Commercial Retail Park and Commercial Mixed Use
- Specific Purpose (Airport)
- All Industrial zones other than Industrial Park (Memorial Avenue).

A billboard complying with all the activity specific standards in P15 is a permitted activity. The built form standards do not apply as there is no specific reference or catch-all in the Activity Specific Standards.

A billboard breaching one or more of the activity specific standards in P15 requires consent:

- a. as a billboard under **Rule 6.8.4.1.3 RD3**; **and**
- b. as an off-site sign (and digital/changing image sign if relevant) under **either**:
 - i. **Rule 6.8.4.1.3 RD2** if it complies with all relevant built form standards in rule 6.8.4.2; **or**
 - ii. **Rule 6.8.4.1.4 D2** if it does not meet all relevant built form standards in rule 6.8.4.2.

(Legal opinion [LO 14/2021](#))

A billboard on a site in any of the other Commercial zones (except CBP) or on a site in the “P15 zones” not fronting an arterial/collector road, requires consent as an off-site sign (and digital/changing image sign if relevant):

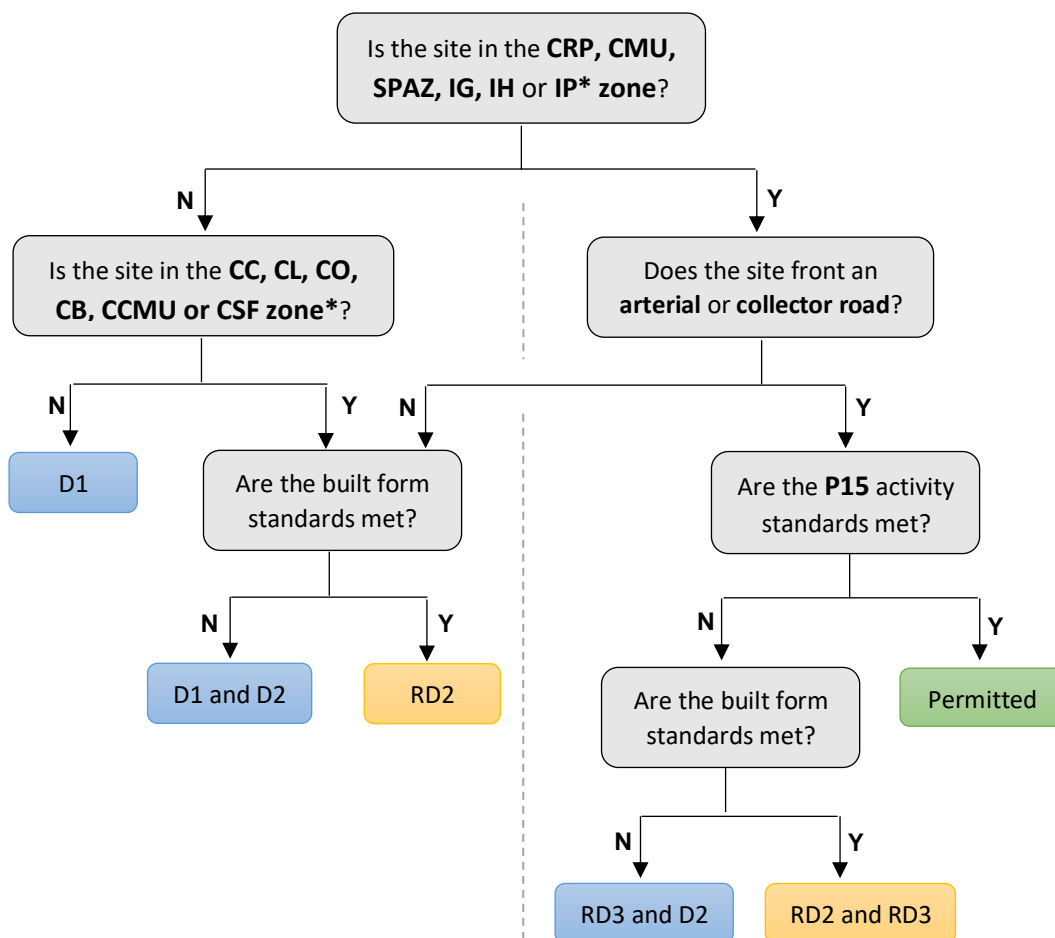
- a. under **Rule 6.8.4.1.3 RD2** if it meets all relevant built form standards in rule 6.8.4.2; **or**
- b. under **Rule 6.8.4.1.4 D1** and **Rule 6.8.4.1.4 D2** if it does not meet all relevant built form standards in rule 6.8.4.2.

(Legal opinion [LO 11/2021](#)).

A billboard in any other location requires consent as an off-site sign under **Rule 6.8.4.1.4 D1**, except for the Industrial Park (Memorial Avenue) and Specific Purpose (Ōtākaro Avon River Corridor) zones which fall under **Rule 6.8.4.1.5 NC1**.

These activity status rules are condensed into the diagram below.

Activity status under rule 6.8.4.1



* Excludes billboards in the IP (Memorial Avenue) and SP (Ōtākaro Avon River Corridor) zones which fall under NC1.

Activity specific standards, built form standards and other rules

Rule / Provision	Interpretation / notes
Definitions	
<p>Billboard means an outdoor display board of not less than 18m² in area which is used to advertise goods, services, products or events that are not directly related to the use or activities occurring at the site on which the board is physically located. It includes both the display board and any associated supporting device whether permanent, temporary or moveable.</p>	<p>Signs under 18m² are not billboards.</p>
<p>Off-site sign means a sign which is used to advertise activities, goods, services, products or events that are not directly related to the use or activities occurring at the site on which the sign is physically located. It includes posters and poster boards and any other associated supporting device whether permanent, temporary or moveable.</p>	<p>Billboards are a subset of off-site signs.</p>
Rule 6.8.4.1.1 P15 Activity specific standards	
<p>a. Maximum area of any single billboard shall be 18m². In the case of 2-sided billboards the area shall be calculated as that being visible from one direction only provided that such billboards are joined at the apex and separated by an angle of 30 degrees or less.</p>	<ul style="list-style-type: none"> • A 2-sided billboard joined at the apex and separated by an angle of 30 degrees or less may have a maximum area of 18m² <u>per side</u>. Such a billboard is treated as a “single billboard” for the purpose of this standard. • The apex join does not necessarily have to be the screen, but can be a support at the back on the apex. • The area relates to the “outdoor display board”, which includes supporting devices such as a backboard or surround, but would exclude support poles, lights, etc. • Adjacent billboards on the same facade in full contact with no visible gap between them should be treated as a single billboard. (LO 03/2021)
<p>b. Maximum height 9m</p>	<ul style="list-style-type: none"> • Includes lights and their mounts, as there are no such exclusions in the height definition.
<p>c. The site shall have a minimum road frontage of 40m per billboard, provided that no more than 2 billboards may be erected on any single site</p>	<ul style="list-style-type: none"> • It is the <u>site</u> that must have 40m of road frontage for each billboard, not each road frontage on which a billboard is located. So if a site has two road frontages it is the total length that dictates how many billboards are permitted. • A 2-sided billboard (refer a. above) is treated as a single billboard for the purpose of this standard, i.e. a site with 40m of road frontage may contain one 2-sided billboard. • The maximum permitted number of billboards per site is two single-sided, two 2-sided, or one of each. (LO 21/2018)
<p>d. Any billboard shall not be directly visible from any site within a residential zone</p>	<ul style="list-style-type: none"> • Relates to the whole of the residentially zoned site, not just the dwelling. • Relates to any part of the billboard (i.e. not just the display board but also any support structure/device), viewed from any perspective. • The plain ordinary meaning of the words “directly visible” should be used. If there is any doubt, consider

Rule / Provision	Interpretation / notes
	<p>the immediate context of the rules and the objectives and policies that it is intended to achieve (LO 21/2018).</p> <ul style="list-style-type: none"> • If there are items that largely obstruct visibility, e.g. bus stops, parts of buildings, lots of traffic signals/lamp posts, vegetation, etc, it may not be considered <u>directly</u> visible but this will depend on the extent, nature, proximity, ownership and permanence of the obstructions. • Distance – will vary depending on size, location and orientation of the billboard, e.g. an elevated billboard may be directly visible from a considerable distance (although the adverse effects may well be less than minor).
e. Subject to a written maintenance programme as per Appendix 6.11.16, lodged prior to erection of the billboard	Condition
f. Located at least 50m from any signalised traffic intersection	<ul style="list-style-type: none"> • Intersection is defined as two or more intersecting or meeting roadways or railway lines. • Measurement is as per definition of “Intersection” – the area within the prolongation or connection of lateral boundary lines of each road or railway (i.e. extend each road boundary line out across the intersection, and any area where they overlap is the intersection). • Measured at the point of the billboard closest to the intersection. • For unusual intersections where the definition is not easily applied, signalised intersection means the point where road users are directed to stop, i.e. at the lights. (LO 05/2021). • Setback does not apply to parts of an intersection not controlled by signals, e.g. a slipway. • Includes cycle ways located within the confines of a road, but not cycle ways located within the confines of a footpath (specifically excluded from the definition of road). (LO 05/2021)
<i>Additional standards for digital display billboards</i>	
g. Shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2m within the boundary of any adjacent site and/or arterial road and/or collector road	Condition
h. No live-broadcast or pre-recorded video	Condition
i. Only still images with a minimum duration of 7 seconds	Condition – noting that 7s is only the minimum for 18m ² billboards permitted under P15, and a longer duration may be needed to mitigate effects of other billboards depending on the size, site and surrounding environment. AS/NZS 4282:2019 states a minimum of 10s.
j. No movement or animation of images displayed	Condition
k. No transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds	Condition
l. No sound associated with the screen and no sound equipment is to be installed	Condition
m. Screen shall incorporate lighting control to adjust brightness in line with ambient levels	Condition

Rule / Provision	Interpretation / notes
n. Not located on or adjacent to a state highway with a speed limited greater than 70 km/hr	If so, NZTA would be deemed an affected party. A 70 km/hr speed limit does not trigger this rule.
Built form standards in rule 6.8.4.2	
<i>Note: The built form standards do not apply to billboards permitted under P15 as there is no specific reference to them or catch-all in the Activity Specific Standards in 6.8.4.1.1. (Refer LO 21/2018).</i>	
Rule 6.8.4.2.1 Measurement of the area of a sign	Double-sided billboards are measured as the area of one side, being the larger.
Rule 6.8.4.2.2 Traffic safety	Must be located so as not to obscure or detract from the interpretation of any traffic sign or controls, and not be adjacent to a state highway or arterial road in certain circumstances.
6.8.4.2.3 & 4 Integration with building design - must not obscure windows, doors or exterior architectural features.	Applies to billboards attached to buildings.
6.8.4.2.4 Area/height of signs attached to buildings - maximum total area of signs per building and maximum height above ground level	Applies to billboards attached to buildings. Varies depending on length of primary building frontage in commercial and industrial zones.
6.8.4.2.5 Projecting signs and signs attached to or on verandas – maximum projection and height as per diagrams in Appendix 6.11.8.	Unlikely to apply to most billboards.
Rule 6.8.4.2.6 Free-standing signs – maximum area, width and height.	Applies to free-standing billboards. The phrases “relating to pedestrian entrances” and “relating to vehicle entrances” do not limit free-standing signs to only those displaying content relating to activities on the site using those entrances. (Refer LO 11/2021)
Zone rules	
Rules for the relevant zone and rules in other general chapters	Zone chapters: 6.8.3 b. states “the rules in the zone chapters also apply to signage (where relevant)”. So the zone chapter rules only apply where those rules directly reference signage/signs. General chapters: These rules will apply where relevant, e.g. earthworks.
Outdoor lighting rules in sub-chapter 6.3	
6.3.4.1 Control of glare and 6.3.5.1 Control of light spill for activities involving outdoor artificial lighting	Applicable to billboards with internal or external illumination (illuminated signage is referenced in 6.3.3 e.).

Other application scenarios

Sites with existing consented activities

Where it is proposed to erect a new billboard permitted under P15 (and other relevant rules) on a site containing an existing consented activity, the addition of the billboard will generally not require a s127 change of conditions or new resource consent. In most cases it will be a separate activity unrelated to the consented activity, and therefore not subject to the consent or contrary to condition 1. ([LO 15/2020](#))

Exceptions may include where:

- The billboard is located within a required/consented area such as landscaping or car parking
- The billboard is located on an existing consented building
- There is existing signage on the site that still relies on the resource consent. ([LO 21/2018](#))

Marginal non-compliance

If a proposal only triggers P15 d. but the billboard is visible from a significant distance, consider whether it may be appropriate to accept it as a Permitted Marginal Non-compliance under s87BB (e.g. RMA/2019/2037, 20 Carmen Road).

Information requirements for applications

Billboard applications should generally contain the following information in order to enable assessment of potential visual, amenity and traffic safety effects. The level of detail is context dependent and should be commensurate with the nature of the application and sensitivity of the location, and what is permitted vs proposed.

All applications:

- Luminance values during the day and night, image duration and transition time.
- Context plan identifying important landmarks, heritage features, aspects of sensitivity and zoning
- Details of any other signage on the site – area and location.

May be required depending on the application / context:

- Report from a lighting specialist if the proposed luminance values or lux levels differ from those in the NZS (luminance) or District Plan (lux), or the site is in a sensitive location, e.g. near residential or other sensitive activities, significant open space areas, heritage items, ecological habitats, etc.
- Visual catchment / view shed diagram showing where the billboard can be seen from and any affected persons. Required for billboards in proximity to sensitive activities, based on the area of the billboard, i.e. generally within 100m for an 18m² billboard, 200m for a 36m² billboard, etc.
- Visual assessment from a qualified professional (urban designer or landscape architect) quantifying the scale of effects from key viewpoints, taking into account the quality of the location and the sensitivity of the viewer. Generally required where:
 - the billboard will be visible from sensitive areas such as residential zones, parks, public space, heritage items; or
 - there are potentially affected persons within the distances identified in the visual catchment diagram (unless written approval is provided).
- Accurate photomontages of the proposed billboards:
 - From the key viewpoints in the locality.
 - Using images taken with a lens with a 50mm focal length (NZILA Best Practice Guide for Visual Simulations 10.2).
 - Using a “mid-impact” image (in terms of the boldness of colour, and size of images).
 - Include measurements of scale from existing elements in the photos.
 - Include any existing lawfully established signage/billboards in the locality.
- Traffic report - required for all billboards less than 50m from signalised intersection, and for billboards over 18m² where traffic conditions warrant a more in- depth assessment.
- NZTA written approval if adjacent/close to a State Highway and exceeds the permitted size/height or proximity to intersection.

Assessment guidance

Policy context

The [objective and policies](#) are generally enabling of signage that is not located in a sensitive zone or has transport safety effects. Policy 6.8.2.1.6 seeks to enable off-site signage located within a commercial and industrial context, where it is compatible with the surrounding environment and will not detract from the character or visual amenity of the surrounding area and public realm.

Residential, open space and rural zones are identified as sensitive locations in which off-site signs are to be limited.

Permitted baseline

For a billboard in the “P15 zones”, the starting point for assessment is whether a static or digital billboard meeting all the standards in P15 could be established as a permitted activity in a similar location on the site. That is, an 18m² billboard of up to 9m in height, located 50m from a signalised intersection, meeting the lighting, display and noise standards, and the site-related criteria, i.e. at least 40m road frontage, not visible from a residential zone, or on a state highway of more than 70km/hr.

The focus of the assessment should then be on the aspects of the billboard that do not comply, e.g. size, proximity to intersection, visibility from residential properties. What are the additional effects over and above what is permitted by P15, in terms of the standard/s breached and any other consequential effects?

There is discretion to disregard effects of an unimplemented consent as part of the permitted baseline if the activity is not fanciful and otherwise likely to be implemented, e.g. if the current application was unsuccessful.

Note: There is no permitted baseline for a billboard on a site if the frontage is less than 40m, the site is wholly within 50m of a signalised intersection, or the site is near a residential zone such that any billboard would be directly visible from it.

Matters of discretion

Where a billboard is a restricted discretionary activity the matters of discretion in rules 6.8.5.1 – 6.8.5.3 apply and should provide the framework for assessment. Copies are attached in [Appendix 1](#). Note that the matters of discretion for RD3 in Rule 6.8.5.3 are not restricted to the P15 standard breached, so must all be considered.

Where a billboard is a full discretionary activity the matters of assessment should be used as a guide.

Noticeable vs adverse

- Just because a billboard is noticeable does not necessarily mean it has an adverse visual effect. Keep in mind that the inherent purpose of a sign is to attract attention, and the Plan does enable both static and digital billboard signage in appropriate non-sensitive locations.
- A wide variety of activities are permitted in the CRP, CMU, SP (Airport), IG and IH zones, including typically more sensitive activities such as guest accommodation, offices, and education activities. Digital billboards are also provided for, so in these zones their proximity to such activities does not necessarily translate to adverse visual effects. Case by case assessment is required.

Conversion from static to digital

- P15 specifically provides for 18m² digital billboards with changing images as a permitted activity, so if the relevant light spill and display standards are met there should be no additional visual or transport effects associated with a changing/illuminated display in and of itself, in a non-sensitive environment more than 50m from a signalised intersection.

- Visibility by occupants of nearby sites/buildings does not necessarily give rise to an adverse visual effect if digital signage is permitted within the zone, so an assessment is required of whether the proposed sign will be any more distracting than a permitted digital sign in that, or a more visible, location.

Luminance and image duration

- There are no luminance (relative brightness) controls for billboards permitted under P15, other than a requirement for lighting control to adjust brightness in line with ambient light levels.
- NZS4282:2019 Control of obtrusive effects of outdoor lighting is the latest standard on luminance values for night-time operation of digital signs, but note that this does not relate to visual dominance/prominence so is not the definitive guidance on effects.
- Luminance does not diminish over distance – an object seen at 5km will appear exactly as bright as when it is seen at 100m – it will just appear smaller, so LED billboards are visible over long distances, especially at night. The effects will however diminish with the reduction in apparent size.
- In relation to luminance, it is the relative prominence of the sign in relation to its surroundings that is important (the luminance ratio), rather than the level per se, particularly at night and in low light conditions. Height and whether the billboard will be viewed against a building or other backdrop are key factors here.
- The standard conditions may adequately deal with effects when a sign is viewed from a distance, but may not be sufficient to mitigate effects on sensitive activities in very close proximity.
- Transition between images draws the eye and is seen as movement. A 0.5 second “slow” dissolve with one image “fading” into another makes it less likely the image change will attract attention. There should not be a black screen between images.
- Static billboards with spotlights can be brighter than digital billboards in some conditions as they have no ambient lighting control.

Free standing vs building mounted

- Policy 6.8.2.1.3 seeks that signs maintain the building as the primary visual element and are in proportion to the building. Building mounted signs should be a minority of the façade and in proportion to its features (floor levels, windows etc).
- Freestanding signs (or projecting signs) are more prominent than ones attached to a building facade, especially where they are not seen in the context of a built backdrop. Signs are especially prominent when seen against the sky or landscape features such as the Port Hills.
- Signage on the side walls of buildings is usually less prominent than front mounted signs

Affected persons

- Take into account **Policy 6.8.2.1.2** which identifies residential, open space and rural zones as sensitive locations and seeks to protect them from adverse visual and amenity effects of large areas or numbers of signs, or off-site signs within these zones.
- Effects may not be as great on the fringes of the sensitive zones compared with sites further into the zone, due to the wider range of activities permitted in the vicinity of the zone boundary which would not be anticipated inside the zone.
- Although activity standard P15 d. only refers to sites within a residential *zone*, the matters of discretion in 6.8.5.3 refer to **residential activities**, so if resource consent is required under RD3 (regardless of the trigger) effects on all residential activities must be assessed regardless of zone.

- Activities that are broadly non-residential may still include residential activity, e.g. a manager's residence in a motel.
- Owners and occupiers of **residentially zoned properties** are potentially affected in terms of visual outlook and amenity (due to luminance and changing images) if located in close proximity (generally within 100m for an 18m² billboard and 200 for a 36m² billboard), they have a relatively direct view, and there is no permitted baseline for a billboard in the same or a similar location within the site. This is context dependent and needs to be assessed on a case by case basis having regard to the separation distance and the surrounding environment, including the presence of other light sources, dynamic features such as traffic movements, intersections, signals, oblique view vs front facing, partial view vs unobstructed.
- If necessary, mitigation measures for residential activities could include lower luminance values (e.g. 3,000 cd/m² during day and 175cd/m² maximum at night), a slow dissolve of 0.5 second, and longer image dwell times (e.g. 2 or 5 minutes during the day and 15 minutes or no transition at night, depending on other factors within the surrounding environment).
- Existing residential owners/occupiers on **non-residentially zoned land** are less likely to be affected due to the nature of the surrounding environment and generally lower level of visual amenity, and if similar signage could be erected on/near the site as a permitted activity. Assessment is required on a case by case basis.
- Occupants of commercial **office buildings** will rarely be affected, although in some very limited situations there is potential for effects in terms of visual outlook and distraction if located in very close proximity to the billboard with a relatively direct view, and there is no permitted baseline for a billboard in that or a similar location within the site. Caution should be exercised here, and a case by case assessment is required. If necessary, mitigation measures could include a lower daytime luminance value of 3,000 cd/m², a slow dissolve of 0.5 second, and/or a longer image dwell time during the day, e.g. 2 minutes.
- Consider cumulative effects in conjunction with other signage and LED billboards in the vicinity.

Traffic safety

Where there are potential traffic safety effects, specialist input from a traffic engineer should be obtained (see Specialist Input guidance below).

The following traffic safety matters may be relevant:

- Minimum duration time should be based on travel speed, to reduce the number of glances motorists make to each advertisement. Ideally each driver should only be able to view one or two images as they drive towards and past the sign, to minimise distraction. On lower speed roads (e.g. 30km/h) and congested areas it may be necessary to extend the duration out to 15 seconds or more.
- From a traffic safety perspective the transition between images should be as instantaneous as possible – less than 0.25 sec. The exception would be if a 0.5 second slow dissolve is needed to mitigate effects on sensitive activities.
- There is potential for driver distraction if a billboard is viewed behind a traffic light as vehicles travel along the road, and both change at the same time (e.g. advice on RMA/2021/48, 248 Linwood Ave). Keep in mind that trucks and other large vehicles have an elevated viewpoint. The distance between the signal and the billboard, and any intermediary activity, should also be taken into consideration
- In particularly complex or high volume traffic environments a longer image duration may be needed at peak times or night-time (e.g. RMA/2019/2309 183 Victoria Street; RMA/2020/211 420 Hagley Ave).

- The research into the effect of digital billboards on traffic safety appears to be inconclusive. Assessment is required on a case by case basis having regard to the specific nature of the traffic environment. The commissioner’s decision on RMA/2020/702, 399 Lincoln Road outlines some of the research.
- Consider cumulative effects in conjunction with other changing digital signage in the vicinity (e.g. RMA/2020/2569, 18 Fitzgerald Ave where a condition was offered requiring the billboard to be changed to static if a consented digital billboard on a neighbouring site was installed).
- Waka Kotahi NZTA would generally be considered an affected person if a billboard is adjacent to or close to a State Highway. [NZTA brochure for advertising signs on State Highways](#).

Boffa Miskell report

The [LED Billboard Research – Technical Review of Visual Effects](#) report dated 27 October 2016 (prepared for CCC by Boffa Miskell and Connetics) provides guidance on the visual effects of digital billboards.

Boffa Miskell has advised that the luminance values referred to in this report are now superseded by the AS/NZS 4282:2019 but the urban design content remains valid (email dated 29/04/2020, TRIM 20/420564). It is hoped that this report will be updated as part of an upcoming plan change for the signage rules.

Specialist input

When briefing specialists, make it clear which effects are to be assessed, including (where relevant) that the assessment is limited to the difference in effects between what is permitted and proposed. Specialists should audit reports submitted with the application rather than carry out a full assessment themselves.

- **Environmental Health** – generally not needed, but seek input if proposal has light spill not meeting lux standards (District Plan), or the site is in a particularly sensitive location.
- **Traffic** – generally for billboards within 50m of signalised intersection, however not restricted to this situation as all the matters of discretion apply when RD3 is triggered. A large billboard in a complying location may have potential traffic safety effects if it obscures or provides a backdrop to traffic signals or signage, and/or due to the road classification or traffic environment (e.g. major or complex intersection, high crash record), such that input is warranted.
- **Urban Design** – generally required for billboards exceeding 18m² in area or 9m in height, and those in close proximity to residential zones (generally within 100m for 18m², 200m for 36m²) or other sensitive environments such as Hagley Park, Avon River precinct, etc. Includes conversion of static to digital. The ability to consider visual/amenity effects may depend on the permitted baseline however.
- **Landscape Architect** – if potential effects on landscape character and visual amenity of public open space, e.g. RMA/2020/211 420 Hagley Ave.

Conditions

The following conditions are included in [P-425 Standard conditions](#) document. They may need to be modified to suit the situation, and/or additional conditions may need to be included on the advice of specialists, but should otherwise be consistently applied.

Conditions	Notes
Images	
1. Only still images shall be displayed on the billboard, with a minimum duration of 8 seconds (non-sensitive location) / X seconds/minutes (more sensitive locations, traffic safety) per image.	P15 h. requires 7s minimum for complying 18m ² billboards. NZS states 10s or more, however 8s appears to be the industry standard. Can specify different durations during day time and hours of darkness, or even no transitions during hours of darkness, if necessary to mitigate effects in sensitive locations. May need longer for peak hours near busy intersections subject to traffic input (e.g. RMA/2020/211).
2. There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds. (non-sensitive location) OR The transitions between still images shall include a cross-dissolve between images of 0.5 seconds. (sensitive location)	P15 k. 0.5s results in a more gradual dissolve that doesn't attract the eye as much as an instantaneous transition does. Too long can be a traffic safety issue.
3. The screen shall not display any of the following: a. Live broadcast or pre-recorded video; b. Movement or animation of images; c. Flashing images; d. Sequencing of consecutive advertisements; e. A split screen (i.e. more than one advertisement at any one time); f. Images using graphics, colours or shapes in such a way that they could resemble or distract from a traffic control device; or g. Content that invites or directs a driver to take any kind of driving action.	P15 h, j, l.
4. The screen shall not contain any retro-reflective material.	P15 j.
5. There shall be no sound associated with the sign and no sound equipment is to be installed as part of the screen.	P15 l.
6. In the event of digital screen failure, the billboard screen shall either default to black or switch off.	Ensures compliance with other conditions at all times.
Luminance / light spill	
7. The billboard shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2 metres within the boundary of any adjacent site, and any arterial or collector road. Replace with light spill rules for more sensitive zones where relevant, and can add reference to any site specific feature, e.g. overbridge.	P15 g.
8. The digital screen shall incorporate lighting control to automatically adjust brightness in line with ambient light levels.	P15 m.
9. The billboard shall not exceed the following luminance values:	For non-sensitive locations the maximum of 5500 cd/m ² is in line with the Boffa

<p>a. Daytime: 5500 cd /m² (<i>non-sensitive location</i>) OR 3000 cd/m² (<i>sensitive location</i>); and</p> <p>b. Night-time: 250 cd/m² maximum and 150cd/m² maximum average (<i>non-sensitive location</i>) OR 125 cd/m² maximum. (<i>sensitive location</i>)</p> <p>Note: Maximum average luminance and maximum luminance is to be measured in accordance with Section 3.3.5.5 of AS/NZS 4282:2019. For the purpose of determining daytime, reference should be made to the sunrise and sunset data provided on the MetService website (https://www.metservice.com/towns-cities/locations/christchurch).</p>	<p>Miskell report. Night-time level is as per AS/NZS.</p> <p>For sensitive locations the night-time level of 125 cd/m² is in line with Boffa Miskell report. There is no average specified but the average will be lower because each colour gives off a different luminance.</p> <p>Sunrise and sunset are used as this information is readily available on MetService website.</p>
<p>10. Within 30 working days of the display becoming operational, the consent holder shall submit a certification report from an appropriately qualified lighting designer/engineer confirming compliance with conditions 7-10. The report shall include at least three luminance readings of the billboard, including:</p> <p>a. One recording at midday;</p> <p>b. One recording during the hours of darkness; and</p> <p>c. One recording up to 30 minutes after sunrise or 30 minutes prior to sunset.</p> <p>The report shall be submitted to the Council via email to rcmon@ccc.govt.nz, Attention: Team Leader Compliance and Investigations.</p>	<p>To ensure compliance</p>
Maintenance	
<p>11. The condition and appearance of the billboard shall be maintained at all times.</p>	<p>P15 e.</p>
<p>12. Prior to the erection of the billboard (new)/installation of the digital billboard (conversion), a written maintenance programme, in the form set out in Appendix 6.11.16, shall be prepared by the operator/provider and submitted to the Christchurch City Council via email to rcmon@ccc.govt.nz, Attention: Team Leader Compliance and Investigations.</p>	<p>P15 e. Applies to both digital and static billboards.</p>
Review condition	
<p>13. Pursuant to Section 128 of the Resource Management Act 1991, the Council may serve notice on the consent holder of its intention to review, in whole or in part, conditions xxx, in order to deal with any adverse effect on the environment which may arise from the exercise of this consent and which it is appropriate to deal with at a later time.</p> <p>The purpose of this condition is to address xxx effects e.g. road safety at the intersection, luminance levels of the billboard, image duration, transition time Specify the timing of the review(s), e.g. A review may be initiated within any six month period from the date the consent was given effect to, for up to 5 years.</p>	<p>Include if there are concerns about potential effects on sensitive activities or traffic safety, to enable the luminance, duration, etc to be altered later on if the actual effects warrant this.</p> <p>Note - Monitoring conditions such as those used in the Colombo Street EntX consent are not favoured by the traffic engineers or monitoring team as they're not considered practical or workable. If necessary, use a s128 condition instead.</p>
Advice note	
<p>The consent holder's attention is drawn to the following:</p> <p>a. The guidelines for advertising contained in the NZTA Traffic Control Devices Manual, Part 3, Advertising Signs.</p> <p>b. The Advertising Standards Authority Advertising Code of Practice and the Broadcasting Act 1989.</p>	<p>All consents</p>

Allocation and decision-making

Processing: Where possible, applications will be allocated to in-house planners who have previously processed billboard consents and are familiar with the Plan provisions and effects requiring assessment.

Supervision and decision-making: Where possible, processing will be overseen by a pool of senior officers with experience in billboard applications, to help achieve consistency in processing and decision-making.

Billboard map

A [GIS map](#) has been created showing billboard applications received between January 2010 and 12 April 2021. For the more recent applications completed since January 2017 it includes information on area, size, digital, luminance, image duration, affected persons, s128 review condition, commissioner, notification. (Note - this is still in draft form and may be missing some applications. Let Catherine Elvidge know if you notice any applications or information missing.

This [Spreadsheet of billboard applications](#) is the source of most of the information on the map up to 7 April 2021, and can be used to view the information collectively.

Guidance material & useful links

[LED Billboard Research – Technical Review of Visual Effects](#) (report prepared for CCC by Boffa Miskell, dated 27 October 2016). Note – Boffa Miskell has advised that the luminance values in this report are now superseded by the AS/NZS4282:2019 but the urban design content remains valid (email dated 29/04/2020, TRIM 20/420564).

[Digital and Projected Advertising Signs: Road Safety Considerations and Consent Conditions](#) (report prepared for CCC (Andy Milne) by MWH, dated 4 February 2016)

AS/NZS4282:2019 Control of the Obtrusive Effects of Outdoor Lighting (excerpts can be found in [TRIM 20/420571](#))

Go Media website contains a list of all their Christchurch billboards:
<https://www.gomedia.co.nz/category/christchurch/>

Waka Kotahi NZTA is preparing a practice note on billboards near state highways.

Updates

Date	Changes
9 June 2021	Original publication date
6 August 2021	Standard condition 1 - image duration for non-sensitive areas changed from 10s to 8s. Guidance material - reference to proposed signage plan change removed.

Appendix 1: District Plan provisions - Chapter 6 General Rules and Procedures

Billboard

means an outdoor display board of not less than 18m² in area which is used to advertise goods, services, products or events that are not directly related to the use or activities occurring at the site on which the board is physically located. It includes both the display board and any associated supporting device whether permanent, temporary or moveable.

Off-site sign

means a sign which is used to advertise activities, goods, services, products or events that are not directly related to the use or activities occurring at the site on which the sign is physically located. It includes posters and poster boards and any other associated supporting device whether permanent, temporary or moveable.

Digital sign

means an internally lit sign that displays electronic messages and/or images.

6.8.2 Objectives 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.

6.8.4.1 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
P15	<p>Static and digital display billboards located on sites fronting arterial roads and/or collector roads within:</p> <ol style="list-style-type: none"> a. the Commercial Retail Park Zone and the Commercial Mixed Use Zone; b. the Specific Purpose (Airport) Zone; and c. all industrial zones, other than the Industrial Park Zone (Memorial Avenue). 	<ol style="list-style-type: none"> a. The maximum area of any single billboard shall be 18m². In the case of two sided billboards, the area shall be calculated as being that visible from one direction only provided that such billboards are joined at the apex and are separated by an angle of 30 degrees or less. b. The maximum height shall be 9 metres. c. The site shall have a minimum road frontage of 40 metres per billboard, provided that no more than 2 billboards may be erected on any single site. d. Any billboard shall not be directly visible from any site within a residential zone. e. Each billboard shall be subject to a written maintenance programme, in the form set out in Appendix 6.11.16, to be undertaken by the operator/provider, that has been lodged with the Council prior to the erection of the billboard. f. The billboard shall be located at least 50 metres from any signalised traffic intersection. <p>In addition, for digital display billboards:</p> <ol style="list-style-type: none"> g. The billboard shall result in no more than 10.0 lux spill (horizontal and vertical) of light when measured or calculated 2 metres within the boundary of any adjacent site and/or arterial road and/or collector road. 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. i. There shall be no movement or animation of the images displayed on the screen. j. The material displayed on the screen shall not contain any flashing images and the screen itself shall not contain any retro-reflective material. k. There shall be no transitions between still images apart from cross-dissolve of a maximum of 0.5 seconds. l. There shall be no sound associated with the screen and no sound equipment is to be installed as part of the screen. m. The screen shall incorporate lighting control to adjust brightness in line with ambient light levels. n. The billboard shall not be located on or adjacent to a state highway with a speed limit that is greater than 70km/hr.

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>RD2 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 Rule 6.8.4.1.1 P11 or P15, or Rule 6.8.4.1.5 NC1:</p> <ol style="list-style-type: none"> a. Off-site signs, other than those provided for in Rule 6.8.4.1.1 P2, P3, P4, P5, P6, P12, P13 or P16; b. Flashing or intermittently illuminated signs; c. Signs with moving components; d. Signs with changing images / digital signs; and e. Captive balloons or blimps; <p>which meet the relevant built form standards in Rule 6.8.4.2.</p>	<ol style="list-style-type: none"> a. All signs and ancillary support structures - Rule 6.8.5.1 b. Illuminated, moving, changing, flashing or retro-reflective displays - Rule 6.8.5.2 c. Static and digital billboards - Rule 6.8.5.3
<p>RD3 Static and digital display billboards listed in Rule 6.8.4.1.1 P15 that do not meet one or more of the activity specific standards in Rule 6.8.4.1.1 P15.</p>	<ol style="list-style-type: none"> a. Static and digital billboards - Rule 6.8.5.3

6.8.4.1.4 Discretionary activities

- a. The activities listed below are discretionary activities.

Activity
<p>D1 The following signs in all zones, other than signs provided for in Rule 6.8.4.1.1 P11 or P15, Rule 6.8.4.1.3 RD2, RD3 or RD5, or Rule 6.8.4.1.5 NC1:</p> <ol style="list-style-type: none"> a. Off-site signs, other than signs provided for by Rule 6.8.4.1.1 P2, P3, P4, P5, P6, P12, P13 or P16; b. Illuminated signs (other than signs in industrial, commercial (excluding Commercial Banks Peninsula) and Specific Purpose airport zones); c. Flashing or intermittently illuminated signs; d. Signs with moving components; e. Signs with changing images/digital signs; and f. Captive balloons or blimps.
<p>D2 Signs listed in Rule 6.8.4.1.3 RD2 that do not meet one or more of the relevant built form standards in Rule 6.8.4.2.</p>

6.8.4.1.5 Non-complying activities

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

Activity
<p>NC1 Any billboard within the Industrial Park Zone (Memorial Avenue) or the Specific Purpose (Ōtākaro Avon River Corridor) Zone.</p>

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; and
 - iii. vegetation or other mitigating features.
- 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 Heritage Area, the matters set out in [Rule 9.3.6.3](#).

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.

6.8.4.2 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:
- the road has a speed limit of 70km per hour or greater; and
 - the sign is located within a road boundary building setback required by a built form standard for the relevant zone; and
 - 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:

- 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 and in heritage settings, the rules in Chapter 9 also apply.
- 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 Guest Accommodation Zone)	0.5m ² , 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 ²	
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 ²	
Open Space McLeans Island Zone		
All rural zones (other than Rural Banks Peninsula Zone)	4m ²	
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 Guest Accommodation Zone		9 metres or façade height, whichever is lower
Commercial Banks Peninsula Zone (Lyttelton)	Length along primary building frontage (m) x 0.5m.	6 metres or façade height, whichever is lower
Commercial Local Zone		
Commercial Office Zone		
Commercial Core Zone (except where listed elsewhere in this table)		
All scheduled activities (Rule 6.5), other than service stations	Length along primary building frontage (m) x 0.5m	6 metres or façade height, whichever is lower
Specific Purpose (Tertiary Education)		

Zone or scheduled activity	Maximum total area of signs per building	Maximum height above ground level at top of sign
Commercial Central City Business Zone	Length along <u>primary building frontage</u> (m) x 0.5m.	9 metres or <u>façade height</u> , whichever is lower
Commercial Central City Mixed Use Zone		
Commercial Central City (South Frame) Mixed Use Zone		
Commercial Core Zone (Hornby and The Palms Mall only)	Length along <u>primary building frontage</u> (m) x 1m	Where the maximum <u>height</u> standard is 20 metres, 9 metres or <u>façade height</u> , whichever is lower. Where the maximum <u>height</u> standard is 12 metres, 6 metres or <u>façade height</u> , whichever is lower
Specific Purpose (Airport) Zone		9 metres or <u>façade height</u> , whichever is lower
Scheduled activities (Rule 6.5) <u>service stations</u>		
<p>A. <u>Service stations</u> 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 46884); 4 Russley Road (Pt Lot 1 DP 79303); and 175 Wainoni Road (Lot 2 DP 12297, Pt Lot 3 DP 14198);</p> <p>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)</p>		
Commercial Retail Park Zone	<u>Building</u> length of <u>primary building frontage</u> facing <u>roads</u> or customer car <u>parking areas</u> (m) x 1.2m.	9 metres or <u>façade height</u> , whichever is lower
Commercial Mixed Use Zone		
All industrial zones		
Commercial Core Zone (Eastgate Mall, Northlands Mall, Riccarton Mall only)	Total amount of <u>signage</u> 1500m ² per mall	12 metres or <u>façade height</u> , whichever is lower
Specific Purpose (Hospital) Zone	No limit on number and area of signs provided they are related solely to a <u>hospital</u>	
Specific Purpose (Lyttelton Port) Zone	No limit on number and area of signs provided they are related solely to <u>port activities</u>	<u>Façade height</u>
Specific Purpose (Styx Mill Road Transfer Station) Zone	5% x <u>road frontage</u> x 1m	6 metres or <u>façade height</u> , whichever is lower
Specific Purpose (Defence Wigram) Zone		4 metres or <u>façade height</u> , 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 <u>height</u> above <u>ground level</u> for the lowest part of the <u>sign</u>	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 <u>height</u> of <u>sign</u> 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
		No greater than 2.6m above ground level
	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.
b. The maximum number, area, width and height of free-standing signs shall be as follows:

(Table 1 omitted as it is not applicable to billboards)

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 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 ²	2 metres	2 metres	2m ²	4 metres
Residential Guest Accommodation Zone							
Commercial Local Zone		1 metre	2m ²	2 metres	2 metres	9m ²	6 metres
Commercial Office Zone							
Commercial Central City Business Zone							
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							
Commercial Central City Mixed Use Zone		1 metre	2m ²	2 metres	2.5 metres (other than billboards permitted under Rule 6.8.4.1.1 P15)	18m ²	9 metres
Commercial Central City (South Frame) Mixed Use Zone							
Commercial Core Zone							
Commercial Retail Park Zone							
Commercial Mixed Use Zone							
All industrial zones (other than the Industrial Park Zone (Memorial Avenue) - refer to Rule 6.8.4.2.6 e. below)							
Scheduled activities (Rule 6.5) service stations							

Zone or scheduled activity	Relating to Pedestrian Entrances			Relating to Vehicle Entrances		
A. Service stations 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 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 (Lytelton Port) Zone						
Specific Purpose (Airport) Zone						
Specific Purpose (Hospital) Zone	No limit on <u>signs</u> provided they are related solely to a <u>hospital</u> .					

- 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.

(Proposed Plan Change 4)

(Proposed Plan Change 5)