

Section 32 Report

Part 2

General District-Wide Matters - Signs

Prepared for the
Proposed Kaipara District Plan

Prior to Notification

28 April 2025

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ABBREVIATIONS USED IN THIS REPORT

Kaipara District Council Operative District Plan	KDP
Kaipara District Spatial Plan	KDSP
Local Government Act 2002	LGA
Long Term Plan	LTP
National Environmental Standards	NES
National Policy Statements	NPS
New Zealand Coastal Policy Statement	NZCPS
Northland Regional Council	NRC
Northland Regional Policy Statement	NRPS
National Policy Statement on Urban Development	NPS:UD
Proposed Kaipara District Plan	PDP
Proposed Regional Plan	PRP
Regional Water and Soil Plan	RWSP
Resource Management Act 1991	RMA
Section 32 of the RMA	s32
Section 42A of the RMA	s42A
Structure Plan	SP

1. INTRODUCTION

1.1 Overview

1. This report details the pre-notification evaluation undertaken by Kaipara District Council (**KDC**) in relation to the Signs chapter in the Proposed Kaipara District Plan (**PDP**). The report has been prepared in accordance with the requirements of section 32 of the RMA (**s32**).
2. This report should be read in conjunction with the Section 32 Overview Report for the PDP which provides a more detailed overview of the statutory context and the process to prepare the PDP.

1.2 Topic Description

3. Signage has an important function as a communication tool within the Kaipara District. Signs enable businesses, community groups and other organisations advertise goods and services, provide notice of forthcoming events, warn of hazards, identify premises, direct and control traffic, and pedestrians. Accordingly, the use of signs can enable businesses, community groups and other organisations to support the social, economic, and cultural wellbeing of the District.
4. It is appropriate to allow signage for a range of activities. However, this needs to be balanced against the potential impact they can have on health and safety and the visual amenity of the environment. This is to be achieved through the Signs chapter managing the number, size, location, and visual prominence of signs.
5. Signs are currently managed in the Kaipara District using a dual approach in the Kaipara District Council Operative District Plan (**KDP**) and the [Kaipara District Council Signs Bylaw](#) (**Bylaw**) and [Signs Standards](#) (**Standards**).
6. The Bylaw administers signs (including illuminated signs) and other activities on land owned by Council (e.g. road reserves, footpaths, berms, and any other public spaces) and State Highway road reserves within the 70km per hour or less speed limited zone, whereas the KDP manages signs and lighting on all other property.
7. While the dual regime provides flexibility to Council in terms of controls on sign activities in different locations, monitoring, and enforcement, there has been confusion and uncertainty between the two documents and how these are applied in practice. The PDP approach is intended to address this uncertainty.
8. The Signs chapter also seeks to address the key resource management issues relating to signs which are:
 - Preserving amenity and character
 - Public health and safety
 - Impacts on road users and road safety.

9. The changes to the sign provisions are part of the review of the KDP. The proposed provisions will give effect to requirements of the National Planning Standards 2019 and provide clarity and alignment between the District Plan and Bylaw.
10. More specifically, the National Planning Standards require provisions relating to the management of signs to be located in a signs chapter in Part 2 – District-Wide Matters of a District Plan. The National Planning Standards also provide a definition of official signs which must be adopted by the PDP unless the context requires otherwise.

1.3 Scale and Significance of the Effects

11. The section 32 evaluation must contain a level of detail that corresponds to the scale and significance of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the proposal. In order to determine the scale and significance of the provisions in the Signs chapter, the following criteria have been used:

TABLE 1: ASSESSMENT OF SCALE AND SIGNIFICANCE OF EFFECTS		
Criteria	Summary of effects	Evaluation (1 is low and 5 is high)
Reason for change	<ul style="list-style-type: none"> The current KDP is 10 years old and does not give effect to the National Planning Standards as required by Section 75(3) of the RMA. Greater alignment with other relevant documents (i.e. bylaws and the building code). More efficient for plan users to find all the provisions that regulate signs in the district plan in a single chapter. Remove confusion for sign owners by providing alignment with bylaws that regulate signs within the District. 	2
Degree of shift from status quo	<ul style="list-style-type: none"> Content changes proposed are minor with the provisions reflecting the changes in the other relevant documents. The biggest change is the format, i.e. collating all of the sign provisions across the KDP and placing them into a single chapter in the PDP. The provisions now provide a clear distinction between the relevant bylaws and the PDP provisions. 	2

Who and how many will be affected, geographic scale of effects	<ul style="list-style-type: none"> The greatest group affected by the proposed provisions are business and community stakeholders within the District who seek to use signage to advertise their services, products, and events The effects of signs are primarily related to localised amenity considerations (i.e. commercial and industrial properties), providing information to the public on private property, and public safety (i.e. traffic signs). The Bylaw addresses signs in public spaces including Council owned or controlled property, road reserves along Council roads and State Highways within the 70km/h or less zone. While it is acknowledged that signs are found throughout the entire District, it is not a significant resource management issue in terms of scale and significance for the Kaipara District. 	2
Degree of impact on or interest from Maori	<ul style="list-style-type: none"> The PDP includes more stringent standards for signs in sensitive areas, including historic heritage buildings and items and sites and areas of significance to Māori. The provisions will therefore be of some interest and have some positive impacts for Māori. 	2
Timing and duration of effects	<ul style="list-style-type: none"> The effects of signage are ongoing as signage is generally a relatively permanent structure and therefore their effects can be long lasting often exceeding the life of a District Plan. 	1
Type of effect:	<ul style="list-style-type: none"> The proposed provisions seek to manage adverse effects of signs across the District on: <ul style="list-style-type: none"> Amenity and character values of a zone The heritage values of heritage buildings, items or sites Visual impacts, including from illumination, flashing lights or the content of the sign Any potential cumulative effects of signs across the District to manage the number and location of signs The safe use of the road network. The provisions balance the needs of businesses, community groups and other organisations to use signs for a range of purposes with the need to regulate the activity to ensure adverse effects are appropriately managed. Maintains and protects the localised amenity for future generations and allows the public to use signs for economic benefit, wellbeing, culture, and environment. 	2
Degree of risk or uncertainty:	<ul style="list-style-type: none"> There is minimal degree of risk and uncertainty regarding the proposed provisions for signs. The provisions will address the requirements of the 	2

	National Planning Standards and provide clarity and alignment between the District Plan and Bylaw.	
Total (out of 35):		13

12. Overall, the scale and significance of the effects anticipated from the provisions in the Signs chapter is assessed as being low. Accordingly, the level of detail in this evaluation report is appropriate for the level of effects anticipated.

2. SUMMARY OF ADVICE RECEIVED FROM IWI

13. Section 32(4A) requires evaluation reports to summarise all advice concerning the proposal received from iwi authorities under Clauses 3(1)(d) and 4A of Schedule 1 of the RMA. Section 32 evaluation reports must summarise the response to the advice received, including any provisions of the proposal that are intended to give effect to the advice. The table below summarises the consultation undertaken, and advice received from iwi authorities in relation to the Signs Chapter.

TABLE 2: SUMMARY OF ADVICE RECEIVED FROM IWI		
Details of the consultation process	Summary of advice concerning the proposal received from iwi authorities	Summary of the response to the advice received
Ongoing hui with Te Uri o Hau and Te Roroa	Advice received during the hui were primarily around adverse effects that signs could have on Coastal and Natural environments along with the Sites and areas of Significance to Māori.	SIGN-S2 addressed the concerns raised by Iwi. SIGN-S2 limits the number and size of signs within sensitive environments, including the Coastal Environment, Outstanding Natural Landscapes etc. , This standard also requires that the size of signs not exceed 0.25m ² on historic heritage buildings or items or sites and areas of significance to Māori.

3. EVALUATION OF OBJECTIVES

3.1 Appropriateness in Terms of Purpose of RMA

14. Council must evaluate in accordance with s32 of the RMA the extent to which the proposed objectives in the PDP are the most appropriate way to achieve the purpose of the RMA.
15. The following objectives are proposed for Signs, the reasons for which are detailed in Table 3:

TABLE 3: S32 ASSESSMENT OF PROPOSED SIGNS OBJECTIVE
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Proposed SIGN Objective
SIGN -O1: Signs support the needs of the community. Signs contribute to the social, economic and cultural wellbeing of the community, support public safety, and maintain the amenity and character values of the zone they are located in.

16. Part 2 of the RMA outlines the purpose and principles of the RMA, and Table 4 identifies the relevant sections of Part 2 of the RMA for the objective in the Signs chapter.

TABLE 4: RELEVANCE OF PROPOSED SIGNS OBJECTIVE WITH PART 2 OF THE RMA		
Objective SIGN-O1		
RMA Part 2 Sections	5(2)	✓
	5(2)(a)	✓
	5(2)(c)	✓
	6(a)	✓
	6(b)	✓
	6(d)	✓
	6(f)	✓
	7(c)	✓
	7(f)	✓

Section 5 RMA

17. The purpose of the RMA is to promote the sustainable management of natural and physical resources, which is defined in section 5(2) as managing the use, development and protection of natural and physical resources in a way that enables people and communities to provide for their social, economic and cultural wellbeing while achieving the matters set out in clause (a)-(c). In particular, section 5(2)(c) requires adverse effects of activities on the environment be avoided, remedied or mitigated.
18. Objective SIGN-O1 supports signs where they contribute to the social, economic and cultural wellbeing of communities across the District in accordance with section 5(2). The objective ensures adverse effects on public safety are managed and that the amenity and character values of the respective zone are maintained to ensure any adverse effects from signs are avoided, remedied or mitigated in accordance with Section 5(2)(c).
19. Overall, Objective SIGN-O1 is assessed as being the most appropriate way to achieve the purpose of the RMA.

Section 6 RMA

20. Signs are not a matter of national importance. However, the general direction in Objective SIGN-O1 is supported by SIGN-S2 that provides more stringent controls on the size of signs in the following environments and features of national importance under section 6 of the RMA:
- a. 6(a) the preservation of the natural character of the coastal environment (including the coastal marine area), wetlands, and lakes and rivers and their margins, and the protection of them from inappropriate subdivision, use, and development.
 - b. 6(b) the protection of outstanding natural features and landscapes from inappropriate subdivision, use, and development.
 - c. 6(e) the relationship of Māori and their culture and traditions with their ancestral lands, water, sites, wahi tapu, and other taonga.
 - d. 6(f) the protection of historic heritage from inappropriate subdivision, use and development.

Section 7 RMA

21. The following Section 7 'other matters' are relevant to the management of signs:
- a. 7(c) the maintenance or enhancement of amenity values.
 - b. 7(f) maintenance and quality of the environment.
22. Objective SIGN-O1 achieves section 7(c) and 7(f) RMA by ensuring signs support the needs of the community while maintaining the amenity values and character values of the zone they are located in. This will help to maintain amenity values and the quality of the environment consistent with these section 7 other matters.

Section 8 RMA

23. Objective SIGN-O1 aligns with Section 8 of the RMA, which requires the principles of Te Tiriti o Waitangi to be taken into account. The objective seeks to ensure signs that contribute to the cultural wellbeing of the community, including Tangata Whenua/Mana Whenua. Objective SIGN-O1 is also supported by standards that provide more stringent controls for signs on historic heritage buildings or items or sites and areas of significance to Māori.
24. It is not expected that these provisions will raise any significant issues in terms of the principles of the Treaty of Waitangi. Having assessed the proposed objectives against Part 2 of the RMA it is considered that they are the most appropriate way to achieve the purpose of the RMA.

Conclusion – objectives

25. Overall, it is considered that Objective SIGN-O1 is an appropriate way to achieve the purpose of the RMA.

4. EVALUATION OF THE PROVISIONS

4.1 Introduction

26. S32(1)(b) of the RMA requires the evaluation report to examine whether the proposed provisions are the most appropriate way to achieve the proposed objectives by:

- (i) identifying other reasonably practicable options for achieving the objectives; and*
- (ii) assessing the efficiency and effectiveness of the provisions in achieving the objectives; and*
- (iii) summarising the reasons for deciding on the provisions.*

27. As outlined above, the General District wide matters – Signs chapter proposes one objective. The next step of the evaluation is to assess whether the proposed provisions are the most appropriate way to achieve that proposed objective in accordance with s32(1)(b) of the RMA set out above. In accordance with Section 32(2) of the RMA, the assessment of efficiency and effectiveness of the provisions must include the identification of alternatives, and cost benefit analysis of the economic, social, environmental, and cultural effects of the provisions including whether opportunities for economic growth and employment are reduced or increased. The risk of acting or not acting where insufficient or uncertain information exists must also be considered.
28. The Signs chapter proposes several proposes new provisions, including policies, rules, standards, and matters of discretion for signs that do not comply with the permitted activity standards. The following sections of this evaluation report provide an overview of the reasonably practicable options to achieve the objectives that were identified, followed by an assessment of the efficiency and effectiveness of the preferred provisions in achieving the objective.

4.2 Reasonably practicable options

29. In order to identify other reasonably practicable options, the Council has considered the following:
- a. Relevant legislation and higher order documents.
 - b. Other District Plan provisions and Bylaws that regulate signs.
 - c. Feedback from Council compliance staff who regulate and monitor signs under the current KDP provisions and Bylaw. This feedback assisted to identify the current issues with implementing the signs provisions of the KDP and assisted with options development.
 - d. Council's complaint register to understand the volume of complaints that Council had received and identify the main reasons for complaints and breaches relating to signs. The results showed that there was:
 - i. Public confusion regarding the application of other relevant bylaw provisions
 - ii. Traffic safety issues caused by sign location and accumulation
 - iii. Public access safety issues caused by sign accumulation, and maintenance
 - iv. Unconsented signage

- e. Feedback received from community engagement on the Discussion Documents and the Exposure Draft District Plan.

- 30. The following broad options have been identified and assessed to achieve the objective of the General District wide Matters – Signs chapter:

Option 1 – Maintain the status quo

- 31. This option would roll over the current KDP sign provisions into the PDP. This option would not give effect to the requirements of the National Planning Standards and the definition of official signs and would not address the current resource management issues for signs and confusion for plan users understanding when a resource consent is required for a sign under the District Plan and where the Bylaw applies. It would also continue to reduce compliance monitoring issues for Council compliance staff to determine which provision prevails between the District Plan and Bylaw and associated time and costs to Council.
- 32. For these reasons Option 1 is not considered to be the most appropriate way to achieve Objective SIGNS-O1.

Option 2 – The PDP General District wide matters – Signs chapter:

- 33. This chapter regulates signs in a single chapter and adopts the same definition of official sign to ensure the PDP gives effect to the National Planning Standards.

It would also provide a set of consolidated policies, rules and standards that:

- a. Enable signs that are compatible with the role, function and character of the zone they are located in, including commercial advertising signs, official signs, information signs, temporary signs and real estate signs (Policy SIGN-P1)
- b. Manage the adverse effects of signs across the District to ensure they do not detract from the amenity and character values of the zone they are in, do not compromise heritage values (heritage buildings, items or sites) or not generate significant visual impacts (including from illumination, flashing or content) (Policy SIGN-P2)
- c. Manage potential cumulative effects of signs to ensure they are appropriately located and limited in number (Policy SIGN-P3)
- d. Ensure signs are designed and located so they do not compromise the safe use of roads (Policy SIGN-P4)
- e. Enable official signs (Rule SIGN-R1), temporary signs (Rule SIGN-R2), information signs (Rule SIGN-R3), signs on or attached to a buildings, structures, windows or fences (Rule SIGN-R4), veranda signs (Rule SIGN-R5), freestanding signs (Rule SIGN-R6) as permitted activities in all zones where signs comply with permitted activity standards.

- f. Set permitted activity standards that control the location of signs for traffic safety (SIGN-S1), the maximum size of signs within the Coastal Environment, Outstanding Natural Landscapes, Outstanding Natural Features, Outstanding Natural Character Area, High Natural Character Area, 's and the sign size on scheduled historic heritage buildings, items or sites of significance to Māori, and in different zones (SIGN-S2), sign size for free standing signs (SIGN-S3) and the number of signs (SIGN-S4). Where compliance with the permitted activity standards is not achieved a restricted discretionary resource consent is required with consistent matters of discretion.
- g. Require a discretionary activity resource consent for billboards (SIGN-R7), digital signs (SIGN-R8) and any signs not otherwise listed in the rules (SIGN-R9).

Option 3 – Council Bylaw: Remove all Sign provisions from the Operative KDP and regulate signs through a Council Signs Bylaw only.

- 34. This option would see all of the provisions from the KDP merge with the existing Bylaw to provide a single set of regulations for signs in the District. However, having all sign regulations in a bylaw would not be user friendly due to the volume of information and regulation that a single bylaw would have to contain. It could be extremely restrictive with Council having to dedicate areas where signs would be permitted to allow for faster processing of applications.
- 35. The bylaw process would also have the possibility to be cumbersome for those wishing to place signage outside of the Council allocated areas, and Council having to increase its compliance staff to deal with these applications and potential bylaw breaches. Enforcement would also prove to be an economic burden for Council with breaches of bylaws having to go through a judicial process. By comparison, RMA enforcement is faster with abatement notices and fines.
- 36. For these reasons Option 3 is not considered to be the most appropriate way to achieve Objective SIGNS-01.
- 37. **Option 2** is considered to be the most appropriate option and is considered to be the most efficient and effective because:
 - a. It gives effect to the National Planning Standards
 - b. All of the provisions applicable to sign activities on private land will be located in one PDP chapter which is clearer and more efficient for plan users
 - c. It clarifies the scope of jurisdiction between the District Plan and Bylaw for signs, that will assist plan users and Council compliance staff to more clearly and efficiently understand when resource consent under the PDP is required for a sign and when the Bylaw applies
 - d. The proposed provisions support the use of signs across the District where they maintain the amenity and character values of the zone the sign is located in, to ensure the outcomes sought from Objective SIGN-O1 are achieved

- e. The proposed provisions are balanced to reflect the importance of the different amenity and character values for zones across the District by enabling signs as a permitted activity where they are compatible with the role, function and character of the zone they are located in.
 - f. The proposed provisions ensure any adverse effects of signs are managed including any cumulative adverse effects and any adverse effects on the safe use of roads
 - g. The option facilitates a resource management approach that is clearer, more efficient and effective.
 - h. The option assists with enforcement as the RMA enforcement process is much more efficient than that of a bylaw
 - i. The option is easier to implement and monitor than the alternative options proposed.
38. For these reasons Option 2 is considered to be the most appropriate way to achieve Objective SIGNS-O1.

Provisions Cascade for preferred option to be evaluated in Table 5 below:

Table 5: Preferred option to be evaluated	
Option 2: The Proposed General District-Wide Matters – Signs chapter	Objective: SIGN-O1 – Signs support the needs of the community
	Policies: SIGN-P1 to SIGN-P4
	Rules: SIGN-R1 to SIGN-R9
	Standards: SIGN-S1 to SIGN-S4

TABLE 6: EVALUATION OF PROVISIONS	
Option 2 & Package of Proposed Provisions	Option 2 – The Proposed General District-Wide Matters – Signs Chapter
Benefits	<p>Economic:</p> <p>The Signs chapter provisions will:</p> <ul style="list-style-type: none"> • Enable signs to act as ‘silent salespersons’ that assist with branding businesses, provide information about products and services, and directing customers to exact locations • Enable signs to attract customers and clients to the businesses being advertised • Provide greater clarity to plan users on when resource consent is required for signs across the District resulting in greater cost and time savings when compared to the status quo • Will help reduce Council costs associated with processing resource consents for signs through clearer provisions • Clarify the relationship with the Bylaw resulting in efficiencies for all parties. <p>Social: The Signs chapter provisions will enable signs that support:</p> <ul style="list-style-type: none"> • Public safety and health information • Community groups • Community events (Community Market days, community meetings etc) • The vibrancy of commercial centres • People and communities to find their desired location • The safety of roads for all users. <p>Environmental: The Signs chapter provisions will enable signs that support:</p> <ul style="list-style-type: none"> • The maintenance of the amenity and character values of the zone they are located in • Environmental education and information • The protection of sensitive environments such as the coastal environment, outstanding natural character areas, outstanding natural features and landscapes etc. though more stringent controls on the size of signs in these environments • The management of cumulative adverse effects from signs on the environment through controls on their number and location. <p>Cultural: The Signs chapter provisions enable signs that support:</p> <ul style="list-style-type: none"> • The protection of sites and areas of significance to Māori from the adverse effects of signs • Local and district identity (i.e. heritage buildings and items) <p>Education about culturally significant sites.</p>
Costs	Economic:

TABLE 6: EVALUATION OF PROVISIONS	
Option 2 & Package of Proposed Provisions	Option 2 – The Proposed General District-Wide Matters – Signs Chapter
	<ul style="list-style-type: none"> Potentially increased resource consent costs for digital signs, billboards and signs that are not listed in the chapter. These costs are anticipated to fall predominantly on commercial applicants and are not expected to significantly change/increase from the status quo There may be an increased cost on Council to monitor and enforce the provisions. However, it is anticipated these costs will not be discernible from the current costs under the status quo. <p>Social:</p> <ul style="list-style-type: none"> No social costs are anticipated given that the provisions seek to maintain the amenity and character values of the zone the signs are located in. <p>Environmental:</p> <ul style="list-style-type: none"> It is anticipated these provisions will not result in any greater environmental costs compared to the status quo as the provisions seek to ensure any adverse effects on the environment from signs, including cumulative effects are appropriately managed. <p>Cultural:</p> <p>No specific cultural costs are associated with the proposed provisions.</p>
Opportunities for economic growth	The signs provisions will not create economic growth opportunities per se but enabling signs through the provisions enable businesses to increase opportunities for economic growth through advertising and public awareness.
Opportunities for employment	No employment opportunities have been identified as a result of these provisions.
Certainty and sufficiency of information	<p>Information is certain and sufficient for the sign provisions as it is largely based on a previous rule framework in the KDP.</p> <p>Research and analysis using Council monitoring systems, complaints, research and analysis undertaken using other Territorial Authorities documents, as well as the feedback from Council staff, Iwi, Elected Members provided a clearer understanding of the issues that the current KDP had in regulating and monitoring sign provisions. This highlighted that applicants were confused by the KDP rules and other relevant documents that controlled signage within the District, especially along State Highways. The research and analysis of other Council's provisions and the varied way in which they regulated signs and sign activities provided information regarding how best to approach the issues that were useful to assist with determining what should be provided for in the PDP and what should be regulated by the Council's bylaw.</p>
Effectiveness in achieving the objective(s)	<p>The proposed provisions are considered to be the most effective means of achieving objective SIGN-O1 as together they will enable the Council to fulfil its statutory obligations and give effect to Part 2 of the RMA by:</p> <ul style="list-style-type: none"> Enabling Council to effectively administer its District Plan in a clear and consistent manner

TABLE 6: EVALUATION OF PROVISIONS	
Option 2 & Package of Proposed Provisions	Option 2 – The Proposed General District-Wide Matters – Signs Chapter
	<ul style="list-style-type: none"> Supporting the use of signs across the District where they maintain the amenity and character values of the zone the sign is located in, to ensure Objective SIGN-O1 is given effect to. Ensuring any adverse effects on the environment from signs, including cumulative effects are managed. Setting specific permitted activity standards for signs in different zones and in sensitive areas with high or outstanding environmental values (e.g. Coastal Environment, Outstanding Natural Character Areas, Outstanding Natural Landscapes) and requiring a restricted discretionary activity resource consent where compliance with these standards is not met to ensure any adverse effects on these environments are avoided, remedied or mitigated Enables a resource management framework that is clearer and easier to implement and monitor than the status quo.
Efficiency in achieving the objective(s)	The proposed provisions are considered to be the most efficient means of achieving the proposed objective as together they will enable the Council to fulfil its statutory obligations and give effect to Part 2 of the RMA.

TABLE 6: EVALUATION OF PROVISIONS	
Option 2 & Package of Proposed Provisions	Option 2 – The Proposed General District-Wide Matters – Signs Chapter
Benefits	<p>Economic:</p> <p>The Signs chapter provisions will:</p> <ul style="list-style-type: none"> • Enable signs to act as ‘silent salespersons’ that assist with branding businesses, provide information about products and services, and directing customers to exact locations • Enable signs to attract customers and clients to the businesses being advertised • Provide greater clarity to plan users on when resource consent is required for signs across the District resulting in greater cost and time savings when compared to the status quo • Will help reduce Council costs associated with processing resource consents for signs through clearer provisions • Clarify the relationship with the Bylaw resulting in efficiencies for all parties. <p>Social: The Signs chapter provisions will enable signs that support:</p> <ul style="list-style-type: none"> • Public safety and health information • Community groups • Community events (Community Market days, community meetings etc) • The vibrancy of commercial centres • People and communities to find their desired location • The safety of roads for all users. <p>Environmental: The Signs chapter provisions will enable signs that support:</p> <ul style="list-style-type: none"> • The maintenance of the amenity and character values of the zone they are located in • Environmental education and information • The protection of sensitive environments such as the coastal environment, outstanding natural character areas, outstanding natural features and landscapes etc. though more stringent controls on the size of signs in these environments • The management of cumulative adverse effects from signs on the environment through controls on their number and location. <p>Cultural: The Signs chapter provisions enable signs that support:</p> <ul style="list-style-type: none"> • The protection of sites and areas of significance to Māori from the adverse effects of signs • Local and district identity (i.e. heritage buildings and items) • Education about culturally significant sites.

4.3 Reasons for deciding on the provisions

39. The proposed provisions in the General District wide – Signs chapter are assessed as being the most appropriate way to achieve proposed Objective SIGN-O1. The provisions give effect to the National Planning Standards and provide a balanced approach to ensure that signs are enabled while managing any adverse effects on the environment they are located in. The rules provide for the most common types of signs that are used on private property and provide additional restrictions in more sensitive zones and areas with high environmental values such as for example, the Coastal Environment, Outstanding Natural Character Areas and Outstanding Natural Landscape areas. .
40. Overall, the proposed provisions are considered to be the most efficient and effective means of achieving proposed objective SIGN-O1 as together they will:
- a. Give effect to the National Planning Standards in accordance with section 75(3)(ba) of the RMA
 - b. Enable the Council to fulfil its statutory obligations to manage the adverse effects of the use of land, including sections 17 and 31 of the RMA
 - c. Provide greater certainty and clarify to businesses and communities on how signs are to be managed within the District.

5. CONCLUSION

41. Pursuant to s32 of the RMA, the proposed Sign objective has been analysed against Part 2 of the RMA and is assessed as being an appropriate way to achieve the purpose of the RMA. It is balanced to meet the needs of the community and businesses for signs within the District without compromising the character and amenity values of the zone the sign is located in.
42. The proposed provisions have been compared against reasonably practicable options. The proposed provisions in the Signs chapter are assessed as being an appropriate way to achieve the proposed objective.