

Community Consultation

Signs Bylaw 2025



A. Submitter Contact Details

First Name *

David

Family Name *

Barrett

Contact Phone Number *

[REDACTED]

E-mail Address

[REDACTED]

Organisation (if applicable)

Address *

[REDACTED]
[REDACTED]

Do you support the proposed new signs bylaw?

Please select one option by clicking on it

- ☐ Yes. I support the proposed new bylaw
- ☒ No. I do not support the proposed new bylaw

Do you want to add additional comments about your answer above?

Comments and feedback up to 500 words can be added in the comment box below.

- ☒ Yes ☐ No

Type in your comments here

Space for your comments below. 500 word limit.

This is the 21st century and there are other more effective ways to advertise such as online and other media. Privately funded signs or billboards are an archaic, outmoded form of advertising that create visual pollution, distraction and degrade the natural environment which Kaikoura is known for.

D. Hearings

Do you want to present your feedback in person to the Hearing Panel at Council on 25th of February? *

Five minute slots will be allocated to each person who wishes to present their submission in person.

- ☐ Yes ☒ No

Community Consultation

Signs Bylaw 2025



A. Submitter Contact Details

First Name *

Mark

Family Name *

Baxter

Contact Phone Number *

[REDACTED]

E-mail Address

[REDACTED]

Organisation (if applicable)

Strawberry Tree Kaikoura Limited

Address *

[REDACTED]

Do you support the proposed new signs bylaw?

Please select one option by clicking on it

- ☐ Yes. I support the proposed new bylaw
- ☒ No. I do not support the proposed new bylaw

Do you want to add additional comments about your answer above?

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- ☒ Yes ☐ No

Type in your comments here

Space for your comments below. 500 word limit.

I request that the proposed sign bylaw be amended to permit businesses to display more than one flatboard sign on their premises. Flatboards have been used at our site since 2002 and are an established, long-standing element of our streetscape. They contribute positively to the character and identity of our commercial district, supporting visual variety and pedestrian interest. For many small retailers, cafés, and specialty shops, multiple flatboards are critical advertising tools: they communicate current products, daily specials, and timely promotions that cannot reasonably be conveyed by a single permanent sign. Multiple flatboards directly increase customer engagement, which supports local businesses to remain economically viable.

Our existing flatboards are responsibly managed: they are professionally painted (supporting local artists), maintained regularly and kept in good order. They comply with existing alcohol-licensing requirements and do not present a hazard or danger to public safety or create nuisance, which is the "purpose" of the bylaw.

I propose the following adjustments to the draft bylaw rather than a limit of only 1 flatboard:

Permit multiple flatboards per business depending on length of frontage in metres. An example would be to allow 1 per 4m so a 20m street frontage would be allowed 5 boards, subject to appropriate placement to protect accessibility. Require that flatboards be kept in good repair and professionally presented, consistent with current practice.

Maintain rules preventing obstruction of pathways or other public safety concerns.

This balanced approach preserves public safety and streetscape consistency while recognising the demonstrated value and responsible use of flatboards by local businesses.

It supports small business resilience and contributes to vibrant, inviting commercial footpaths.

Thank you for considering this amendment to support our local businesses and maintain the character of our West End and wider community.

D. Hearings

Do you want to present your feedback in person to the Hearing Panel at Council on 25th of February? *

Five minute slots will be allocated to each person who wishes to present their submission in person.

☐ Yes ☒ No

Community Consultation

Signs Bylaw 2025



A. Submitter Contact Details

First Name *

Leslie

Family Name *

Croucher

Contact Phone Number *

[REDACTED]

E-mail Address

[REDACTED]

Organisation (if applicable)

Address *

[REDACTED]
[REDACTED]

Do you support the proposed new signs bylaw?

Please select one option by clicking on it

- ☐ Yes. I support the proposed new bylaw
- ☒ No. I do not support the proposed new bylaw

Do you want to add additional comments about your answer above?

Comments and feedback up to 500 words can be added in the comment box below.

- ☐ Yes ☒ No

Type in your comments here

Space for your comments below. 500 word limit.

D. Hearings

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Five minute slots will be allocated to each person who wishes to present their submission in person.

- ☐ Yes ☒ No

A. Submitter Contact Details

First Name *

Susanne

Family Name *

Dunnett

Contact Phone Number *

[REDACTED]

E-mail Address

[REDACTED]

Organisation (if applicable)

Address *

[REDACTED]

Do you support the proposed new signs bylaw?

Please select one option by clicking on it

- ☐ Yes. I support the proposed new bylaw
- ☒ No. I do not support the proposed new bylaw

Do you want to add additional comments about your answer above?

Comments and feedback up to 500 words can be added in the comment box below.

- ☐ Yes ☐ No

Type in your comments here

Space for your comments below. 500 word limit.

I request that the proposed sign bylaw be amended to permit businesses to display more than one flatboard sign on their premises. Flatboards contribute positively to the character and identity of our commercial district, supporting visual variety and pedestrian interest. For many small retailers, cafés, and specialty shops, multiple flatboards are critical advertising tools: they communicate current products, daily specials, and timely promotions that cannot reasonably be conveyed by a single permanent sign. Multiple flatboards directly increase customer engagement, which supports local businesses to remain economically viable.

I believe if the signs are professionally painted or manufactured, maintained regularly and kept in good order, comply with existing alcohol-licensing requirements and do not present a hazard or danger to public safety or create nuisance, then they are not contravening the bylaw. I propose the following adjustments to the draft bylaw rather than a limit of only 1 flatboard:

Permit multiple flatboards per business depending on length of frontage in metres. An example would be to allow 1 per 4m so a 20m street frontage would be allowed 5 boards, displayed anywhere in the 20m, subject to appropriate placement to protect accessibility. Require that flatboards be kept in good repair and professionally presented, consistent with current practice.

Maintain rules preventing obstruction of pathways or other public safety concerns.

This balanced approach preserves public safety and streetscape consistency while recognising the demonstrated value and responsible use of flatboards by local businesses.

It supports small business resilience and contributes to vibrant, inviting commercial footpaths.

Thank you for considering this amendment to support our local businesses and maintain the character of the street fronts in our community.

D. Hearings

Do you want to present your feedback in person to the Hearing Panel at Council on 25th of February? *

Five minute slots will be allocated to each person who wishes to present their submission in person.

☐ Yes ☒ No

Submitter's Brief: Kaikōura District Signs Bylaw 2026 Review

Prepared by: Jason Gregory Hill, [REDACTED] (Coopers Catch Kaikōura Ltd)

For: Kaikōura District Council (submissions@kaikoura.govt.nz)

1. What the West End Audit Shows Us

I conducted a physical audit of 31 local businesses to assess the practical application of the proposed rules. While I acknowledge that certain qualitative judgements were applied, the data clearly illustrates that the draft bylaw is significantly disconnected from our town's commercial reality:

- **High Breach Rate:** 21 out of 31 audited businesses (68%) would be in immediate breach of the bylaw when it comes into effect.
- **The Signage Crisis:** Of the 31 businesses I surveyed, 12 businesses currently use three or more portable signs.
- **Footpath Reality:** Even with current signage, West End footpaths maintain **2.4 to 3.0 metres of clear passage**. This proves the public space is already wide and safe.

2. Fairness Across Town: Matching Signs to Shop Frontage

The current draft uses a "one-size-fits-all" limit that ignores the scale of the premises. A tiny shop shouldn't have the same limit as a large premises.

- **The Proposal:** We propose a **Frontage-Based Allowance of 0.25 m² per linear metre**. This ensures the signage area is always proportional to the size of the business.

Case Study: 9 West End (Coopers Catch)

Total Shop Frontage | ~16.0 metres

Total Freestanding Area (Planned) | 3.80 m² (Includes Planters, and Menu Board)

Allowable Area (at 0.25 m²/m) | 4.00 m²

Result | Fully Proportional & Compliant

- **Site-Specific Safety:** Although our freestanding signs are located **entirely within our business boundary**, we maintain a **2.4-metre clear passage** on the adjacent path.

This proposal allows 9 West End, a total of 4.0 m² of signage area, and our current planned (being designed) footprint of 3.8 m² demonstrates that this ratio remains conservative and tidy.

3. The "Rule of Three" (Operational Necessity)

While a 1 m² allowance for flatboard signs is acceptable, the quantity limit (one flatboard and one sandwich board) is operationally insufficient. Modern commerce requires a **"Rule of Three"** to communicate essential information:

- **Direct Branding:** The identity of the business itself.
- **Product/Service Details:** Full menus for hospitality or service lists for trade.
- **Supplier Partners:** Many Kaikōura businesses stock iconic regional and national brands (e.g., **Tip Top, Anchor**, local craft beers, or in our case our fries brand). These partners provide high-quality signage essential for driving "point-of-purchase" sales.
- **The "Forced Choice" Conflict:** The current draft forces owners to choose between displaying their own daily specials or their supplier's branding. This restricts a small business's ability to leverage the marketing power of the brands they stock.
- **The Demand:** Permit up to **three portable signs (total)** per business. This allows for Branding, Menus/Specials, and a Brand Partner sign.

- **The Safety Standard:** These should be permitted provided a **2-metre clear pedestrian passage** is maintained. Audit data shows that West End footpaths comfortably maintain 2.4m to 3.0m of clearance even with three signs present.

4. A Practical Way to Measure Building Signs

The draft currently prohibits building-mounted signs exceeding half of the total visible wall or roof area **across all zones and precincts (including Tables 1, 2, and 3).**

- **The Ambiguity (Clause 5):** "Sign Area" is defined as the smallest geometric shape enclosing all elements, including background colours.
- **The Proposal:** We request a **specific exclusion for background architectural colours** to be added to Clause 5. This would formally differentiate a building's design palette from the actual "Sign Area" (the logos, branding, and text). As long as the branding itself remains under the 50% limit, cohesive background colours should be considered an architectural design choice, not part of the signage area calculation.

5. Common-Sense Updates for Signage Definitions

- **Sign Area Clarification:** If a sign spans a roofline but the actual artwork only occupies a small portion, the background colour should be considered an architectural element.
- **Integrated Infrastructure:** We request that the definition of Freestanding Sign be amended to: **"Includes signs fixed to fences, permanent planters, or integrated boundary seating."**

6. Helping Modernise the West End (The Amnesty Clause)

The draft currently states that amnesty ceases when a sign is "renewed, modified or replaced." This unintentionally encourages owners to keep old, deteriorating signs to avoid losing their size rights.

- **The Proposal:** Businesses should be encouraged to update and improve their appearance. We suggest allowing **"Like-for-Like" footprint updates**. This allows us to invest in modern, high-quality signage and keep our town looking its best without being penalised for basic maintenance or aesthetic refreshes.

7. Clear Boundaries for Beach Road

The Council has identified "jurisdictional confusion" as a primary reason for this review. However, while Table 3 provides a clear boundary ("Yarmouth/Brighton Street to the West End"), Table 2 (Mixed Use Precinct) relies on vague descriptors and external maps.

- **The Transparency Gap:** For a bylaw to be truly "clearer and more workable," a business owner should not be required to cross-reference GIS maps or District Plans just to determine which rules apply to their frontage.
- **The Proposal:** Update Table 2 to match the clarity of Table 3. The bylaw should explicitly define the boundaries using street-by-street intersections (e.g., **"Beach Road from Brighton Street to approximately 142 Beach Road"**).
- **Enforcement Consistency:** Specific street boundaries provide a single source of truth for both owners and Enforcement Officers, reducing the risk of disputes and administrative delays.

8. Leveling the Playing Field for Fixed and Mobile Shops

To ensure a level playing field, mobile commercial units (caravans/trailers) should follow the same standards as the permanent shops they compete with.

- **The Proposal:** I suggest adding a **Table 7 (Mobile Commercial Activities)** for any unit trading in a fixed location for more than 4 hours.
- **The Standards:**
 - **Surface Coverage:** Signs/branding must not exceed **50%** of the trailer's visible side area.
 - **Portable Signs:** Limited to one sandwich board and one flatboard (attached to the unit).
 - **Flags:** Limited to one per unit.
 - **Illumination:** Subject to the same "off when closed" rules as fixed sites.

9. Clear Standards for High-Quality Signage

Instead of leaving "Aesthetic Merit" up to a personal opinion, let's have a predictable **set of standards** for fast-tracked approval based on natural materials and local heritage themes.

- **Material & Craftsmanship:** Use of natural timber, stone, or wrought iron and hand-painted/locally designed artwork.
- **Local & Brand Integration:** Imagery reflecting Kaikōura's heritage, integrated with the business's unique brand identity and iconic colours (e.g., Coopers Catch red).

10. Functional Illumination

- **Security Lighting:** Allow passive identity lighting to remain on after hours for security.
- **Mobile Parity:** Mobile businesses should be subject to the same illumination limits as fixed sites.

Enough Thinking: A Call for Practical Reality We have spent enough time "thinking" about theoretical limits and arbitrary numbers. It is time to focus on the **Practical Reality** of running a business in Kaikōura. A bylaw that makes such a large percentage of our town "illegal" overnight is not a solution. We need a system that ensures fairness across all zones, scales with the size of the shop frontage, and differentiates between high-quality building design and actual signage area. It is time to move past arbitrary caps and build a system that rewards quality, respects property boundaries, and supports the businesses that drive our local economy.

I wish to be heard in support of this submission at the hearing on **4 March 2026**.

Letter of Solidarity: A Practical Signs Bylaw for Kaikōura Businesses

To: The Kaikōura District Council

Regarding: Submission on the Draft Kaikōura District Signs Bylaw 2026

Dear Councillors and Planning Staff,

As owners and operators of businesses that drive the Kaikōura local economy, we are writing to express our collective concern regarding the proposed **Signs Bylaw 2026**.

While we support the Council's goal of maintaining an attractive and safe district, a recent physical audit of 31 local businesses reveals that the current draft is significantly out of step with the commercial reality of our streets.

The Current Reality:

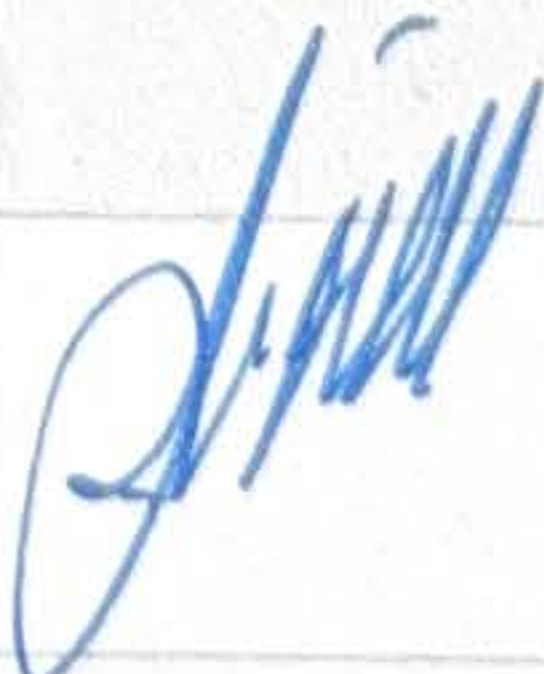
- **68% Failure Rate:** Under the proposed rules, nearly 70% of audited businesses in the West End and Beach Road would be in immediate breach of the bylaw.
- **Arbitrary Limits:** The "one-size-fits-all" cap ignores the scale of our premises and creates an unfair "parity gap," where some zones are restricted 33% more than others for no clear reason.
- **Operational Necessity:** The limit of two portable signs ignores the basic needs of modern trade. To survive, hospitality and retail businesses require a **"Rule of Three"** to communicate Branding, Service Details (Menus), and Brand Partner support.

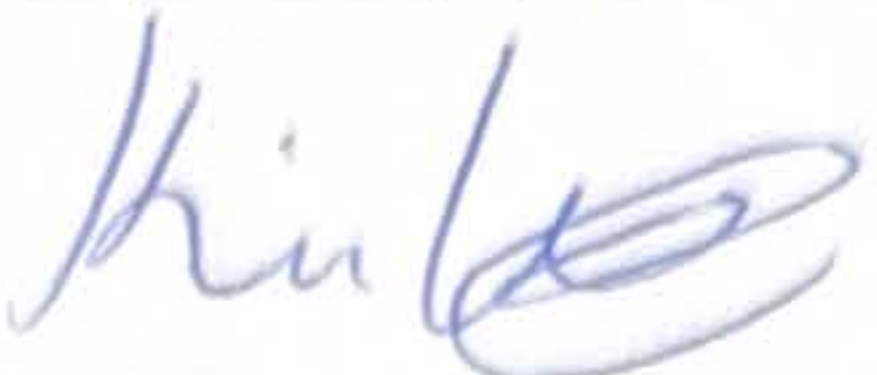
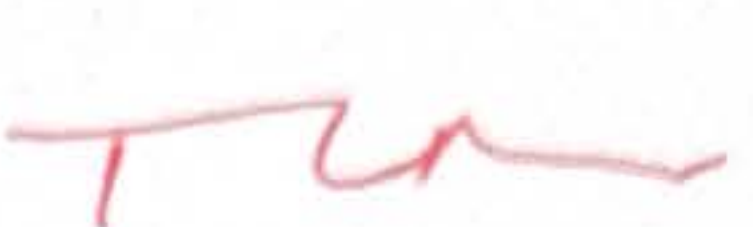
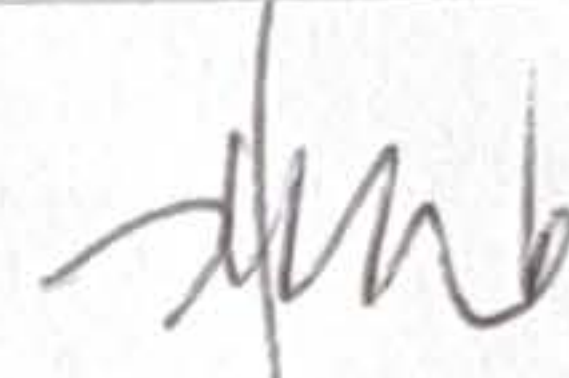
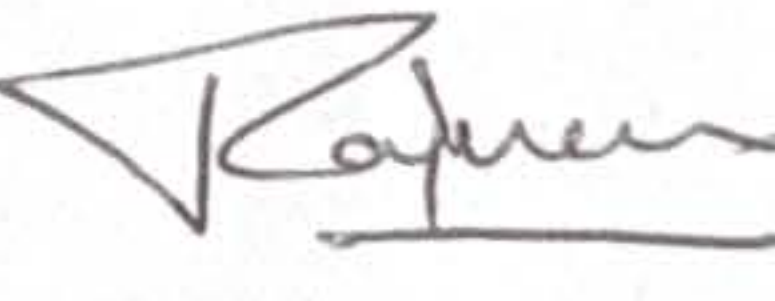
Our Collective Proposal:

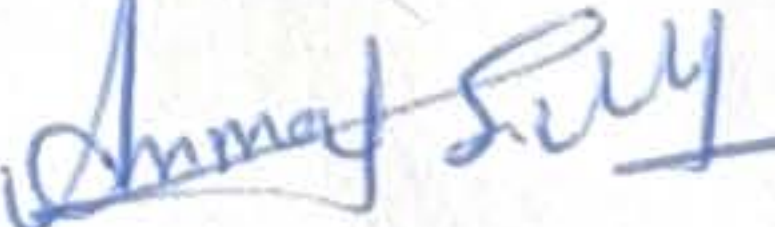
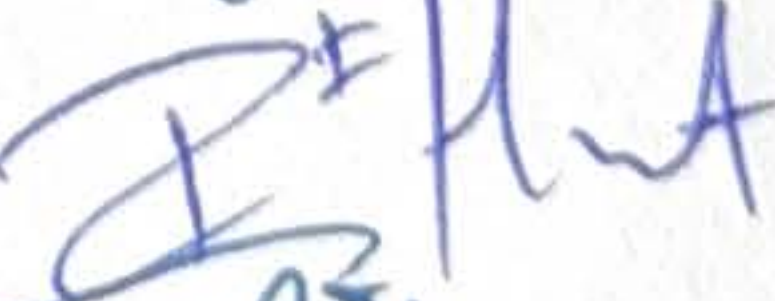
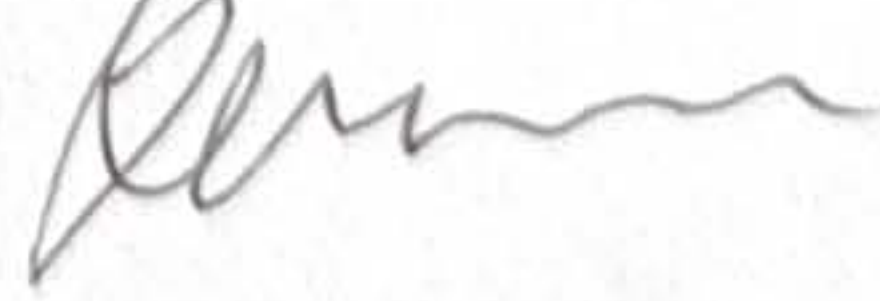
We, the undersigned, formally support a move away from theoretical caps and toward a **Practical Reality** framework that includes:

1. **Frontage-Based Scaling:** Implementing a ratio of **0.25 m² of signage per linear metre** of shop frontage to ensure visibility is proportional to the size of the business.
2. **The Rule of Three:** Permitting up to three portable signs per business, provided a 2-metre clear pedestrian passage is maintained.
3. **Modernisation Amnesty:** Allowing "Like-for-Like" footprint updates so businesses can invest in high-quality, modern signage without being penalised.
4. **A Level Playing Field:** Ensuring mobile commercial units (caravans and trailers) follow the same visual and quantity standards as fixed businesses.
5. **Clear Definitions:** Formalising that architectural building colours are distinct from "Sign Area," and including planters and integrated seating in the definition of freestanding signs.

Kaikōura is a world-class destination, and our storefronts should reflect that. However, a bylaw that makes the majority of our town "illegal" overnight is not a solution. We ask the Council to adopt these common-sense, ratio-based standards that reward quality and support the businesses that keep our community thriving.

Business Name	Owner/Manager Name	Signature	Date
Coopers Catch Kaikōura	Jason Hill		11/02/2026

Air Kaikoura Info Hub	Worker		11/02/26
Daves Diving Kaikoura	Manager		11/02/26
West End Clothing	Diare Paton	10 of Paton	11/2/26
CRAYFISH CAFE WESTEND	OWNER		11/2/26
mcmatts Ltd T/A Whynotcafe	owner	Omcaid	11/2/26
Rebecca Meikle Daddy's Parlour	owner		11/2/26
chewis Cafe	owner		11/02/26
Middlehurst furnstore	Manager		12/02/26
Coastal sport	owner		12/2/26
Beached as souvenirs	owner		12/2/26

The dairy	owner		12/2/26
Hammer Hardware	owner		12/2/26
Janet Street Food	owner		12/2/26
Flo & Co - Dex Hunt	owner		13/2/26
SLAM CLUB	OWNER		13/2/26
Pedro's	owner		13/2/26
Seal kayak kaikoura	owner		13/2/26

Community Consultation

Signs Bylaw 2025



A. Submitter Contact Details

First Name *

Ralph

Family Name *

Hogan

Contact Phone Number *

unknown

E-mail Address

[REDACTED]

Organisation (if applicable)

Address *

unknown

Do you support the proposed new signs bylaw?

Please select one option by clicking on it

- ☐ Yes. I support the proposed new bylaw
- ☒ No. I do not support the proposed new bylaw

Do you want to add additional comments about your answer above?

Comments and feedback up to 500 words can be added in the comment box below.

- ☒ Yes ☐ No

Type in your comments here

Space for your comments below. 500 word limit.

See attached submission

D. Hearings

Do you want to present your feedback in person to the Hearing Panel at Council on 25th of February? *

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- ☒ Yes ☐ No

HISTORY

The Kaikōura signs bylaws have restrained billboards and signage proliferation along our pristine scenic highway since **2002**. I was heavily involved in bylaw modifications and workshops from **2009 through 2023**. Since I was not invited to participate in this year's revision and draft, I am compelled to write this fairly lengthy yet insufficient submission after the fact.

I was able to get a meeting with Daniel and Matt attending but of course the draft had already been done. When asked who was on the working group for this latest **2026 revision**, they said there wasn't one... that they had just spoken to several people and seemed happy with that. I was disappointed to be unable to give input before this **2026 draft proposal** was completed. As it goes, only some token changes might be had at this stage, but it is likely too late for any substantive discussions to be had. A robust working group would have been nice.

While Kaikōura still enjoys moderate protection, it has been slowly eroding over time through insufficient enforcement and more recent bylaw changes. This latest **2026 proposal** serves to move towards conforming to the wishes of those who have broken the past rules, and it will continue to degrade the aesthetic of our pristine environment. It threatens the Kaikōura ethos that has been sacrosanct for so many years.

The **2011 review** held for 12 years, until the **2023 review** and the working group developed some proposals that were accepted by Council after the community consultation process.

It was recognised in **2023** by both staff and council, that if you allow infractions, it gives psychological license for others to violate the rules. Monkey see, monkey do. Asymmetrical enforcement rewards those who do not comply and punishes those who respect the rules. But so does changing the rules to suit those who have not complied.

We saw the copycat effect most recently with the huge multi faced Ocean Ridge subdivision infraction, followed soon by the tall industrial subdivision sign at Inland Road and SH1, then the return of the offsite Butcher sign adjacent that had already been removed. Then the oversized Ludstone Road subdivision sign infraction.

Sponsorship Signs as Off-site Advertising – 2023

It was recognised by the **2023 working group**, including staff, that current oversized large "sponsorship" offsite signs advertising a business and their products are indistinguishable from any other offsite sign advertising a business and their products and as such that they were still considered off-site advertisement signs. There was an explicit assurance that these signs would be removed. Staff committed to it in their report and Council accepted the report without protest. The acceptance in the working group of the tripling the area of signage on buildings in the commercial and mixed zones was contingent on this assurance. This assurance was not honoured.

Enforcement

In the first year after the **2023 revision** there was an admirable effort to improve enforcement by the enforcement officer. While there was moderate success in getting several violations remedied, particular businesses were not compelled to comply. Several offsite signs remained, including the oversized offsite sponsorship signs. Why certain individuals have been given a pass is anyone's guess.

While not addressed in the **2023 revision**, there was talk afterwards of providing some allowance for sponsorship signs but in the context of them being smaller than the organization's sign. A **2024 amendment** was made, for which I was unaware of any public consultation. This allowed 1 square metre for "sponsorship" signage which seemed reasonable.

The **2026 Draft** proposes to increase that the allowable area to 3 square metres. That is larger than the allowance for an organisation's sign in most areas (Tables 4,5, and 6). I oppose this 3-fold increase. But if you insist, I suggest that any one sponsor be limited to 1 square metre. In other words, one sponsor gets 1 square metre not 3 square metres.

PART II, sec 4. DEFINITIONS *(From 2026 draft)*

Sponsorship Sign means a sign located at the principal site where a Club or Society conducts its activities, which **solely identifies a third party** that provides financial or in-kind support to the Club or Society, and **does not include general advertising, endorsements, or unrelated commercial messages.**

I support this proposed definition **as I understand it to mean**, in other words, a **Sponsorship Sign** may only contain the name (logo) of the sponsoring third party.

I would also suggest that a sponsor's sign shall:

- indicate who they are sponsoring.
- be smaller than the entity's signage that they are sponsoring.
- be no larger than 1 square metre
- only contain the name (logo) of the sponsoring business or person.

These requirements may help to distinguish them to the public and other potential advertisers as sponsoring signs rather than advertising signs. In other words, to not give licence for advertisers to put up their own random offsite advertisement signs elsewhere.

Keep in mind that these restrictions **ONLY** apply to signs that are legible from public spaces.

The emphasis of signage visible from a public road as a sponsor should not be greater for the offsite sponsoring business or person than that of the club or society they are sponsoring. If the limit for the club is 2 square metres, then the 1 square metre already allowed for a sponsor, as is in the **2024** bylaw, should be adequate.

From Table 1: *(From 2026 draft)*

Note: The total area of approved sponsorship signs will be excluded when determining permitted total sign areas under Tables 2 to 6 of this Part.

This implies that 2 through 6 refers to other entities rather than only businesses so it might be good to clarify that in those tables. Rather than referring to "business", it may be better to refer to "entity" or "site".

Subdivision Signs

Until now, subdivision lots for sale signs have been limited to 1 square metre (2 sq metres for auction sale). The **2026 proposal** that suggests increasing this by 12 times is beyond the pale. It proposes 6 square metres per sign, then doubling that to 2 signs which would equal 12 square metres in total. If they were placed side by side the effect would be twice as obtrusive. Just because they want a big giant billboard does not justify seriously impacting our long-standing respect for Kaikōura's aesthetic beauty. This is the very visual pollution that has been fought hard against.

The **2023 revision** already gave tourism and hospitality businesses a 2 square metre advantage over other businesses of only 1 square metre in most zones (Tabel 4,5,6).

The maximum size permitted for large subdivisions should be no more than that of tourism and hospitality businesses in the same zones. This would already be double that of other businesses. Anything beyond that is unreasonable and unfair.

It appears that this latest proposal moves towards legitimising existing violations that are just too politically difficult to mitigate. First it was the clubs, now it is the developers.

Promotional Materials

In the promotional materials for this latest draft, claim that “these changes align us closer to best practice.” “Best Practice” is a cliché undefinable government term used historically to push through any number of agendas. It has no concrete, measurable meaning. It merely provides an illusion of legitimacy.

As for this proposal taking a “balanced approach,” it is tipping the scales away from the long-standing pristine ethos of the district and away from road-user safety, allowing more distraction when increasing signage size.

Furthermore, comparing us to other districts is like comparing apples and oranges. Kaikōura is the apple of NZ’s eye. Other districts do not necessarily share our amenity values.

The promotional material also claimed this **2026 proposal** introduced an exemption for signs with aesthetic merit that complement Kaikōura’s character. That was actually introduced in **2023** and was allowed only through approval by a site-specific Council resolution (**Part IV. 8, A.16.III**). This seemed like a good addition in **2023 and 2024** to accommodate large murals that may seem to otherwise conflict with some building sign limits. This was retained in **2024** and this **2026 proposal** but contradicts itself in (**Part VIII.17.2**) allowing approval by a single staff member.

In speaking with staff, it was clear that they did not understand the difference between a Council resolution and council staff policy. This also highlights an age-old confusion in reports over a decision or statement of the elected Council versus a decision or statement of Council staff.

Furthermore, the promotional materials imply that it may be for any sign when in fact it is only for building signs.

Part IV section 8.A.16.III *(From Proposed 2026)*

16. Signs attached to buildings where either:

- I.** The total area of signs attached to the walls ...; or
- II.** The total area of signs attached to the roof ...,

Unless

III. Such signs **on a particular building** have **been approved by a resolution of Council** on the basis that these areas of signs include elements considered to have aesthetic merit and are of a nature that is appropriate and complimentary to the character of the Kaikōura community.

PART VIII.17.2 *(From 2026 proposed)*

The ability to grant an exemption to prohibited signs on buildings (**Part IV section 8.A.16.III**) is delegated to the District Council Regulatory Manager (or a role containing such responsibilities). The Kaikoura District Council Regulatory Manager will make such a determination after being contacted by the applicant upon consideration of the application against the criteria for exemptions outlined in this bylaw.

This undermines the oversight through a resolution of the elected Council for this particular aspect as stated in **Part IV section 8.A.16.III** versus an individual Council staff member.

Section 6 LEGISLATION AND RELATED DOCUMENTS (3rd paragraph, proposed 2026)

It is expected that all Kaikoura residents understand and comply with the NZTA bylaw. However, enforcement of that bylaw will be done by NZTA not KDC, and the aim of this (the KDC) bylaw is to set restrictions on signage outside of the areas already controlled by the NZTA bylaw. This bylaw (the KDC bylaw) still applies in the areas that the NZTA bylaw applies, **but to different aspects of signage**. Where conflicts in bylaws exist the more restrictive aspects of the bylaw will apply.

It should be made clear that offsite signage is not an aspect of the NZTA bylaw so it will be enforced by Kaikoura District Council regardless of its location along the highways inside or outside the NZTA right-of-way.

Part II -INTERPRETATION -- 4. DEFINITIONS (From Proposed 2026)

Building (at the end after bullet points)

Furthermore, under the Building Act 2004, if a sign is over **6 metres squared** in size, it requires a building consent, and in such circumstances is classified as a building.

That should read “6 square metres”.

The Building Act 2004 has it right. It was just transcribed incorrectly.

The primary difference is that **6 square metres** is a measure of total area equal to 6m^2 , whereas **6 metres squared** and **6 metres square** both describe a total area of 36m^2

Part II -INTERPRETATION -- 4. DEFINITIONS (From Proposed 2026)

Sub-divided lot means a lot from a sub-division (“site”) with 6 lots or more.

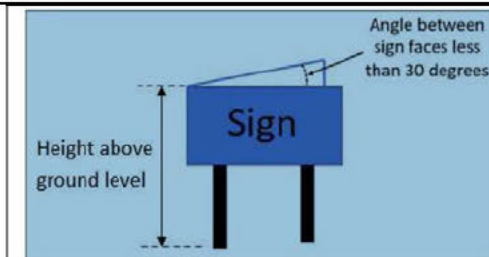
There seems to be a slight disconnect between the intent as stated in Table 1

The allowance seems to be intended for a subdivision, rather than a single lot.

From 2023 and 2024

5. DETERMINING AREA OF SIGNS (From 2023 and 2024 adopted bylaw)

1. Where a sign is double sided and the angle between the two faces is less than 30 degrees, the area of the sign will be considered to be that of a single face. If the angle between faces is more than 30 degrees the area will be considered to be the sum of the areas of both faces.



Council staff said this from **2023** and **2024** was too complicated, something about a protractor being too difficult to use or understand. So they propose a change for **2026**.

Proposed for 2026

5. DETERMINING AREA OF SIGNS (From Proposed 2026)

If a sign has more than one display face, the sign area is measured on one face only, except where the faces are positioned so that both are visible at the same time from a single viewpoint, in which case the areas of the visible faces are added together.

At face value this can be seen as an improvement from **2023** and **2024** as it requires no protractor nor the ability to use one. Also, if it were enforced as written, it would decrease the allowable area of those triangle signs and possibly discourage their use as they are more intrusive on the visual environment than a flat sign.

But in talking to staff there seemed to be a misunderstanding as to what this new wording actually means. So that should be clarified before accepting it. For example, the illustration shown above from **2023 and 2024** would double the measured area according to the proposed new wording.

The following example not only violates existing rules which only counts one face (12 square metres) but under proposed rules it actually has 3 faces that “can be seen from one viewpoint.” (12 + 12+ 1 = 25 square metres). Even if the 2 sign proposed rule is adopted and applied to this sign, each large face is twice the proposed 6 square metre limit.



Table 1 - Signs Granted Amnesty *(From Proposed 2026)*

All existing permanent signs established before 1 September 2023 except off-site signs (other than where those signs are sponsorship signs), sandwich boards, flatboards, flags and any signs that are prohibited under any of clauses 8A(1) to 8A(9) inclusive, 8A(15), **8B or 8C** of Part IV of this bylaw. Such approvals under amnesty will however cease when the sign is renewed, modified or replaced.

A new Part IV.8.B was created so 8B or 8C shift to 8C or 8D. This is a simple error in carrying forward a change from 2024.

As for amnesty, most breaches were made when bylaw rules applied. But it was an attempt to give some slack by giving some time before they too, had to come into compliance by a sign's use-by date. Clearly there are signs that have gone up after the amnesty date but now, depending on how you read it, the **2024 amendment** and the **2026 proposal** seems like they are trying to give larger sponsorship signs amnesty rather than enforcing after repeatedly disrespecting the rules.

The promotional material said this would be clarified but I fail to see what improvement there is in the current proposal.

Maybe it is time to remove amnesty altogether and tidy the place up.

Basic Document Control

Please identify each page with the name, version and page number of bylaws.

Community Consultation

Signs Bylaw 2025



A. Submitter Contact Details

First Name *

Ted

Family Name *

Howard

Contact Phone Number *

[REDACTED]

E-mail Address

[REDACTED]

Organisation (if applicable)

Address *

[REDACTED]

Do you support the proposed new signs bylaw?

Please select one option by clicking on it

- ☐ Yes. I support the proposed new bylaw
- ☐ No. I do not support the proposed new bylaw

Do you want to add additional comments about your answer above?

Comments and feedback up to 500 words can be added in the comment box below.

☒ Yes ☐ No

Type in your comments here

Space for your comments below. 500 word limit.

While I thank the Council for creating the new category of "sponsorship signs" for clubs, the proposed restriction in table 1 to 3m2 for all signs will cost the golf club several thousand dollars per year.

I note that commercial businesses in Table 2 with a site greater than 1500 m2 can have up to 10 m2 of signs, and ask that clubs of over 1500 m2 site be subject to the same rule.

I understand the desire to have simple standards, but just having a 1 size fits all area doesn't really work. Perhaps having 10 m2 or 1% of road frontage – whichever is the greater, would be more reasonable.

We have two largish signs on fairways, and 4 signs outside the club house, and one on each of the 18 Tees.

We have had these signs in place since long before the signs bylaw was proposed.

In the area of the golf course these signs are tiny – way less than 1% of the area.

The general impression of the golf course is of open nature, and the sponsorship signs that we do have are a significant part of club revenue.

I am not aware of anyone complaining about the signs, or their impact on the aesthetics of the area.

I ask that the council amend the regulation as proposed above.

D. Hearings

Do you want to present your feedback in person to the Hearing Panel at Council on 25th of February? *

Five minute slots will be allocated to each person who wishes to present their submission in person.

☒ Yes ☐ No

A. Submitter Contact Details

First Name *

Garry

Family Name *

Robertson

Contact Phone Number *

[REDACTED]

E-mail Address

[REDACTED]

Organisation (if applicable)

Cargill Station Ltd

Address *

[REDACTED]

Do you support the proposed new signs bylaw?

Please select one option by clicking on it

- ☐ Yes. I support the proposed new bylaw
- ☒ No. I do not support the proposed new bylaw

Do you want to add additional comments about your answer above?

Comments and feedback up to 500 words can be added in the comment box below.

- ☒ Yes ☐ No

Type in your comments here

Space for your comments below. 500 word limit.

A. Bylaw Controls Failing to Meet Primary Bylaw Purposes

A.1 Current Bylaw

The current bylaw framework is not fit for purpose in the context of Kaikōura's present housing and growth needs. The district is actively working to expand residential supply and enable substantial subdivision development. The recently adopted bylaw does not adequately reflect that reality. Kaikōura is in urgent need of housing, and it follows as a matter of simple logic that signage should be permitted at a scale capable of effectively promoting the township and supporting the level of growth it now requires.

A.2 Proposed bylaw - Public Safety

The proposed Signs Bylaw states that its purpose is to ensure that signage does not present a hazard or danger to public safety. Road safety is therefore a primary policy objective.

The expert transportation assessment prepared by Carriageway Consulting Limited (11 February 2026) concludes that while certain provisions of the draft bylaw are supported from a safety perspective, the proposed fixed maximum sign size is not founded on empirical research and does not account for key transport environment variables.

In particular, the proposed 6m² maximum:

Does not differentiate between 50 km/h and 100 km/h speed environments;

Does not account for the distance between the sign and the carriageway;

Does not reflect national guidance that sign size and legibility requirements increase as operating speeds increase.

The expert report explicitly warns that limiting maximum size without regard to speed environment may, in higher-speed contexts, elevate road safety risk rather than reduce it.

A universal dimensional cap is therefore inconsistent with the bylaw's stated safety objective.

A.3 Proposed bylaw - Economic Growth

The bylaw as a whole recognises signage associated with subdivision marketing. Implicit within this framework is an acknowledgement that signage plays a legitimate role in facilitating development activity, enabling land supply, and supporting economic growth within the district. Kaikōura's residential expansion and associated private investment form part of the district's long-term growth strategy.

This is not theoretical. At Ocean Ridge, a Plan Change is currently underway to enable up to 486 residential sections. Vicarage Views has permitted capacity for 85 sections. These are substantial residential developments representing significant housing supply, capital investment, employment generation, and ratepayer growth. They are materially different in scale, duration, and public perception from a six-lot subdivision.

The proposed bylaw applies identical dimensional controls to any subdivision exceeding 6 sections. In practical terms, this places developments of 486 lots and 85 lots on the same regulatory footing as a development of six lots. Such an approach lacks proportionality and does not reflect the scale of activity, investment, or marketing requirements associated with larger staged developments.

Marketing signage for a subdivision of this scale typically needs to convey development identity, staging information, and mapping in a clear and consolidated manner over multiple years. A rigid 6m² cap, particularly where transport conditions reduce effective legibility, materially constrains the ability to communicate that information effectively. Where controls diminish the functional effectiveness of lawful marketing without demonstrating safety benefit, they risk inhibiting residential uptake, slowing sales potential, reducing investment certainty.

In this respect, the proposed maximum size limits do not align with broader district objectives of enabling orderly growth, increasing housing capacity, and supporting economic development. A proportionate, evidence-based framework would better balance safety outcomes with the legitimate promotion of large-scale residential development.

B. Evidence and NZTA Framework

An evidence-based framework would ensure the bylaw genuinely supports its stated objective of protecting public safety while remaining proportionate and defensible.

B.1 NZTA TCDM-3

NZ Transport Agency's Traffic Control Devices Manual Part 3 (Advertising Signs) (TCDM-3) provides national guidance on roadside advertising and transport safety.

While guidance rather than regulation, it establishes a widely accepted transport engineering principle: as vehicle speeds increase, text size must increase to allow safe driver comprehension. The expert report confirms that this relationship between speed and legibility is well-established in research and embedded within NZTA guidance.

The proposed draft bylaw does not incorporate this principle.

B.2 Perspective and Setback Effects

The expert report further notes that sign perception varies materially with viewing distance. A sign viewed at 20 metres appears approximately half the size of the same sign viewed at 10 metres.

This is not a marketing consideration; it is a geometric reality. Where signs must be located further from the road centreline due to site constraints, maintaining equivalent safety performance requires proportionate increases in sign area.

The draft bylaw does not account for this variable.

C. Proposed Evidence-Based Framework

Taking the proposed 6m² maximum as the baseline for a 50 km/h environment, and scaling upward using TCDM-3 text-size relationships as a proxy, the following framework is proposed.

Speed Environment Scaling

50 km/h: 6m²

60 km/h: 7m²

70 km/h: 8m²

80 km/h: 10m²

100 km/h: 12m²

This ensures that a sign conveying identical information achieves comparable driver comprehension across differing transport environments.

Setback Adjustment

In addition: Permitted sign area should increase by 0.5m² for every 1 metre of setback beyond 10 metres from the road centreline.

This reflects the perspective effect identified in the expert report and ensures that a sign located 40 metres from the centreline does not materially underperform relative to a compliant sign at 10 metres.

Ad hoc case consideration

If Council considers the proposed sliding scale and setback adjustment formula too complex for inclusion within the bylaw itself, the bylaw should, at minimum, include a clear mechanism allowing applicants to demonstrate that an alternative sign size is appropriate based on site-specific road safety considerations.

D. Application to Ocean Ridge and Vicarage Views

The deficiencies in the proposed "one-size-fits-all" approach are clearly illustrated by two current Kaikōura sites.

D.1 Ocean Ridge – SH1

- Boundary setback: approximately 10 metres from road centreline

- Speed environment: 100 km/h

At 100 km/h, driver field of vision narrows and required recognition distance increases. A 6m² sign located 10 metres from the carriageway in a 100 km/h environment does not provide equivalent legibility to a 6m² sign located adjacent to a 50 km/h urban road.

Under the proposed scaling framework, this environment would justify a maximum sign area of up to 12m².

D.2 Vicarage Views

- Boundary setback: approximately 30 metres from road centreline (physical constraint: rail corridor between subdivision boundary and Council road corridor)

- Speed environment: 60 km/h

The setback at Vicarage Views is not discretionary and cannot be reduced. The bylaw currently treats this site identically to one where signage can be placed immediately adjacent to the road boundary.

The expert report confirms that perspective effects materially reduce perceived size at increased distances. Failing to account for this results in signage that is visually diminished and potentially less safely assimilated by drivers.

Under the proposed speed-based scaling and setback adjustment, this environment would justify a maximum sign area of up to 17m².

D. Hearings

Do you want to present your feedback in person to the Hearing Panel at Council on 25th of February? *

Five minute slots will be allocated to each person who wishes to present their submission in person.

☒ Yes ☐ No

11 February 2026

Cargill Station Limited

By e-mail only: [REDACTED]

Dear William

Proposed Kaikōura Signs Bylaw: Transportation Matters

Further to our various emails and discussions, we understand that Kaikōura District Council is presently consulting on a bylaw to *"ensure that signs are erected, maintained and displayed in a manner that does not present a hazard or a danger to public safety or create nuisance"*. You have sought an opinion as to whether the currently proposed wording of the bylaw will achieve this outcome with regard to road safety. This letter sets out our professional views in this regard, and we stress that this letter relates to road safety matters only.

To assist in reading this letter, we have commented on each section of the wording below. At the outset though, in our view it is important that signage does not compromise road safety, and to that end, we fully support the intent of the proposed bylaw in putting in place any necessary controls to ensure that road users are not placed at risk. However we consider that such limitations should be evidence-based. In this regard, we consider that the proposed wording not only addresses matters that in our view require a degree of control due to a demonstrable potential adverse road safety effect, but also a number of matters where there is no justification for the control and which do not affect road safety.

Section A8: Prohibited Signs

Paragraph A sets out signs that are proposed to be prohibited. With regard to road safety matters:

Part 4: Flashing signs and flickering and flashing lights used for advertising

It is a well-known effect that where part of a persons view changes suddenly from light to dark or vice versa, this can result in an involuntary glance towards the area which has changed. In turn this means that a road users may glance away from the road at an inopportune time with a resulting increase in risk. It is common that flashing signs and lights are not allowed.

Flickering however is less clear-cut. One example of this is 'Fanfare', one of New Zealand's largest public sculptures, described as a *"six-storey-high sphere (20 metres in diameter) covered in 1.5-metre steel pinwheel fans and can be illuminated in a spectrum of colours at night"*¹². These pinwheels are polished stainless steel that create a flickering effect when turned by the wind, while the illumination varies in colour and intensity during hours of darkness.

¹ <https://www.scapepublicart.org.nz/artwork/fanfare/>

² <https://www.stuff.co.nz/the-press/news/north-west/10184382/Sculpture-coming-home-to-Northern-Motorway>



Figure 1: 'Fanfare' as Viewed from State Highway 1 (Source: Google Streetview)

Fanfare is installed within 17m of the southbound traffic lanes next to State Highway 1 just north of Christchurch, and is within the legal highway reserve. However, it was installed with NZTA's approval³ as it was not considered to compromise the safe and efficient operation of the highway, despite being intended to flicker. Traffic volumes on the adjacent highway are in excess of 34,000 vehicles per day, and the posted speed limit of the highway is 100km/h, meaning that multiple drivers see a flickering effect each day. However a review of the NZTA Crash Analysis System shows that no crashes have been reported within 300m of the sculpture where drivers reported distraction as a factor since Fanfare's installation in 2015.

Accordingly, we do not consider that there is any evidence to prohibit flickering.

Part 5: Moving Signs

Published research suggests that where a sign is associated with movement, it is more eye-catching. In turn, this can result in drivers taking their eyes off the road for a longer period of time, which can increase the risk of a crash. This is the principle that underlies the common condition of consent that prevents animation on digital billboards. However the effect arises from the movement itself rather than the type of sign which is moving.

The definitions section of the proposed bylaw sets out that 'moving signs' specifically excludes captive balloons, flags and banners. Consequently the outcome of the proposed wording is that some signs that move are allowed (balloons, flags and banners) but other types of sign that move are not. We do not consider that this therefore supports road safety because it does not properly control for the potential effects of the movement.

Part 6: Signs causing direct glare

Glare can result in both driver confusion and disorientation (as it may not be evident from where the light is originating) and also bright light can attract driver attention resulting in them taking their eyes off the road for an extended period. We therefore support this clause from a road safety perspective.

³ <https://www.scoop.co.nz/stories/AK1309/S00436/council-approves-location-for-fanfare-sculpture.htm>

Part 7: Signs creating an optical illusion

There is very little research regarding optical illusions on signage, but intuitively, we consider that such signage elevates the risk of driver confusion and disorientation. We therefore support this clause from a road safety perspective.

Part 11: Signs of properties along roads with posted speed limits over 50kph... more than 6 words and/or symbols or more than 40 characters

This clause addresses signs that have small lettering, have more than 6 words and/or symbols or more than 40 characters.

As an initial comment, if signs of this nature intrinsically posed a road safety risk, then it could be expected that road safety messaging from NZTA would adhere to these characteristics. Below we show examples of safety advertising.



Figure 2: Example of NZTA Road Safety Image (More Than 6 Words/Symbols, Small Text at Bottom, More than 40 Characters)



Figure 3: Example of NZTA Road Safety Image (More Than 6 Words/Symbols)

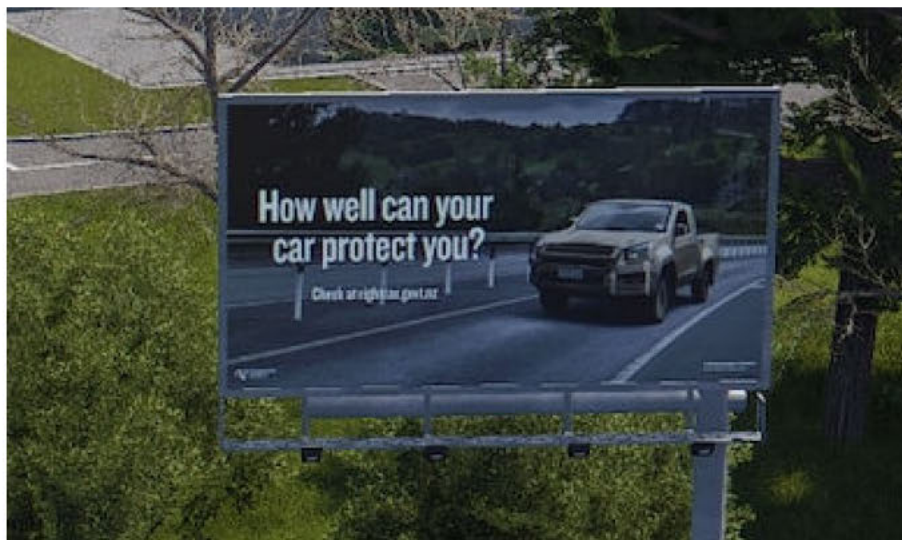


Figure 4: Example of NZTA Road Safety Image (12 Words, Small Text, More than 40 Characters)

It can be seen that national road safety messaging does not meet the proposed bylaw provisions. This strongly suggests in our view that the proposed controls are not needed for road safety reasons

'Symbols' and 'words' are not defined in the bylaw, and from a practical perspective, it is not possible to easily determine them. Considering the image below for example, is this one 'symbol' (the bottle itself) or a symbol with words? If the latter, is there one word (the main 'Heineken' text), or two words (including the 'Heineken' wording on the neck), or seven words (including the wording around the label), or even more? Attempting to define whether there are more than 40 characters is similarly impractical.



Figure 5: Example of Difficulties in Determining and Differentiating Symbols and Words

We consider that from a practical perspective, this means that it will not be possible to robustly show whether a sign complies with the proposed provision or not. The proposed wording of the bylaw is unworkable in our view.

To our knowledge, at the present time, a very small minority of signs through the country have any such controls on text such as proposed in the bylaw. This is for good reason – anyone wishing to

draw attention to the sign needs to ensure that the text is legible and comprehensible. As such, advertising messaging is generally a combination of graphics, images and words, and these are assimilated by a driver as one image. Studies of driver glance direction do not show that a driver reads every word, rather, their glance duration is only around 0.75 seconds (Samsa et al, 2015). This glance duration is similar for digital billboards, static billboards and on-premise signs. This is simply not enough time to read all text, and other studies have shown that glances of this duration are not sufficient to give rise to an adverse road safety effect.

It is also the case that in many instances, it is not necessary for road users to read all text to understand the primary messaging. For instance, shop signage can often have the address of the premises in smaller lettering, but the primary message of the shop name is invariably larger. NZTA has a guide to roadside advertising (Traffic Control Devices Manual Part 3 ('Advertising Signs'), **TCDM-3**), and part of this includes consideration of text height. Although this is a guide rather than a mandatory requirement, it establishes a principle that as vehicle speeds increase, text size should also generally increase to be legible to a driver. However the wording of the proposed bylaw does not allow for this.

That said, we highlight practical difficulties in determining what 'lettering height' means in practice. Taking Figure 2 as example, we consider that the main messaging of 'Please Slow Down' is legible. However there is much smaller lettering of "police" on the shirt sleeve. In our view this forms part of the overall image and is clearly not anticipated to be read by a driver, but to which the provision of minimum lettering height would apply.

Despite this lack of control on the text displayed on signs throughout the country, there is no evidence that they are causing any identifiable adverse road safety outcomes. The NZTA Crash Analysis System is a database of all reported crashes in the country, and this includes a field for where the crash involved the driver being distracted by signage (which for clarity included on-premise, off-premise and road signage). We have previously reviewed this and found that between 2012 and 2021 (inclusive), there were 31,435 crashes where the crash report records "*attention diverted*". Of these however, only 73 were recorded with "*attention diverted by advertising or signs*" (equating to 0.2% of the total). By way of comparison, 8.4% of these crashes involved "*attention diverted by passengers*", 9.9% involved "*attention diverted by other traffic*", and 3.2% involved "*distraction by console in-built features*".

It is sometimes argued that perhaps drivers (or the recording police officer) do not report distraction from signage as a contributing factor. However the databases shows that drivers have no apparent issues in reporting distraction from scenery (6.9% of the total), a satnav (1.8% of the total), insects/animals in the vehicle (2.5% of the total), or even distraction through eating, drinking or smoking (4.7% of the total). It is therefore unlikely that for some reason, distraction from signage would be under-reported.

We are unaware of any research that has assessed that at more than six words/symbols, road safety risk increases. One study often cited is that of Schieber et al (2014). This involved a driver simulator experiment where the driver was required to read aloud random words that were displayed to them. However this is not how drivers behave in the 'real world'. Firstly, signage is not read aloud (reading aloud takes a longer time than silent reading). Secondly, advertising messaging is not a series of random words but a particular message which means that the reader is able to 'skim read' and still understand the meaning. Finally though, in the study drivers were required to read the words, whereas in reality, drivers can choose to glance at a sign or to ignore it. In that regard, studies have shown that where a road environment is more complex, drivers simply 'tune out' extraneous factors and focus on the driving task instead.

In summary, there is no evidence that shows having multiple words or symbols give rise to adverse road safety effects. Similarly for small lettering – if it cannot be easily read, it is simply ignored. In essence, the matter is self-enforcing because images that cannot be easily assimilated within the (research-measured) glance time of 0.75 seconds will be ignored. Further, it is also impractical to determine what constitutes a word or symbol, and thus, how many characters are present. For these reasons we consider that these proposed provisions are unworkable in practice.

Part 11: Signs of properties along roads with posted speed limits over 50kph... less than 100 metres from an official sign or traffic signal

Again, we are unaware of any empirical research that has quantified whether there is an adverse road safety effect arising from signage being located closer to traffic signs than 100m. Although TCDM-3 does recommend a minimum spacing, this is a guide not a mandatory requirement, and it also sets out that “there are many advertisements close to intersections or traffic control devices (eg in central business districts) apparently causing no problems”.

An adverse road safety effect may arise if the sign physically obstructs the ability of a driver to see the road sign. However this scenario is already addressed by Part D of the proposed bylaw, and therefore we do not consider that there is any evidence which supports the inclusion of a prohibition of sign placement within 100m of an official sign or traffic signal.

Part 13: Illuminated signs

Although lighting does not fall within our area of expertise, we are aware from research that signs that are excessively bright (part (b) of this provision) can create issues for drivers, as they give rise to glare and in hours of darkness, temporary blindness. We therefore support the inclusion of this provision in principle (albeit that we cannot comment on the appropriate lighting levels).

Section D

This section of the proposed bylaw sets out limitations on placing signs in locations where there may be an adverse road safety effect. In our view, all of the five proposed items included in this section of the report relate to an evidentially-based, adverse effect on road safety or reflect other (national) legislation. For example, there are requirements for warning signs to be positioned a certain distance away from the relevant hazard, in order to ensure that a driver is alerted to the hazard in sufficient time to take corrective action (such as slowing their vehicle). Placing an advertising sign such that the warning sign is not visible over this distance creates a risk that the driver will not be able to take action, and elevates the risk of a crash.

Part V: Approved Signs

In some cases, the provisions of Tables 1 and 2 are unrelated directly to road safety. However we are concerned that in other instances, the Tables do not reflect a robust approach to considering road safety outcomes, and will in fact generate an adverse road safety effect.

Our particular concern relates to the specification of a maximum size of sign, and to the limit on the number of signs. It is common ground in research (and in the NZTA Guide) that as vehicle speeds increase, the field of vision of a driver narrows, and that to convey a message, text size needs to increase. However the proposed wording of the bylaw is a ‘one size fits’ all, with the maximum size determined without consideration for the transportation environment in which the sign(s) will be seen or the characteristics that mean that the sign is effective.

From a transportation perspective, greater driver comprehension is achieved by having larger text size which varies according to vehicle speeds (as set out above). As presently wording, a (complying) sign within a 50km/h speed limit area may be able to be easily comprehended by a driver, but this same sign within a higher speed environment will have less driver comprehension. In essence, the sign needs to be 'scaled up' in size with regard to lettering and physical size of the sign to achieve the same outcomes.

A similar outcome is evident with regard to the placement of a sign. If a sign is close to the driver, it will appear larger than if it is further away (due to perspective). Such a scenario may arise, for example, due to the distance between the carriageway and the lot boundary varying.

Since a person considering the placement of a sign will wish to have the maximum exposure, the limitation on the sign size means that there is an incentive to locate the sign as close as possible to the road carriageway. However this may not be the optimum location from a road safety perspective.

This is potentially best illustrated by an example. In the image below, the sign would appear largest to drivers, and therefore have greatest impact, if positioned at the apex of the curve (location A). From a road safety perspective though, positioning it further from the curve (location B) would reduce risk.



Figure 6: Example of Potential Sign Locations

On balance, we are of the view that road safety is better supported by recognising the influence of different transport environments. The current proposal to set maximum sign sizes without making allowance for different speed environments does not achieve this.

The question then arises as to the appropriate sign size under what type of circumstances. As the proposed bylaw sets out, NZTA already has a bylaw in place to control signage that can be seen from the state highway. The Land Transport Management Act (2024) sets out that the role of NZTA is to “contribute to an effective, efficient, and safe land transport system” (our emphasis). It would be contrary to this if NZTA permitted signs that were considered to be unsafe, and in that regard, we note that the size of signs on land adjacent to the highway network is a matter that NZTA considers on a case-by-case basis. In other words, notwithstanding the volume of traffic carried by the state highway network and the importance of road safety, NZTA has not specified a certain minimum size. Rather, there is inherent flexibility in their requirements.

Specific Assessment of Subdivision Signage

You have sought our opinion on the appropriate size for signs advertising subdivided lots for sale.

As set out previously in this letter, NZTA does not specify a particular size within its bylaw and addresses the matter on a case-by-case basis. However we also set out above that as speeds increase, the sign needs to become larger in order to be assimilated by drivers. It would seem a reasonable position in our view that a particular image on a sign that is deemed appropriate for a 50km/h speed limit zone would also be appropriate for a higher speed environment, albeit increased in size.

We are unaware of any research that has considered the matter of the potential effects of the physical size of signs. As such, there is no source to which we can refer that provides specific sizes. However taking the approach that the proposed bylaw sets out that a maximum size of 6sqm is permitted, and scaling this up in accordance with the text sizes set out in TCDM-3, this indicates the following sizes:

- 50km/h speed on adjacent road: 6sqm (as per the proposed bylaw);
- 60km/h speed on adjacent road: 7sqm;
- 70km/h speed on adjacent road: 8sqm;
- 80km/h speed on adjacent road: 10sqm; and
- 100km/h speed on adjacent road: 12sqm.

This does not take into account the setback of the road and the sign (noting that signs located further from the viewer appear smaller). By way of example, a 6sqm sign seen at a distance of 10m appears to the observer to be twice the size of a sign viewed at 20m away. Thus as setback increases, the size of the sign is able to increase while visually appearing to be the same size.

We have considered how straightforward it would be to make an allowance for the setting back of signage within a site. However the position of a carriageway within the legal road reserve can vary, meaning that there is no 'standard' distance between the viewer and the sign. Thus taking setback into account is very difficult and while intuitively a sign that is setback further could be larger, devising a robust way to address this is not possible.

Taking a 'worst case' though of the centreline of the adjacent road being 10m from the lot boundary, and taking into account the effects of perspective, we consider that the size of the sign could be increased by 0.5sqm for every 1m of setback over and above a distance of 10m from the road centreline.

Thus for any given sign:

- on a 50km/h road, located 10m from the road centreline, the sign would be no greater than 6sqm in size;
- on an 80km/h road, located 10m from the road centreline, the sign would be no greater than 10sqm in size, reflecting that it needs to be larger for the information to be assimilated by drivers; and
- on a 50km/h road, located 20m from the road centreline, the sign would be no greater than 11sqm in size, reflecting the effects of perspective.

That said, this approach may be overly complicated for a bylaw and although it appears to take into perspective / viewing distance in a rationale manner, we are conscious that it cannot be 'ground-truthed'. However we consider that there can be a high degree of reliance on using the text size from TCDM-3 as a proxy for relating the size of a sign to the speed limit of the frontage road.

Summary and Conclusions

Having reviewed the proposed bylaw, we have significant concerns with regard to road safety matters. There are undoubtedly parts of the bylaw that support road safety and we support their inclusion. However other proposed controls do not appear to be founded in empirical research. One example of the latter is the proposed controls on lettering size, number of words and symbols, and number of letters. There is no research that supports these limitations, the provisions are unworkable in practice and even national road safety campaigns do not adhere to them.

The limitation on the maximum size of signs is, in our view, likely to result in an elevated road safety risk particularly on those roads with higher speeds. As such, if the purpose of the bylaw is (at least in part) to support road safety, in this regard at least, it achieves the opposite outcome.

On this basis, we consider that the proposed bylaw should not be progressed in its current form. Rather, revisions are required to certain provisions in order to ensure it is fit for purpose.

With particular regard to the size of signs, there is little information available regarding appropriate dimensions. We have taken the proposed 6sqm as our starting point, and proposed a 'sliding scale' of sizes according to the speed of the frontage road and the setback of the sign from the carriageway.

Please do not hesitate to contact me if you require anything further.

Kind regards

Carriageway Consulting Limited



Andy Carr

Traffic Engineer | Director

Mobile: 01234 567890

Email: andy@carriageway.co.uk

Community Consultation

Signs Bylaw 2025



A. Submitter Contact Details

First Name *

Tania

Family Name *

Ross

Contact Phone Number *

[REDACTED]

E-mail Address

[REDACTED]

Organisation (if applicable)

South Pacific Helicopters

Address *

[REDACTED]

Do you support the proposed new signs bylaw?

Please select one option by clicking on it

- ☐ Yes. I support the proposed new bylaw
- ☒ No. I do not support the proposed new bylaw

Do you want to add additional comments about your answer above?

Comments and feedback up to 500 words can be added in the comment box below.

☒ Yes ☐ No

Type in your comments here

Space for your comments below. 500 word limit.

South Pacific Helicopters wishes to submit that the Kaikōura Airport should not be treated as part of the rural zone for signage purposes. The airport operates as a commercial hub that services aviation operators, tourism businesses, passengers, and support activities. The nature, scale, and purpose of the operations carried out at the airport are commercial in character and do not align with rural activities or rural land-use patterns.

Restricting signage at the airport to rural zone limits (such as the 2m² maximum) does not reflect the commercial function of the site, nor the practical needs of businesses operating there, particularly those providing public-facing services requiring clear wayfinding and visibility for safety and customer access.

South Pacific Helicopters already holds NZTA approval for proposed hanger signage on State Highway 1. This approval recognises the commercial nature and public relevance of our operations. Given that NZTA has already validated the appropriateness of our signage from a transport and visibility perspective, we believe the District Plan should similarly acknowledge the commercial character of the airport environment.

For these reasons, we respectfully request that:

1. The Kaikōura Airport be treated as a commercial zone for the purposes of signage standards, or
2. A specific signage provision be created for the airport, allowing signage consistent with commercial zone allowances (for example, applying similar standards to those on Beach Road, where signage can cover up to 45% of wall or roof area).

Aligning the airport's signage standards with its actual use will provide clarity, consistency, and fairness for operators and will support the visitor economy that relies on the airport as an essential gateway.

We appreciate the opportunity to provide feedback and welcome further discussion if required.

D. Hearings

Do you want to present your feedback in person to the Hearing Panel at Council on 25th of February? *

Five minute slots will be allocated to each person who wishes to present their submission in person.

☒ Yes ☐ No

Community Consultation

Signs Bylaw 2025



A. Submitter Contact Details

First Name *

Martha

Family Name *

Wagoner

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[REDACTED]

E-mail Address

[REDACTED]

Organisation (if applicable)

Address *

[REDACTED]

Do you support the proposed new signs bylaw?

Please select one option by clicking on it

- ☐ Yes. I support the proposed new bylaw
- ☒ No. I do not support the proposed new bylaw

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☒ Yes ☐ No

Type in your comments here

Space for your comments below. 500 word limit.

When we moved to New Zealand many years ago, one of the first things we noticed when we traveled from the north to south island was the beautiful scenery which was NOT spoiled by the billboards and large advertising signs we were so used to seeing in the USA. We've watched over the years how this situation has changed and really it is far from being for the better as far as the scenery is concerned!! At the very least, there should be a restriction to the size of signs which prohibits them from being any larger than they are already.

D. Hearings

Do you want to present your feedback in person to the Hearing Panel at Council on 25th of February? *

Five minute slots will be allocated to each person who wishes to present their submission in person.

☐ Yes ☒ No

Community Consultation

Signs Bylaw 2025



A. Submitter Contact Details

First Name *

Richard

Family Name *

Watherston

Contact Phone Number *

[REDACTED]

E-mail Address

[REDACTED]

Organisation (if applicable)

Kaikoura Business Park

Address *

[REDACTED]

Do you support the proposed new signs bylaw?

Please select one option by clicking on it

- ☐ Yes. I support the proposed new bylaw
- ☒ No. I do not support the proposed new bylaw

Do you want to add additional comments about your answer above?

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☒ Yes ☐ No

Type in your comments here

Space for your comments below. 500 word limit.

Our current sign for the subdivision measures 4m by 3m and needs to stay that size for the following reasons.-1-The sign is notifying the travelling public that the current Inland Road is being rebuilt to the south of the existing road for safety reasons, it is currently too close to the Kowhai Bridge and NZTA wanted it shifted and our outline plan of the subdivision on the sign clearly shows that. All the government agencies have been involved with the new road plan KDC - Ecan - NZTA and the local runanga are fully supportive. -2- The sign also shows the stormwater basin sitting between the existing Inland Road and the Kowhai River - formally NZTA land and KDC road reserve land and now transferred to KBP which the public should be aware of.- 3- The sign is erected on KBP land adjacent to SH1 on an area that the public can pull off the road if they wish and look at the sign in more detail, if the current sign was any smaller it would have smaller print and would be a driver safety issue trying to read the sign while driving - taking eyes off the road trying to read small print and diagram.-4- All major civil road construction on a state highway requires a sign detailing changes that will be made - like an extra lane heading south past the bridge and a slip lane heading north to the entrance of the new Inland Road. The sign details sections for sale in relation to the new roading plan and this dictates the size of the sign for driver safety while driving and informing the public of civil works coming and while under construction.

D. Hearings

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Five minute slots will be allocated to each person who wishes to present their submission in person.

☒ Yes ☐ No

Community Consultation

Signs Bylaw 2025



A. Submitter Contact Details

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Courtney

Family Name *

Wilson

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[REDACTED]

E-mail Address

[REDACTED]

Organisation (if applicable)

Address *

[REDACTED]

Do you support the proposed new signs bylaw?

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- ☐ Yes. I support the proposed new bylaw
- ☒ No. I do not support the proposed new bylaw

Do you want to add additional comments about your answer above?

Comments and feedback up to 500 words can be added in the comment box below.

☒ Yes ☐ No

Type in your comments here

Space for your comments below. 500 word limit.

Hello, My main concern is allowing larger signs for subdivisions and sponsorships. I'd like to see size of sponsorship signs stay at 1 square meter rather than increase to 3 square meters, so as to keep sponsorship signs smaller than the actual organisation's sign.

A sponsorship sign should be distinguishable as a sponsorship sign rather than just an advertisement for the organisation doing the sponsoring. Keeping it smaller will help identify it as a sponsorship sign.

Regarding subdivision signs, I'd like to see those continue to be limited to 1 square meter in size. 6 square meters per sign (x2) is needlessly large and a visual blight on the landscape.

In a world where there's already a lot of "clutter" via social media, advertising, etc. people should be able to enjoy a beautiful view without the intrusiveness of advertising. Clutter contributes to stress, anxiety, and overall mental unhealth. Reducing clutter in our visual landscape is one step we can take to remain "uniquely" Kaikoura, while also promoting mental health for residents and visitors.

D. Hearings

Do you want to present your feedback in person to the Hearing Panel at Council on 25th of February? *

Five minute slots will be allocated to each person who wishes to present their submission in person.

☒ Yes ☐ No

