

Kaikōura District Council

Signage Exemption Application Form

Signs bylaw 2026 – Exemption Pathway

Purpose of this form

This form applies where an applicant is seeking an exemption from the baseline size limits for a building-mounted sign, a subdivision sign (20 lots or more), or a sponsorship sign, in accordance with the specific exemption pathway provided in the Signs Bylaw 2026.

Council may grant an exemption only where the applicant demonstrates that:

- The proposal meets one or more of the qualifying grounds set out in the bylaw; and
- The sign is not disproportionately large, having regard to amenity effects; and
- The public or safety benefit outweighs any adverse effects on amenity, public rights, or the purpose of the bylaw.

All applications must be made to the KDC Regulatory Manager, who will assess the proposal against the criteria in the Signs Bylaw and make recommendations to Council.

Regulatory@kaikoura.govt.nz

03 319 5026

Note: Applicants must supply objective, site-specific evidence. Design preference alone is insufficient

1. Applicant Details

Applicant Name:

Business/Organisation name (if applicable):

Postal address:

Email:

Phone number: Preferred method of contact: ☐ Email ☐ Phone

2. Site Details

Site address where the sign will be located:

Legal Description (if known):

Road classification adjacent to site:

- ☐ Local road
☐ State Highway

Posted speed limit adjacent to site (km/h):

Approximate setback distance from road edge to sign (m):

Is NZTA approval required?

- ☐ Yes
☐ No
☐ Unsure (Council will advise)

3. Sign subject to exemption

Sign category:

- ☐ Building-mounted business sign
☐ Subdivision marketing sign (20 +lots)
☐ Sponsorship sign

Existing compliant size permitted by bylaw (if known):

Proposed sign size (height × width × area):

Percentage increase over permitted size (if applicable):

Is this sign illuminated?

- ☐ No (preferred for exemption consideration)
- ☐ Yes (provide details below – exemptions are unlikely)

Lighting details (type, hours, direction)

4. Grounds for exemption (tick at least one)

Ground 1– Safe legibility in the road environment

- ☐ Due to posted speed, viewing distance, or setback a larger sign is necessary to maintain:
- Safe legibility; and
 - Acceptable driver glance-time.

Evidence required:

- ☐ Analysis of speed environment and sightlines
- ☐ Legibility distance calculations or NZTA guidance
- ☐ Photographs showing approach and viewing context

Explain how the proposed size is the minimum necessary to achieve safe legibility:

Ground 2– Public information or public safety

- ☐ The sign is required for public information or public safety purposes.

Purpose of the sign (*tick all that apply*):

- ☐ Confirmed road realignment
☐ Access changes
☐ Staged construction information
☐ Other public safety information (*describe*)

Explain why the information cannot be conveyed using a compliant sign size:

Ground 3– Aesthetic merit and alignment with Kaikōura character

- ☐ The sign exhibits aesthetic merit appropriate to the character and landscape of Kaikōura.

Information required:

- ☐ Visual presentation of the proposed design (*renders or elevations*)
☐ Materials, colours and finishes specified
☐ Statement addressing local character, landscape and built form

Explain how the design enhances or positively contributes to Kaikōura's character:

5. Amenity impact and proportionality assessment

Explain how the proposed sign avoids being disproportionately large, taking into account:

- Building scale and façade width
- Surrounding development and streetscape
- Dominance or visual clutter

Describe mitigation measures (*if any*), such as reduced height, simplified content or placement adjustments:

6. Compliance with mandatory supporting criteria

Tick all that apply and provide details where required.

- ☐ Character height and legibility distance are appropriate for the posted speed and setback
- ☐ Content is simple, static, non-illuminated, and clearly separated from official traffic control devices
- ☐ NZTA approval attached (*required where the sign is visible from or adjacent to a State Highway*)
- ☐ Subdivision marketing sign: Defined duration and removal trigger provided (*e.g. sales, milestones, or construction completion*)
- ☐ Building Act 2004 compliance confirmed

A building consent is:

- ☐ Required (*consent attached or in progress*)
- ☐ Not required (*Schedule 1 exemption – confirmation attached*)
- ☐ Yet to be confirmed with Building Control

7. Duration of exemption

Is the exemption sought:

- ☐ Temporary (*preferred*) ☐ Permanent (*must be strongly justified*)

State the proposed duration or removal trigger:

8. Supporting documentation checklist

Attach all relevant documents:

- ☐ Site photos showing visibility and context
- ☐ Location plan and elevations
- ☐ Visual design package (*if applicable*)
- ☐ NZTA approval (*if required*)
- ☐ Building consent or Schedule 1 confirmation
- ☐ Any professional assessments relied upon

Note: *Incomplete applications may be returned*

9. Declaration

I confirm that:

- The information provided is accurate and complete
- I understand exemptions are discretionary and may include conditions
- I understand the exemption may be time-limited or revoked if effects arise

Signature:

Name:

Date:

COUNCIL USE ONLY

Date application received:

Regulatory Manager assessment:

- ☐ Criteria satisfied
- ☐ Further information required
- ☐ Criteria not satisfied

Notes on assessment:

Recommendation to Council:

- ☐ Approve
- ☐ Approve with conditions
- ☐ Decline

Council decision:

Conditions / duration: