

APPENDIX 4 - OBJECTIVES AND POLICIES

The following table identifies objectives and policies which may be considered to have some relevance to signs. This does not include specific signs policies which are identified separately in Section 8 of the Section 32 Report.

| Chapter | Objective or Policy | Objective or Policy |
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| 4 - Residential Zone | Objective 4.3.1 | The promotion of a high quality residential environment which maintains and enhances the physical character of the residential areas, provides a choice of living styles and a high level of residential amenity. |
| | Policy 4.4.2 | To ensure that the scale, appearance and siting of buildings, structures and activities are compatible with the character and desired amenity values of the area. |
| 5 - Rural Zone | Objective 5.3.3 | To maintain and enhance the amenity values of the rural area. |
| 6 - Business Zone | Objective 6.3.1 | The sustainable management of physical resources within the existing business areas of the City to protect and enhance their amenity values. |
| | Objective 6.3.3 | The avoidance, remedying, or mitigation of the adverse effects of business activities on the amenity of surrounding neighbourhoods. |
| | Policy 6.4.2 | To promote a high level of Central Business District amenity, including weather protection in Main Street and the minimisation of conflict with motor vehicles. |
| | Policy 6.4.3 | To ensure that activities in the Business Zone do not unduly detract from the character and amenity of neighbouring areas. |
| | Policy 6.4.4 | To control the size and scale of buildings and the visual appearance of sites within the Business Zone. |
| 7 - Open Space Zone | Objective 7.3.2 | The protection of the life supporting capacity of the environment and amenity values by avoiding, remedying or mitigating the adverse effects of activities in the City's open spaces. |
| | Policy 7.4.2 | To recognise and protect the amenity values of open space areas. |
| 8 - Special Activities Zone | Objective 8.3.2 | Recognition of the characteristics of activities in the Special Activity Zone and their effects on amenity within the Zone and in nearby areas. |
| | Objective 8.3.3 | Provision for a range of activities on the St Patrick's Estate Area which avoids, remedies or mitigates any adverse effects on its visual amenity, on the neighbouring community, services and roading infrastructure, and takes into account the flooding hazards. |

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| | Policy 8.4.2 | To ensure that the effects of activities within the Special Activity Zone on nearby properties are avoided, remedied or mitigated. |
| | Policy 8.4.5 | To promote the visual quality of the land by encouraging development which enhances amenity values. |
| 15 - Environmental Quality | Objective 15.3.1 | The promotion of a high level of environmental quality in the City by protecting amenity values. |
| | Policy 15.4.1 | To identify and maintain amenity values that the community wishes to protect. |
| | Policy 15.4.3 | To promote the development of a safer and more secure environment for the community. |

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Other Objectives and policies which may be considered to have some limited relevance are: Rural Zone Chapter Objective 5.3.1, and Policy 5.4.1; Open Space Chapter – Policies 7.4.3 and 7.4.4; and Special Activities Zone Objective 8.3.1 and Policy 8.4.3. In addition, there are some location specific policies containing direction which could have some relevance to signs. For example, Policy 4.4.15 - Subdivision and/or development in the Wallaceville Structure Plan Area, which includes a policy clause of “... provides a high level of residential amenity”.¹ Business Zone Chapter Policy 6.4.7 also relates to amenity values in this Structure Plan Area.

¹ Further example, Objective 6.3.4 and Policy 6.4.5 for the Business Industrial zone on Eastern Hutt Road.