

Cameron Hurley

From: Cameron Hurley
Sent: Tuesday, 6 September 2022 2:31 pm
To: Anneka Carlson
Cc: Juliet Johnson
Subject: RE: Omata Signage

Hi Anneka,

Thank you for the modification & moving of the sign at Omata.

Another sign of yours appears to be in road reserve which has been brought to my attention-

The sign is currently at Devon Rd SH3 between Waiwakaiho & the Ngamotu Golf club, on public land. Below is a general area of where you sign is placed.



The rule states;

No election signage is permitted in or above public areas. This includes reserves, roads, footpaths, berms and state highways. Election signage cannot be fixed to utility poles or other structures on public land, including vehicles and trailers.

Can this signage also please be removed from the reserve ASAP.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **section 7(2)(a)**

New Plymouth District Council | Liardet St | Private Bag 2025 | New Plymouth 4340

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From: Anneka Carlson **section 7(2)(a)**

Sent: Monday, 29 August 2022 2:22 pm

To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>

Subject: Re: Omata Signage

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It is the same standard for everyone, which has clearly never been enforced and now a few people get targeted and have to spend hundreds fixing it. Not your fault but it doesn't seem right!

I will have boards taken down by Sunday. I **section 7(2)(a)** so it will need to be done in the weekend.

Thanks,

Anneka

On 29/08/2022, at 1:53 PM, Cameron Hurley <Cam.Hurley@npdc.govt.nz> wrote:

Hi Anneka,

We are working off a complaints based system for all election signage. Currently I have notified 8 potential councillors who are running of their non-compliance at multiple sites, all inform me they will be complaint within 2 weeks of notification. It is the same standard for everyone as per the local election signage rules set out on NPDCs Website- [Election signs \(npdc.govt.nz\)](http://npdc.govt.nz).

As for the road reserve issue the map below clearly shows the road reserve line and your billboard is on the road side of that line. I will be contacting the Roothing team to remove the sign at the end of this week if it is still in Road reserve. You are welcome to remove it before then.

<image001.png>

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **section 7(2)(a)**

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<image002.jpg>

From: Anneka Carlson **section 7(2)(a)**

Sent: Monday, 29 August 2022 1:37 pm

To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>

Subject: Re: Omata Signage

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Hi Cam,

I am in the process of looking at costs to get signs reprinted.

There are many candidates with signs smaller than mine and lettering smaller than mine. It feels very selected that only a couple of us have been singled out. It should be a standard enforced to all or none.

I am unlikely to do anything until the standard is either relaxed for everyone or enforced for everyone.

Regarding the road reserve, could you please let me know where the boundary is as the land owner has ensured me that where my board is located is not on road reserve but public property.

Thanks,

Anneka.

On 26/08/2022, at 8:56 AM, Cameron Hurley <Cam.Hurley@npdc.govt.nz> wrote:

Morning Anneka,

2 weeks has passed since we last spoke on the phone, can I please have a reply on your intended action for this non compliance?

Please note that if I do not have a reply I will action this to the roading team as the sign is still in Road reserve and they will take appropriate action.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **section 7(2)(a)**

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<image001.jpg>

From: Cameron Hurley

Sent: Thursday, 11 August 2022 1:00 pm

To: **section 7(2)(a)**

Cc: Juliet Johnson <Juliet.Johnson@npdc.govt.nz>

Subject: Omata Signage

Kia Ora

NPDC has received a complaint regarding compliance of your election sign with the District Plan rules. We have since investigated this complaint and your signage at Omata State Highway 45 (Picture Attached) has been identified as non-compliant with one of our election signage rules & of Operative district plan signage rules:

Lettering size on signs in areas where speed limits are 70kph or greater; lettering should be 160mm or greater.

Signs not permitted in road reserve

Currently your measurements of lettering size stands at 50mm.

Could you please contact me with your response as to how you can modify or remove the sign so that it complies

If you have any questions or require advice as to future signage please contact me and I can talk you through what is compliant."

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **section 7(2)(a)**

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<image001.jpg>

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From: Cameron Hurley
Sent: Thursday, 1 September 2022 11:42 am
To: Craig Williamson **section 7(2)(a)**
Subject: RE: Non Complaint Signage Tukapa St

Thanks Craig,

Appreciate your willingness to comply.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **section 7(2)(a)**
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From: Craig Williamson **section 7(2)(a)**
Sent: Wednesday, 31 August 2022 4:38 pm
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: Re: Non Complaint Signage Tukapa St

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Moved it anyway...



Cheers

Craig Williamson
CEO - Surfing Taranaki Inc
Councillor - Taranaki Regional Council
M: **section 7(2)(a)**
W: www.surfingtaranaki.org
section 7(2)(a) New Plymouth 4312

On Wednesday, August 31, 2022, 2:49 PM, Craig Williamsón **section 7(2)(a)** wrote;

No problem Cam

If anyone complains about that point specificity I would argue that the highest point of the structure is the corner of the fence (to the left of this photo) which is much higher than the highest part of the sign as it is positioned now.

Cheers



Craig Williamson
CEO - Surfing Taranaki Inc
Councillor - Taranaki Regional Council
M: **section 7(2)(a)**
W: www.surfingtaranaki.org
section 7(2)(a) New Plymouth 4312

On Wednesday, August 31, 2022, 2:39 PM, Cameron Hurley <Cam.Hurley@npdc.govt.nz> wrote:

Hi Craig,

Thanks for shifting the signage there is one issue it does not meet the permitted requirements for signage as per below;

| | | | |
|-------|--|---|----|
| Res36 | SIGNS that are attached to or painted on a BUILDING or STRUCTURE | shall not project above, at the point of attachment, any part of the roof of a BUILDING or the highest point of a STRUCTURE provided that where a SIGN is attached to a BUILDING or STRUCTURE with differing roof HEIGHTS it shall not project above the highest point of the BUILDING or | m/ |
|-------|--|---|----|

If you bring the signage down as low as possible so that it is not over the structures (Fence) highest point it will be compliant per the district plan.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **section 7(2)(a)**

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From: Craig Williamson [section 7\(2\)\(a\)](#)
Sent: Wednesday, 31 August 2022 2:34 pm
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: Re: Non Complaint Signage Tukapa St

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Craig Williamson
CEO - Surfing Taranaki Inc
Councillor - Taranaki Regional Council

M: **section 7(2)(a)**

W: www.surfingtaranaki.org

section 7(2)(a) New Plymouth 4312

On Wednesday, August 31, 2022, 2:12 PM, Cameron Hurley
<Cam.Hurley@npdc.govt.nz> wrote:

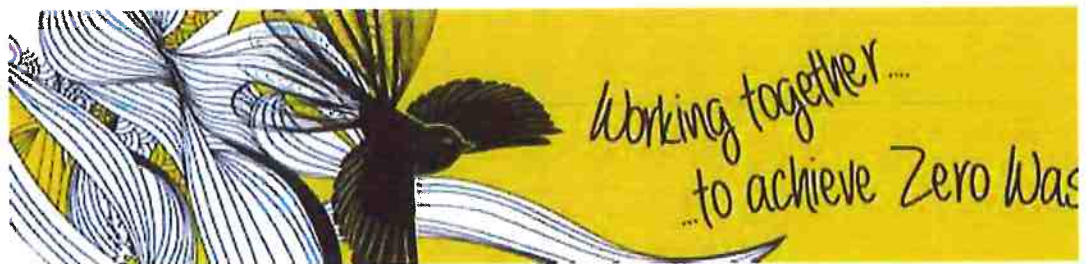
Hi Craig,

Yes that would work as long as it is not then in road reserve-
attached to a fence will probably be the best course of action.

Ngā mihi

Cam Hurley- Technical-Planning Officer

(p) 06-759 6060 **section 7(2)(a)**
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From: Craig Williamson **section 7(2)(a)**
Sent: Wednesday, 31 August 2022 11:55 am
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: Re: Non Complaint Signage Tukapa St

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you are certain that the sender is legitimate. Please note that no legitimate sender will ever ask you for password details.

Really Cam?
OK I'll move it round the corner to face the street instead...
Cheers

Craig Williamson
CEO - Surfing Taranaki Inc
Councillor - Taranaki Regional Council
M: **Section 7(2)(a)**
W: www.surfingtaranaki.org
Section 7(2)(a) New Plymouth 4312

On Wednesday, August 31, 2022, 10:22 AM, Cameron Hurley
<Cam.Hurley@npdc.govt.nz> wrote:

Morena Craig,

I have just received another complaint regard your election signage this time it is in parks reserve on Puni St Fitzroy the, this one will have to be removed from the site as the rule is as follows;

No election signage is permitted in or above public land which includes reserves, roads, footpaths, berms and streets. Election signage cannot be fixed to utility poles or other structures on public land, including vehicles and trailers.

Can this sign please be removed from the reserve & (If it is one of your old designs) modified to fit election signage rules on lettering.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **Section 7(2)(a)**

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From: Craig Williamson
Section 7(2)(a)
Sent: Tuesday, 23 August 2022 12:24 am
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Cc: Section 7(2)(a)
Subject: Re: Non Complaint Signage Tukapa St

Section 7(2)(a)

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Hi Cam, re the 120/160mm font height minimums, for normal text ie. my World Class Care... slogan, are these measurements based on the upper case letters or the lower case letters? Thanks

Craig Williamson

CEO - Surfing Taranaki Inc

Councillor - Taranaki Regional Council

M: Section 7(2)(a)

W: www.surfingtaranaki.org

Section 7(2)(a) New Plymouth 4312

On Friday, August 19, 2022, 4:23 AM, Cameron Hurley <Cam.Hurley@npdc.govt.nz> wrote:

Thanks Craig but I need measurements on the lettering otherwise I cant say Y/N.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **Section 7(2)(a)**

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From: Craig Williamson

Section 7(2)(a)

To: Cameron Hurley

<Cam.Hurley@npdc.govt.nz**>**

Sent: Friday, 19 August 2022 11:16 am

Subject: Re: Non Complaint Signage Tukapa St

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Thanks Cam, see attached, at 2400 x 1200... will this be OK?

Craig Williamson

CEO - Surfing Taranaki Inc

Councillor - Taranaki Regional Council **Section 7(2)(a)** New Plymouth

M: **Section 7(2)(a)**

W: www.surfingtaranaki.org

On Friday, August 19, 2022, 12:14 AM, Cameron Hurley
<Cam.Hurley@npdc.govt.nz> wrote:

Hi Craig,

No there are election rules regarding all signage on roadside, which I have attached in the link below.

[Election signs \(npdc.govt.nz\)](#)

I only measured the smallest lettering, so can't comment on the other sizes. You may need someone from your team to make sure it's the correct size. Failing that you can submit your proposed signage and I can OK the design for compliance.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **Section 7(2)(a)**

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From: Craig Williamson

Section 7(2)(a)

Sent: Thursday, 18 August 2022 9:22 pm **To:** Cameron Hurley <Cam.Hurley@npdc.govt.nz>

Subject: Re: Non Complaint Signage Tukapa St

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open any attachments unless you are certain that the sender is legitimate. Please note that no legitimate sender will ever ask you for password details.

Hey Cam, I've just recycled this one from my 2019 campaign and there were no complaints then...

I thought that rule was an NZTA one applying to state highways only? Please confirm.

We're overseas at the moment but if you insist I can arrange for a new sign to replace that one with larger lettering, Could you also confirm that it is just the line: "with your vote I'll continue to stand for" that is too small?

Cheers,

Craig Williamson

CEO - Surfing Taranaki Inc

Councillor - Taranaki Regional Council

M: **Section 7(2)(a)**

W: www.surfingtaranaki.org

Section 7(2)(a) New Plymouth 4312

On Wednesday, August 17, 2022, 11:09 PM, Cameron Hurley

Cam.Hurley@npdc.govt.nz wrote:

Kia Ora

Craig

NPDC has received a complaint regarding compliance of your election sign with the District Plan rules. We have since investigated this complaint and your signage at 12 Tukapa St, (Photo attached) has been identified as non-compliant with one of our election signage rules & of Operative district plan signage rules:

Lettering size on signs in areas where speed limits are 70kph or less; lettering should be 120mm or greater.

Currently your measurements of the smallest lettering size stands at 60mm.

Could you please contact me with your response as to how you can modify or remove the sign so that it complies.

If you have any questions or require advice as to future signage please contact me and I can talk you through what is compliant.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **Section 7(2)(a)**

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Cameron Hurley

From: Section 7(2)(b)(ii)
Sent: Tuesday, 23 August 2022 3:47 pm
To: Cameron Hurley
Cc: Craig Williamson
Subject: Re: Craig Williamson Signage

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Hi Cam,

Thanks for the clarity, if that is the rule set of all, then we will make the adjustments we need to make.

Thanks for your time,

Cheers

Section 7(2)(b)(ii)

On 23/08/2022, at 3:07 PM, Cameron Hurley <Cam.Hurley@npdc.govt.nz> wrote:

Hi Section 7(2)(a)

This issue has been raised by somebody in your industry within the last week.

I have spoken to our planners & policy team and it seems that the rules come from our Election signage rules which in turn are based off the act [Electoral \(Advertisements of a Specified Kind\) Regulations 2005 \(SR 2005/147\) \(as at 23 June 2017\) – New Zealand Legislation](#)

The rules do not provide a differential for upper and lower case lettering and only provide a broad over-arching rule that 120mm lettering height must be used on election signage.

Because of this I must advise that all lettering regardless of Upper or Lower case must be 120mm in height.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **Section 7(2)(a)**

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<image002.jpg>

From: **Section 7(2)(b)(ii)**

Sent: Tuesday, 23 August 2022 9:08 am

To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>

Cc: Craig Williamson **Section 7(2)(a)**

Subject: Craig Williamson Signage

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Hi Cameron,

I thought it might be helpful to provide Craig's sign with the 120mm height marked so you can see all the elements within and their relative heights.

We are just after clarification on if the height is based on the uppercase characters, or lowercase as it has a big impact on how text can be used.

It would make sense that the height restriction is based on the uppercase letter of a sentence. As you see with the 'Taranaki Regional Council' this line is in all uppercase, and set in a condensed font, which looks a lot smaller than the "World Class Care for Land, Water & Air" below it, – yet is the same height.

Statements in 'title style capitalisation' are easier for people to read and interpret due to the non parallel forms of a word, as opposed to a parallel word (uppercase).

We look forward to your input so we can get these printed.

Cheers

Section 7(2)(b)(ii)

Section 7(2)(b)(ii)

On 23/08/2022, at 12:24 AM, Craig Williamson [Section 7\(2\)\(a\)](#) wrote:

Hi Cam, re the 120/160mm font height minimums, for normal text ie. my World Class Care... slogan, are these measurements based on the upper case letters or the lower case letters?
Thanks

Craig Williamson
CEO - Surfing Taranaki Inc
Councillor - Taranaki Regional Council
M: [Section 7\(2\)\(a\)](#)
W: www.surfingtaranaki.org
[Section 7\(2\)\(a\)](#) New Plymouth 4312

On Friday, August 19, 2022, 4:23 AM, Cameron Hurley
<Cam.Hurley@npdc.govt.nz> wrote:

Thanks Craig but I need measurements on the lettering
otherwise I cant say Y/N.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 [Section 7\(2\)\(a\)](#)

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<image001.jpg>

From: Craig Williamson | **Section 7(2)(a)**
Sent: Friday, 19 August 2022 11:16 am
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: Re: Non Complaint Signage Tukapa St

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Thanks Cam, see attached, at 2400 x 1200... will this be OK?

Craig Williamson

CEO - Surfing Taranaki Inc

Councillor - Taranaki Regional Council
Section 7(2)(a) New Plymouth

M: **Section 7(2)(a)**

W: www.surfingtaranaki.org

On Friday, August 19, 2022, 12:14 AM, Cameron Hurley
<Cam.Hurley@npdc.govt.nz> wrote:

Hi Craig,

No there are election rules regarding all signage on roadside, which I have attached in the link below.

[Election signs \(npdc.govt.nz\)](http://npdc.govt.nz)

I only measured the smallest lettering, so can't comment on the other sizes. You may need someone from your team to make sure it's the correct size. Failing that you can submit your proposed signage and I can OK the design for compliance.

Ngā mihi

Cam Hurley- Technical Planning Officer

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Craig Williamson

TARANAKI REGIONAL COUNCIL

With your vote, I will continue to stand for:

“World Class Care for Land, Water & Air”

Authorised by Craig Williamson

Juliet + Diane

Cameron Hurley

From: Cameron Hurley
Sent: Monday, 29 August 2022 4:17 pm
To: Juliet Johnson
Subject: RE: Non compliant signage
Attachments: RE: signs update; RE: Omata Signage

Hi Juliet,

Hope you had a good break!

Yes very busy, most people are willing to become compliant- all though the argument over the capital/lower case lettering has been present throughout the process. After talking to the policy team & planners I think I had the right decision using the blanket rule of all lettering being 120/160mm regardless of the content.

Can do, I had an update from Ali Gibson with her right of reply which did not include lettering size **Section 7(2)(f)(i)** and discussed the issue below with her last week.
Section 7(2)(f)(i)

Councillor Carlsons sign has been the only one I have had trouble with, how ever I have had a reply from her today informing me that she would remove the sign from road reserve, **Section 7(2)(f)(i)**
Section 7(2)(f)(i) I've attached my last email correspondence with Cnr Carlson.

I've attached the full break down of interactions I sent out last week but if you wish to talk about specifics further im happy to chat.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **Section 7(2)(a)**
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From: Juliet Johnson
Sent: Monday, 29 August 2022 3:58 pm
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: RE: Non compliant signage

Hi Cam

Looks like you have been busy with signs. Can you check in with Sarah on the PDP rules – as if he just goes into the PDP these may have changed through the hearing recommendations?

Also Renee said you have been doing regular updates so do you have anything additional? Possibly Councillor Carlsons sign?

Ngā mihi

Juliet Johnson

Manager Planning

New Plymouth District Council | Liardet St | Private Bag 2025 | New Plymouth 4342 | | **Section 7(2)(a)**
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From: Cameron Hurley <Cam.Hurley@npdc.govt.nz>

Sent: Tuesday, 23 August 2022 3:50 PM

To: **Section 7(2)(b)(ii)**

Cc: Juliet Johnson <Juliet.Johnson@npdc.govt.nz>

Subject: RE: Non compliant signage

Hi **Section 7(2)(a)**

Not annoying at all! This discussion is allowing me understand the issues in a broader sense.

I have spoken to our Principal Planner, Senior policy advisors & current planner who is in charge of the proposed district plans rules on signage.

I've found that our election signage rules stem from [Electoral \(Advertisements of a Specified Kind\) Regulations 2005 \(SR 2005/147\) \(as at 23 June 2017\) – New Zealand Legislation](#) and while they reference roads directly controlled by Waka Kotahi it's the closest I could find from a governance perspective.

These rules were set some years before the document you have provided & our district plan was also in place before both of these. To find where the reasoning for these rules and the definitions is quite challenging as most people involved have left the council.

It's for these reasons NPDC has decided to uphold the word for word rule that lettering size on election signs must be 120mm within a regardless of upper/lower case.

Moving forward I suggest using the proposed district plans rules (Slightly different to the election signage rules we have now) for any advertising signage work you may do. If these specifications are followed we will consider them compliant under the proposed district plan so will fall outside the scope of the compliance under the current rules.

While I understand this is not the answer you would be hoping for I appreciate the time and thought you have put into this.

Ngā mihi

Cam Hurley- Technical Planning Officer

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From: Section 7(2)(b)(ii)
Sent: Friday, 19 August 2022 3:22 pm
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: RE: Non compliant signage

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Thanks Cam

I am being persistent but don't want to be annoying!!!

My understanding is that NPDC adopted the Transit rules many years ago and we have been following the same set of rules for signs whether we are in NPDC or Transit jurisdiction and with the same interpretation of letter height.

My intention is to be helpful and hope we can agree on the definitions of the current rules and more importantly, with a clear understanding moving forward with the new plan.

And as I mentioned when we met in person, if you look at the city's signs through our industries eyes and interpretation of the rules, the problem with non-compliant signs is much, much smaller than it appears!

Regards

Section 7(2)(b)(ii)

From: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Sent: Friday, August 19, 2022 3:12 PM
To: Section 7(2)(b)(ii)
Subject: RE: Non compliant signage

Hi Section 7(2)(a)

Thanks for this information, I will review it and speak to our policy team to see what the outcome is.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **Section 7(2)(a)**

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From: **Section 7(2)(b)(ii)**

Sent: Friday, 19 August 2022 1:41 pm

To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>

Subject: RE: Non compliant signage

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Hi Cam

While trying to find a good definition of lettering heights I have come across this document from Transit.

Have you seen this?

On page 10 there is a great definition showing that the 120mm minimum lettering height has a 90mm minimum for lowercase letters and 160mm has a 120mm height for lowercase letters.

There are also lots of diagrams (like the one of page 40) showing the measurements relate to the capital letter height.

Regards

Section 7(2)(b)(ii)

Section 7(2)(b)(ii)

From: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Sent: Wednesday, August 17, 2022 3:10 PM
To: Section 7(2)(b)(ii)
Subject: RE: Non compliant signage

Thanks Section 7(2)(a)

Looks good, the contact details are a part of the what must be contained within an election sign: rules below

^ **What election signs must contain**

An authorisation statement, including:

- the true name of the person under whose authority they have been produced
- contact details of the person under whose authority they have been produced

Contact details to include one or more of the following:

- a residential or business address;
- an email address;
- a PO (post office) box number;
- a phone number;
- a link to a page on an internet site, if the page contains one or more of the specified above.

This applies to election advertising, using any media, during a candidate's election campaign.

The statement(s) are exempt from the lettering sizes stated above.

Proposed district plan link- [Proposed District Plan \(npdc.govt.nz\)](https://www.npdc.govt.nz/Proposed-District-Plan)

Hit the top left drop down box>



Proposed District Plan



Search for an address...

NPDC Proposed District Plan

Search for Property

Read the full Proposed District Plan

News and updates

[See more news and updates](#)

Incorporation of the Designation for the construction of Te Ara o Te Ata - Mt Messenger Bypass

18-May-2022

Read the district Plan>

Proposed Dist
[Home](#)
[Read the District Plan](#)
[Search for a property](#)
[Log into Submission Account](#)
[News and Updates](#)

Part 2 District-wide Matters>

Full Proposed District Plan

Notified: 18-May-2022

Revision: 11-May-2022

 Change

Part 1: Introduction and General Provisions ▼

Part 2: District-wide Matters ▼

Part 3: Area Specific Matters ▼

Part 4: Appendices and Schedules ▼

General District-Wide Matters

Part 2: District-wide Matters ^

Strategic Direction ▼

Energy, Infrastructure and Transport ▼

Hazards and Risks ▼

Historic and Cultural Values ▼

Natural Environmental Values ▼

Subdivision ▼

General District-wide Matters ▼

Signs

Part 2: District-wide Matters ^

Strategic Direction ▼

Energy, Infrastructure and Transport ▼

Hazards and Risks ▼

Historic and Cultural Values ▼

Natural Environmental Values ▼

Subdivision ▼

General District-wide Matters ^

ASW - Activities on the Surface of Water

CE - Coastal Environment

EW - Earthworks

LIGHT - Light

NOISE - Noise

SIGN - Signs

TEMP - Temporary Activities

Any more questions I'm happy to help.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **Section 7(2)(a)**

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From: **Section 7(2)(b)(ii)**

Sent: Wednesday, 17 August 2022 3:01 pm

To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>

Subject: RE: Non compliant signage

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Hi Cam

Would it be possible to get the link that you showed me to the new signage rules.
I thought I was watching closely but can't find what you showed me!!!

I also have this supplied design for some more signs.
The main wording is all 120mm high but they have contact info in the Authorised line – is this OK?

Regards

Section 7(2)(b)(ii)

From: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Sent: Tuesday, August 16, 2022 1:14 PM
To: **Section 7(2)(b)(ii)**
Subject: RE: Non compliant signage

District Plan
District Plan <districtplan@npdc.govt.nz>

From: **Section 7(2)(b)(ii)**
Sent: Sunday, 14 August 2022 10:36 am
To: Dinnie Moeāhu **Section 7(2)(a)** ; Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Cc: Juliet Johnson <Juliet.Johnson@npdc.govt.nz>
Subject: RE: Non compliant signage

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Hi Cam

We did speak last month about some **Section 7(2)(b)(ii)** that didn't comply with either font size and physical size of the sign being too big for a permanent sign on a residential road frontage.

I probably didn't specifically mention Dinnie's signs but we did clarify that these temporary election signs had different rules and as long as we had the font size larger than 120mm we were all good.

Where I am confused about the issue with Dinnie's signs is where the 85mm measurement has been taken. In printers terms, the height of lettering is measured from the top of a capital letter to the bottom of the descender and this is the size of the lettering across the line of type.

All modern software still uses points as a font size measure and 120mm in points = 340 pt type which is a very specific font size.

And we understand this size lettering is the minimum size for readability and safety of road signs.

If these rules were compiled with any consultation with the industry that it is aimed at, this has to be the meaning behind the size of the wording.

The smallest we have used on these signs is 500 pt type and all of the uppercase letters are larger than 120mm and the actual height of the lettering used in the word "Mayor" is 160mm.

If an individual character, and not the top and bottom of the whole line is going to be used as the measure, then would that mean we also need to worry about punctuation too?

From an industry perspective, we believe we are making signs that comply with the intent of the rules (easy to read signs that can be read at a glance).

I have attached a scaled visual of Dinnie's signs showing measurements and page 3 shows how large the wording needs to be if you measure the punctuation.

Moving forward our industry is going to need to get clarity from your perspective so we can make signs that do comply.

Could you please give me a call at your earliest convenience.

Regards

Section 7(2)(b)(ii)

From: Dinnie Moeahu **Section 7(2)(a)**
Sent: Saturday, August 13, 2022 9:11 PM
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Cc: Juliet Johnson <Juliet.Johnson@npdc.govt.nz>; **Section 7(2)(b)(ii)**
Subject: Re: Non compliant signage

Kia ora Cameron,

Thank you for your email. This is interesting because my Graphic designer who done my signs spoke to NPDC to ensure my billboards were compliant. I have cc'd him into this email so you can correspond with him also.

Ngā mihi,

Dinnie for New Plymouth District Mayor Team
"He waka eke noa - We're all in this together"

Section 7(2)(a)



On Thu, 11 Aug 2022 at 13:19, Cameron Hurley <Cam.Hurley@npdc.govt.nz> wrote:

NPDC has received a complaint regarding compliance of your election sign with the District Plan rules. We have since investigated this complaint and your signage at 28 Watson St & 41 Morley St (Photos attached) has been identified as non-compliant with one of our election signage rules & of Operative district plan signage rules:

Lettering size on signs in areas where speed limits are 70kph or less; lettering should be 120mm or greater.

Currently your measurements of lettering size stands at 85mm.

Could you please contact me with your response as to how you can modify or remove the sign so that it complies

If you have any questions or require advice as to future signage please contact me and I can talk you through what is compliant.”

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **Section 7(2)(a)**

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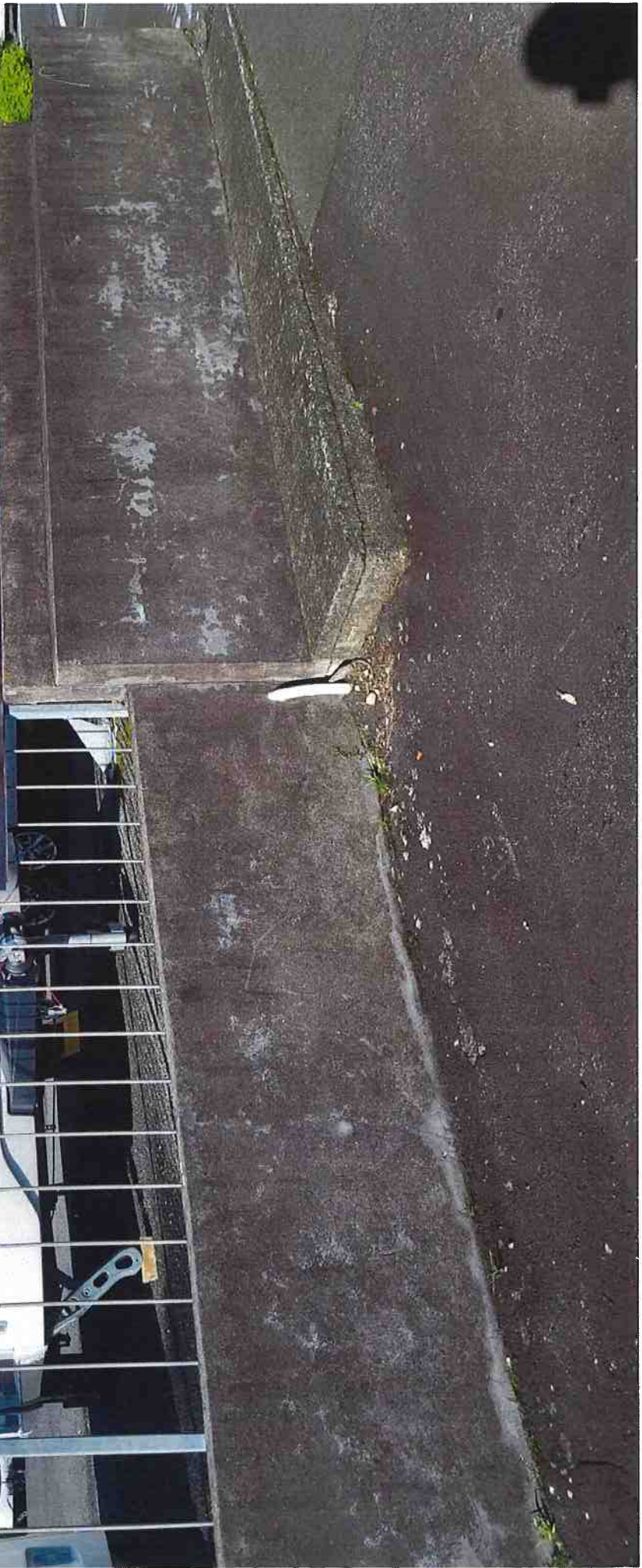
DINNIE MOEAHU
for Mayor

He waka eke noa
"We're all in this together"

AUTHORISED BY DINNIE MOEAHU 021 1481111 - dinniefor mayor.com

SWIFT

Explorer



DINNIE MOEAHU

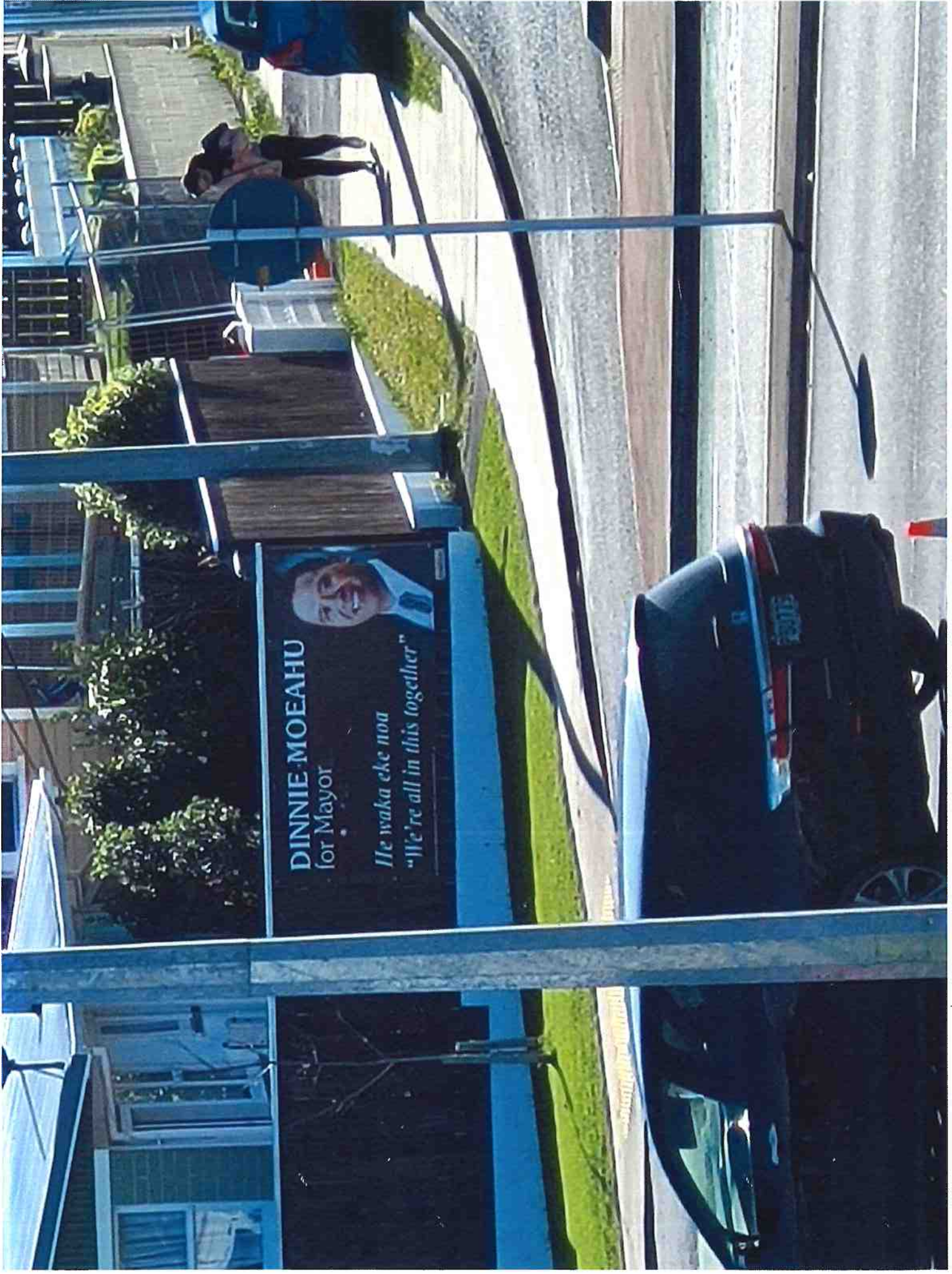
for Mayor



He waka eke noa
“We’re all in this together”

AUTHORISED BY DINNIE MOEAHU, 021 1462613 • dinnie.moeahu@gmail.com

NG
/7
TIONS



Cameron Hurley

From: Section 7(2)(b)(ii)
Sent: Wednesday, 24 August 2022 11:13 am
To: Cameron Hurley
Subject: RE: Non compliant signage

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Thanks Cam

I will do that. The new rules will make the design process easier from our perspective but some clarity on the definitions will be very helpful!!

Regards
Section 7(2)(b)(ii)

From: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Sent: Wednesday, August 24, 2022 11:09 AM
To: Section 7(2)(b)(ii)
Subject: RE: Non compliant signage

Hi Section 7(2)(a)

The new rules would have been out for consultation to the public and stakeholders would have submitted on rules they thought affected them. I can't say how they reached the rules they have created but I can say it would have been on advise from higher authority information.

Again I suggest contacting the district plan team as they can fill you with greater detail on this matter & you can raise your concerns about adding clearer definitions.

My understanding of the main & secondary messages will be;
Main Message-Company or persons name
Secondary- Information or slogan.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 Section 7(2)(a)



From: Section 7(2)(b)(ii)
Sent: Tuesday, 23 August 2022 6:12 pm
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: RE: Non compliant signage

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Hi Cam

Thanks for the response.

The info I sent you actually dates back to a combined Australian/NZ Standard from 1975 which I have highlighted in the screenshot below.

If you Google it – **AS 1744-1975** - it will take you to the original info which is back before we had computers and only six Alphabets (fonts – that were probably hand painted!!) were allowed on road signs.

I didn't think you would be too interested in history that goes back that far.

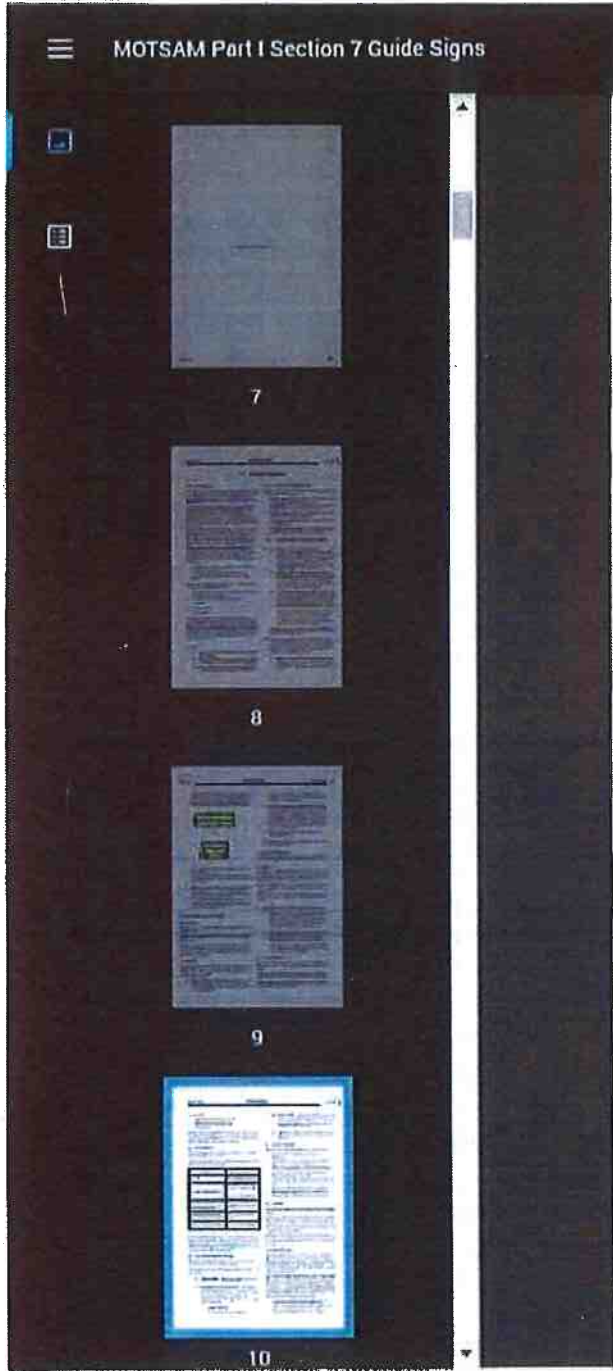
Moving forward with the new plan, if no one at council knows the history or reasons for them, how have the new rules come about and why are they being changed?

These rules are there for the safety of motorists – what research has been done to justify them?

I am also keen on getting some more information. The new plan has minimum and maximum lettering heights for the main message and a smaller minimum lettering height for the secondary message but no specific definitions of what height means or what is main or secondary.

As we have just found out, without a proper definition, the industry that does this work and the council definitions can and will vary significantly.

Can we please make sure that the definitions are beyond question!!



signs in that area, to maintain consistency:

(g) LETTER SIZE

Letter size depends on approach speed and lateral and/or vertical placement of the sign.

The minimum letter sizes to be used on guide signs for the types of roads listed below are:

| Road type | Minimum letter size |
|---|---|
| All roads | ID, G, Fingerboard signs: 120 Series B, medium spacing |
| Two Lane Urban Roads with one lane in each direction | AD, AI, and CD signs: Not less than 120 Modified E/80 LC. ID signs: Not less than 160 Modified E/120 LC. |
| Two Lane Rural Roads and Urban Roads with up to two lanes in each direction | Not less than 160 Modified E/120 LC. |
| Multi-lane Rural Roads with more than two lanes in each direction | Not less than 160 Modified E/120 LC |
| Overhead advance direction signs in any location | Not less than 240 Modified E/180 LC |

These minimum letter sizes may be too small for some signs, particularly those with more than the recommended amount of legend. The procedure given in Section 7.10: Letter Size and Type for Guide Signs should be used to check the letter sizing on all signs.

(h) LETTERING MODIFICATIONS

Computer modified lettering may be used but only with the consent of the road controlling authority.

When lettering is to be computer modified the following rules apply:

- (i) **Letter shape:** Basic letter shapes shall conform to the AS 1744-1975 alphabets.
- (ii) **Expansion and contraction:** The degree of horizontal expansion or contraction shall be uniform within any letter, or numeral, or within any set of characters. No expansion or contraction shall exceed 15 percent of the design base letters for:
 - character width,
 - stroke width, and
 - the spacing between characters

Regards
Section 7(2)(b)(ii)

Section 7(2)(b)(ii)

From: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Sent: Tuesday, August 23, 2022 3:50 PM
To: Section 7(2)(b)(ii)
Cc: Juliet Johnson <Juliet.Johnson@npdc.govt.nz>
Subject: RE: Non compliant signage

Hi Section 7(2)(a)

Not annoying at all! This discussion is allowing me understand the issues in a broader sense.

I have spoken to our Principal Planner, Senior policy advisors & current planner who is in charge of the proposed district plans rules on signage.

I've found that our election signage rules stem from [Electoral \(Advertisements of a Specified Kind\) Regulations 2005 \(SR 2005/147\) \(as at 23 June 2017\) – New Zealand Legislation](#) and while they reference roads directly controlled by Waka Kotahi it's the closest I could find from a governance perspective.

These rules were set some years before the document you have provided & our district plan was also in place before both of these. To find where the reasoning for these rules and the definitions is quite challenging as most people involved have left the council.

It's for these reasons NPDC has decided to uphold the word for word rule that lettering size on election signs must be 120mm within a regardless of upper/lower case.

Moving forward I suggest using the proposed district plans rules (Slightly different to the election signage rules we have now) for any advertising signage work you may do. If these specifications are followed we will consider them compliant under the proposed district plan so will fall outside the scope of the compliance under the current rules.

While I understand this is not the answer you would be hoping for I appreciate the time and thought you have put into this.

Ngā mihi

Cam Hurley- Technical Planning Officer

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Central

Cameron Hurley

From: Cameron Hurley
Sent: Monday, 15 August 2022 2:01 pm
To: **Section 7(2)(a)**
Subject: RE: Signage compliance

Thanks **Section 7(2)(a)**

I'm free all this week so if you have a preferred time I'd be happy to come chat.

Ngā mihi

Cam Hurley- Technical Planning Officer

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From: **Section 7(2)(b)(ii)**
Sent: Monday, 15 August 2022 1:47 pm
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: RE: Signage compliance

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Thanks Cam

I will personally go and change the two that are in the complaint.

And I would be very keen to discuss the changes and make sure we know how they affect us and our customers.

Regards
Section 7(2)(b)(ii)

Section 7(2)(b)(ii)

From: Cameron Hurley <Cam.Hurley@npdc.govt.nz>

Sent: Monday, August 15, 2022 12:54 PM

To: **Section 7(2)(b)(ii)**

Subject: RE: Signage compliance

Hi **Section 7(2)(a)**

Have just confirmed with our planners that new designs are compliant while the old ones are non-compliant.

If you can please contact Dinnie to remove his signs & replace them with the new designs I can mark off as compliant.

The rules are changing in the future which will hopefully create a more practical solution & clearer definitions. Happy to talk you through these changes.

Ngā mihi

Cam Hurley- Technical Planning Officer

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From: Cameron Hurley

Sent: Monday, 15 August 2022 12:14 pm

To: **Section 7(2)(b)(ii)**

Subject: RE: Signage compliance

Hi **Section 7(2)(a)**

Im going to action this further and get assurance from one of our planners that they are ok as is, it seems this issue will be a headache going forward.

Appreciate your work on this will try get an answer to you by the end of the day.

From: Section 7(2)(b)(ii)
Sent: Monday, 15 August 2022 11:32 am
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: RE: Signage compliance

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Hi Cam

Thanks for the call this morning and for clarifying the Council's interpretation.

I am a little disappointed that this has become a political football and not had any consultation with our industry.

Attached is the revised signs for Dinnie on pages 1 & 2.

Pages 3 and 4 are the original designs. Please note on page 2 and 4 the comparison with all capitals and how it makes unfamiliar words harder to read.

The makes the signs compliant but isn't better for the motorist and ultimately the reason for these rules is for the readability and safety of motorists.

This doesn't make sense from a practical perspective but we will make the change!!

Regards
Section 7(2)(b)(ii)

From: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Sent: Monday, July 18, 2022 2:46 PM
To: Section 7(2)(b)(ii)
Subject: Signage compliance

Hi Section 7(2)(a)

Please pass on my information to clients that might have any questions about their signage.

If they contact me with their proposed property address I can advise to their rules at their site.

Ngā mihi

Cam Hurley- Technical Planning Officer

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Cameron Hurley

From: Neil Holdom **Section 7(2)(a)**
Sent: Tuesday, 16 August 2022 9:36 am
To: Cameron Hurley
Subject: Re: Non-Compliant Signage

Hi Cameron, thanks for the update - it will be removed within two weeks

Regards

Neil Holdom
New Plymouth District Mayor
Section 7(2)(a)

Sent from my iPad

On 16/08/2022, at 8:27 AM, Cameron Hurley <Cam.Hurley@npdc.govt.nz> wrote:

Hi Neil,

While it is discretionary, that is more for the resource consent process. The election rules clearly state that they are to be over 120mm.

Unfortunately all lettering has to be at least the minimum requirement regardless of upper & lower case.

If the sign is removed within two weeks I can mark it off as compliant.

Cannot advise as to who complained, the complaint system means they are to be treated as anonymous.

Ngā mihi

Cam Hurley- Technical Planning Officer

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From: Neil Holdom **Section 7(2)(a)**
Sent: Monday, 15 August 2022 7:59 pm
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: Re: Non-Compliant Signage

Thanks Cameron,

When I look at the plan it says lettering under 120mm is discretionary.

Under what circumstances does council exercise discretion?

When I had these signs printed six years ago I advised the sign writer the font needed to be more than 120mm.

The issue being the lower case letters of the font are slightly smaller.

It will likely take some time for me to have new signs printed - how long do I have to remedy this situation and avoid being fined?

Also can you advise who has complained about my signs?

Regards

Neil Holdom
New Plymouth District Mayor
Section 7(2)(a)

Sent from my iPad

On 15/08/2022, at 5:49 PM, Cameron Hurley <Cam.Hurley@npdc.govt.nz> wrote:

Hi Neil,

The rules are the same as the operative district plans.

Have attached the operative district plan signage rules relevant to the site. Res Rule 28.

Ngā mihi

Cam Hurley- Technical Planning Officer

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From: Neil Holdom **Section 7(2)(a)**
Sent: Monday, 15 August 2022 4:32 pm
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: Re: Non-Compliant Signage

Hello Cameron, I am familiar with the website but I was requesting a copy of the part of the district plan or signage policy stipulating lettering sizes - the policy you sent me references the district plan - you mentioned the operative district plan, is this the old plan or the new one and can I have the relevant rules as they appear on the plan

Regards

Neil Holdom
New Plymouth District Mayor
Section 7(2)(a)

Sent from my iPad

On 15/08/2022, at 3:56 PM, Cameron Hurley <Cam.Hurley@npdc.govt.nz> wrote:

Hi Neil,

[Election signs \(npdc.govt.nz\)](#)

Underneath the "Lettering size on signs" tab has the information. These rules are the same as the district plan rules on sign lettering.

Ngā mihi

Cam Hurley- Technical Planning Officer

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From: Neil Holdom **Section 7(2)(a)**
Sent: Monday, 15 August 2022 3:52 pm
To: Cameron Hurley <Cam.Hurley@npdc.govt.nz>
Subject: Re: Non-Compliant Signage

Hello Cameron
can you please send me a copy of the signage rules you are referring to

Regards

Neil Holdom
New Plymouth District Mayor
Section 7(2)(a)

Section 7(2)(a)

Sent from my iPad

On 15/08/2022, at 3:44 PM, Cameron Hurley <Cam.Hurley@npdc.govt.nz> wrote:

Kia Ora Neil,

NPDC has received a complaint regarding compliance of your election sign with the District Plan rules. We have since investigated this complaint and your signage at 8 Northgate, (Photo attached) has been identified as non-compliant with one of our election signage rules & of Operative district plan signage rules:

Lettering size on signs in areas where speed limits are 70kph or less; lettering should be 120mm or greater.

Currently your measurements of the smallest lettering size stands at 100mm.

Could you please contact me with your response as to how you can modify or remove the sign so that it complies.

If you have any questions or require advice as to future signage please contact me and I can talk you through what is compliant.

Ngā mihi

Cam Hurley- Technical Planning Officer

(p) 06-759 6060 **Section 7(2)(a)**
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#1 Neil Holdom for New Plymouth



Love this place



Photo: Neil Holdom, published by Neil Holdom, 2013. For more information, visit www.facebook.com/neilholdom

