

Plan Change 48 – Signs Submission

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I would like to be heard in support of my submission.

Off site signage

Under Objectives, Policy 7 states:

To ensure signs are limited to those relating to a particular activity and/or the use of land or buildings, and are located on the site of that activity, land or building.

Then Policy 11 states:

To provide, in limited circumstances, for offsite signs where it is not practical to display the sign where the activity occurs.

Off site signs have been combined with Event signs – section from Definitions below:

*Off site sign means a sign which does not relate to goods or services available at the site where the sign is located or an **event** at the site where the sign is located.*

An off site commercial advertising sign is for the benefit of that business only and is of a permanent nature whereas an event sign is temporary, with the event usually benefiting the whole community. These 2 should be kept totally separate.

I suggest that in the definition of Off site sign – all reference to events be removed.

I cannot think of any circumstance where it would be “not practical” to display a sign on site. There are many circumstances where it would be extremely desirable for a business owner to have an off site sign ie where the business is located outside of the CBD area or is some distance up a side road and not visible from the main road, however this is extremely undesirable from the view of visual amenity. And as we have seen, over and over again, as soon as one sign is located (illegally) off site, it spawns a plethora of competing signs. The first sign then gets bigger to outdo the competition and a signs war commences.

If a business is located outside of the CBD or tucked down a side road, then they will need to market their business accordingly rather than relying on off site signage to attract customers. Businesses in the CBD that pay CBD prices, feel very aggrieved when signage is erected directing traffic away from the CBD when they are only allowed to have on site signage.

I would suggest off site signage remain non complying or even be prohibited and Policy 11 removed from the Objectives.

Temporary Event Signs

There are many different events in the district varying from very large ie the Upper Clutha A & P Show or Challenge Wanaka to the very small, ie school/church fairs. It does not seem logical to allow the same amount of signage for an event that brings thousands of people into the district as one that caters for a few hundred locals.

The amount of signage – on and off site could be based on the predicted size of the event stated in the resource consent. If the event is small, then no consent will be needed and the minimum signage could be allowed.

For large events, I would like to see at least 4 off site signs allowed 2 months before the event and an unlimited amount of on site signage for the duration of the event and perhaps a few days beforehand.

Banners

Would like more banners to be allowed for large events, suggest up to 3.

Reserve signs

We have quite a few signs on reserves that have more than just the name of the reserve on them. In both Wanaka and Queenstown, there are large signs up giving details of the Frisbee golf course with instructions for playing.

I would suggest that signs be allowed if put up to describe an activity that is permitted on the reserve.

Interpretation panels should be allowed and they exist already in some reserves.

Real Estate Signs

I would suggest that 1 sign per real estate company be allowed with a maximum of 4 signs per site. Signs to be removed within 1 week of the sale of the property. (many now stay for weeks after the sale of the property to act as a marketing tool.)

Open Home signs

Would like to see a rule about Open Home signs. Suggest that a maximum of 4 per property for sale be allowed and to be put up no more than 1 hour before the Open Home and removed as soon as the Open Home is over. They are an advertising tool for Real Estate Agents and useful for people looking for open homes, but there are very large numbers of them put out every weekend with many of them staying out for hours, which then takes away the usefulness of them for the public.

Construction signs

1 sign per site – what does that actually mean? Does it mean 1 sign for every contractor working on the site, or actually 1 sign only? If it means 1 sign only, then that rule is broken almost 100% of the time.

I would suggest that up to 4 signs (not including safety signs) be allowed for the duration of the build.

Sign written trailers or vehicles or signs attached to any trailer or vehicle.

It is really good to see sign written trailers or vehicles or signs attached to any trailer or vehicle included in here but would suggest that these signs be non complying or prohibited. They are just another form of off site sign and cause the same problems as off site signs.