

- Form 5 -

SUBMISSION ON PUBLICLY NOTIFIED

PLAN CHANGE 48 - Signs

Pursuant to Clause 6 of First Schedule Resource Management Act 1991
(as amended 30 August 2010)

To: Queenstown Lakes District Council
Private Bag 50072
QUEENSTOWN 9348

SUBMITTERS DETAILS:

Submitter: **Kopuwai Investments Ltd & City Centre Queenstown Ltd**
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Contact Persons: Anita Vanstone and Charlene Kowalski

SUBMISSION STATEMENT:

The particular parts of Plan Change 48 the Submitter support or oppose, or wish to comment on are as follows :

Support

(a) The Submitter supports the following aspects of Plan Change 48:

(i) The removal of the signage bylaw. The use of dual mechanisms

- (ii) to control signage is unnecessary and cost prohibitive;
- (ii) Changing the layout of the Chapter to be a table format. This will reduce the bulk of the District Plan and will make it clearer and easier to read;
- (iii) The alteration of the activity status of most signs from non-complying to permitted, controlled or discretionary activities; and
- (iv) The specific inclusion of 'Signage Platforms' into the District Plan.

Oppose

(a) The Submitter is opposed to, and/or, seeks clarification on the following aspects of Plan Change 48:

- (i) It needs to be clarified whether commercial signage that is a permitted activity located outside a Special Character Area and Heritage Precinct still triggers resource consent, due to external appearance rules in the Town Centre chapter of the District Plan;
- (ii) The definition of ground floor area specific to signage is confusing and needs reconsidering. An interpretative diagram should be used to explain this;
- (iii) Further clarity is needed regarding first floor signage on multi tenanted buildings (Table One, Point 6). An increased allowance should be considered on these buildings and this should be done on a per tenancy basis;
- (iv) No consideration has been made for upper floor tenancy signage on the ground floor. This needs to be reconsidered;
- (v) The explanation of signs displayed on roofs is confusing and needs to be clarified with an interpretative diagram (Point 15, Table 4);
- (vi) The definition of signage needs to be further clarified to ensure it does not include the use of corporate colours on buildings; and
- (vii) It is suggested that some signage could be dealt with as a restricted discretionary activity however the Activity Tables in their current form do not provide for this.

The Submitter seeks that the Consent Authority **approves** Plan Change 48 on the basis that the above issues have been appropriately addressed.



The Submitter wishes to be heard in support of this submission



The Submitter will consider presenting a joint submission at the hearing if any other parties have similar submissions



The Submitter could not gain an advantage in trade competition from this submission.

Signature:



Date: 9 April 2014

CC: Copy to:

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