

To: Policy Department
QLDC
Private Bag 50072
Queenstown

Submitter: Orchard Road Holdings Limited
PO Box 170
Dunedin

Contact: Alison Devlin

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- 1.0 This is a submission on Proposed Plan Change 48: Signs
- 2.0 Orchard Road Holdings Limited (ORHL) could not gain an advantage in trade competition through this submission.
- 3.0 The specific provisions that ORHL's submission relates to are:

The plan change in its entirety.

More specifically ORHL's submission relates to Activity Tables 1 and 4.
- 4.0 ORHL **opposes** the plan change.
- 5.0 The reasons for ORHL's submission are:

Activity Table 1

ORHL opposes the move to requiring resource consent for all signs in commercial areas. Currently signs of up to 5m² or 15% of the ground floor area of that face of the building are permitted (subject to compliance with other Zone Standards). Signage is a necessary part of commercial business and the current rules permits a reasonable element of signage without adding the additional cost and time requirements of the resource consent process.

Requiring resource consent for all commercial signage is an inefficient and ineffective use of the resource management process and an unnecessary cost and time expense for commercial business operators.

Signs of up to 5m² or 15% of ground floor area of the ground floor area of a building face should continue to be permitted.

Activity Table 4

ORHL submits that the permitted activity status for real estate signs is relevant to individual property sales and does not cover land development projects, which are ORHL's core business. A sign of 1.62m² is insufficient to advertise the scale of real estate available in one of ORHL's land development projects.

ORHL submits that signage of 8.64m² should be permitted for land development projects of 6 or more lots.

6.0 Relief Sought:

ORHL seeks that in all commercial areas Signs of up to 5m² or 15% of ground floor area of the ground floor area of a building face, whichever is the greater, should to be permitted.

ORHL seeks that temporary signage of 8.64m² should be permitted for land development projects of 6 or more lots.

In the alternative, ORHL seeks that the plan change be rejected in its entirety.

7.0 ORHL wishes to be heard in support of this submission.

Signed:



Dated:

9.4.14