

Submission on a Publicly Notified Plan Change

Clause 6 of First Schedule
Resource Management Act 1991 –
as amended 30 August 2010

To: Policy Department
QLDC
Private Bag 50072
QUEENSTOWN



YOUR DETAILS

Your Name: Progressive Enterprises Ltd
Your Address: Private Bag 93306, Otahuhu, Auckland
Postal Address c/- Zomac Planning Solutions Ltd
for Service: P. O. Box 103, Whangaparaoa 0943
Phone Number: 09 428 2101 (Work) _____ (Home) _____
Fax Number: 09 428 2102 E-mail: mike@zomac.co.nz

This is a submission on the following proposed plan change:

Plan Change 48: Signage

QLDC

10 APR 2014

QUEENSTOWN

I ~~COULD~~ / **COULD NOT**[†] gain an advantage in trade competition through this submission.
[†] Select one.

*I **AM** / ~~AM NOT~~** directly affected by an effect of the subject matter of the submission –
(a) adversely affects the environment; and
(b) does not relate to trade competition or the effects of trade competition.

* Delete entire paragraph if you could not gain an advantage in trade competition through this submission.

** Select one.

The specific provisions of the proposal that my submission relates to are:

The proposed signage rules as they apply to supermarkets as per the attached sheet.

My submission is: (include whether you support or oppose the specific provisions or wish to have them amended; and the reasons for your views)

As per the attached sheet

I seek the following from the local authority (give precise details)

As per the attached sheet

I **DO** / ~~DO NOT~~ wish to be heard in support of my submission.

I **WILL** / ~~WILL NOT~~ consider presenting a joint case with others presenting similar submissions.

Signature [Signature] to be signed for or on behalf of submitter

Date

8 APRIL 2014

A signature is not required if you make your submission by electronic means.

Progressive Enterprises Ltd

Plan Change 48 Submission

1. INTRODUCTION

Progressive is one of two major supermarket operators in New Zealand. Within the Queenstown Lakes District it has the following existing assets:

- Countdown – Frankton Flats (under constructions)
- Fresh Choice – Gorge Road

It is currently seeking additional supermarket sites in the District. It currently does not have a store in Wanaka.

2. SPECIFIC PROVISIONS OF THE PROPOSAL

Progressive has standard wall signage on its Countdown supermarkets throughout New Zealand and without exception such signage is approved. A typical supermarket has the following:

- Four wall mounted internally lit Countdown Brand signs – 17.55m long x 3.75m high;
- Three wall mounted Countdown open hours signs – 9.2m long x 1m high;
- Two pharmacy signs – 5m long x 1.7m high;
- Between 1 and 2 9m high pylon (monolith) signs up to 3.5m high with sign faces of 31.5m²; and
- Trundler bay signs and directional signs of variable size.

The signage sizes contained in the plan change are considered to be wholly inadequate insofar as they could apply to supermarkets and the default position of discretionary for non-compliance with sign sizes is considered to be too restrictive. Accordingly Progressive opposes the plan change as a whole unless significant changes are made to it.

3. MY SUBMISSION IS:

That the Plan Change should either be withdrawn or redrafted to recognise the signage requirements of supermarkets.

4. I SEEK THE FOLLOWING DECISIONS FROM THE LOCAL AUTHORITY:

- (a) That Policy 1 be amended by adding the following words at the end of the sentence *"...while recognising accepted and consented signage throughout New Zealand for particular land uses."*
- (b) Amend Rule 18.2.5 by changing the heading to *"Restricted Discretionary Activities"*
- (c) Amend Activity Table 1 – Commercial Areas by adding a new category 6A as follows:
"6A Supermarket wall signage CON – all zones"
up to 84m² per wall
- (d) Amend Activity Table 1 – Commercial Areas by changing the activity status of item 7 *"Any sign that does not comply with any of 1 – 6A above"* to *"restricted discretionary"*.
- (e) Amend Activity Table 2 – Residential Areas by adding a new category 3A as follows:
"3A Supermarket wall signage CON – all zones"
up to 84m² per wall
- (f) Amend Activity Table 2 – Residential Areas by changing the activity status of item 4 *"Any sign that does not comply with any of 1 – 3A above"* to *"restricted discretionary"*
- (g) Amend Activity Table 3 – Other Areas by adding a new category 4A as follows:
"4A Supermarket wall signage CON – all zones"
up to 84m² per wall
- (h) Amend Activity Table 3 – Other Areas by changing the activity status of item 5 *"Any sign that does not comply with any of 1, 2 or 4A above"* to *"restricted discretionary"*.

- (i) Amend Activity Table 4 – District Wide by adding a new category 8A as follows:
- “8A Supermarket free standing CONTROLLED*
Signs 9m high by 3.5m wide at one sign per site”
- (j) Amend Activity Table 4 – District Wide by changing the activity status of item 7 *“Any sign that does not comply with the requirements of 1-6, 8A above”* to *“restricted discretionary”*.
- (k) Amend Section 18.3 Signs – Assessment Matters by changing all *“Discretionary Activity”* headings to *“Restricted Discretionary Activity”*, otherwise the relevant assessment criteria are supported provided that a further criteria is added to 18.3.1 (ii), (iii), (iv) and (v) as follows:
- “the extent to which recognized, accepted and consented signage throughout New Zealand for particular land uses needs to be taken into account”*
- (l) Such other amendments to the content of Plan Change 48 as are considered necessary to give effect to the thrust of decisions sought by Progressive in items (a) to (k) above