

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: Real Journeys Ltd
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for Service:
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This is a submission on the following proposed plan change:

Plan change 48 - Signs.

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:

See attached document.

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

See attached document

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

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

9 April 2014.

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



Form 5

Submission on Plan Change 48 – Signage

Submission by Real Journeys

Submitter Details:

Real Journeys
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Queenstown 9348

Attention: Stephanie Kerr

Phone: 409 0451

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Email: skerr@realjourneys.co.nz

Real Journeys could not gain an advantage in trade competition through this submission.

Real Journeys will not be directly affected by an effect of the subject matter of the submission-

- (a) Adversely affects on the environment; and
- (b) Does not relate to trade competition or the effects of trade competition.

Real Journeys are generally in support of proposed Plan Change 48, but seek clarification of those matters listed below.

At this time, Real Journeys do wish to be heard in support of proposed Plan Change 48.

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

- Multi Tenanted Buildings
- Residential Areas with Commercial Buildings
- Existing Signage
- Signage on Vehicles and Trailers
- Signage on Wharves and Jetties

1) *Multi Tenanted Buildings – Ground Floor Signage*

In general Real Journeys supports the proposed amendments to change how signage is allocated on ground floor areas. However clarification is sought over how this allocation will be regulated. The current situation allows for a 'first in first served' basis whereby allocation is generally used up by the first tenant (in most situations). The proposed change will allow for additional signage, to meet the needs of all tenants, without going through additional resource consents. Real Journeys strongly supports this.

Clarification is however sought to determine how this allocation will work in the case of permitted activities, whereby no information on tenancy size is required as part of the process (in terms of dividing the signage areas). It is noted that the previous Signage Bylaw required a signage permit for all signs to be applied for, for any sign which was a permitted activity. This allowed Council to ensure that appropriate sign sizes, by comparison to the facade size, and District Plan requirements were being adhered to.

Without further clarification, the proposed signage allowance (if a permitted activity) will be left up to self-regulation by each tenant, or by the building owner. This may still result in some tenancies taking larger proportions of signage (based on an even distribution on the number of tenancies, verse the size of the ground floor area), when in actual fact their tenancy area is very small.

Real Journeys does not wish to have any sort of 'permit' system in place, but does seek further guidance and/or clarification on the interpretation diagrams which would ensure clarity for all parties, and avoid over allocation by some tenants.

2) Multi Tenanted Building - Above Ground Floor Signage

Real Journeys in part supports the allocation of signage on the above ground floor area. Proposed Plan Change 48 will not alter the amount of signage at this level (2m² per site), and does not seek to address multi-tenanted, larger sites.

Real Journeys request that this is amended to allow for multi-tenanted buildings on larger sites to have a similar allowance system as is currently proposed for ground floor signage. Real Journeys accepts that signage areas on the above ground floor should be smaller in area than that on the ground floor area, for amenity reasons, but does seek to allow for more signage on larger, multi-tenanted sites.

3) Residential Areas with Commercial Buildings

Activity Table 2 – Residential Areas, does not address any sites where commercial buildings are located. An example of this is Terrace Junction, which is a commercial building within a part Rural General and part Low

Density Residential. Real Journeys accepts that going forward signage on new buildings will be addressed by way of signage platforms, however specific assessment matters, or guidance should be provided to ensure that appropriate allocations in these areas can be achieved.

4) *Existing Signage*

Real Journeys seeks clarification on how existing signage allocation on buildings will be dealt with, where existing resource consents for signage have been approved. This submission seeks to ensure that the consented baseline for these areas of signage will remain indefinitely.

4) *Signage on Vehicles and Trailers*

Real Journeys seeks the following amendment/clarification relating to sign written vehicles and trailers:

Activity Table 4 – District Wide

17) Sign written trailers or vehicles or signs attached to any trailer or vehicle which is parked on or visible from any road or public place for the sole purpose of advertising. For clarification, this does not include sign written or painted vessels located on the surface of the water.

5) *Signage on Wharves and Jetties (including on buildings established on wharves and jetties)*

Real Journeys supports the inclusion of the signage allowance on wharves and jetties (and buildings). This allows commercial operators to convey important directional information and will allow for advertising material to be displayed near to where the activity takes place.

Clarification on how signage would be allocated on each building would help assist companies when applying for resource consent. Council can apply full discretion to signage on any of these buildings, but some guidance over approximate sizes of signage may help to avoid a 'first in first served' basis on these buildings, and issues around priority of resource consents.

Overall Real Journeys is in support of the proposed changes to Section 18 – Signs within the District Plan, subject to clarifications listed above. The proposed changes are seen as a positive step towards making commercial businesses and rental spaces within the District more appealing and information more readily available to the general public.