

To: Policy Department
QLDC
Private Bag 50072
Queenstown

Submitter: Willowridge Developments Limited
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Dunedin

Contact: Alison Devlin

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

The plan change in its entirety.

More specifically Willowridge's submission relates to Activity Tables 1, 3 and 4.
- 4.0 Willowridge **opposes** the plan change.
- 5.0 The reasons for Willowridge's submission are:

Activity Table 1

Willowridge 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 3

Willowridge submits that the rules permitting up to 2m² of signage per site with no illumination or lighting for the Three Parks Tourism and Community Facilities Subzone (the T&C Subzone) is impractical. The type of activity in the T&C Subzone is likely to be reasonably large in terms of scale

and footprint and 2m² signage is not going to meet the signage requirements of most of these types of businesses.

Given the low density nature of the T&C Subzone, combined with the anticipated larger scale activities, there overall number of businesses requiring signage in the Subzone will be low. Cumulative signage is therefore unlikely to an issue and so larger signs should be permitted.

Activity Table 4

Willowridge 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 Willowridge's core business. A sign of 1.62m² is insufficient to advertise the scale of real estate available in one of Willowridge's land development projects.

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

6.0 Relief Sought:

Willowridge 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.

Willowridge seeks that signage of up to 5m² should be permitted in the T&C Subzone as well as up to 2m² of directional signage.

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

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

7.0 Willowridge wishes to be heard is support of this submission.

Signed:



Dated:

9.4.14