



**QUEENSTOWN LAKES DISTRICT COUNCIL
PLAN CHANGE HEARING COMMITTEE**

**PLANNER'S SECTION 42A REPORT FOR
PLAN CHANGE 48: SIGNS**

FOR HEARING COMMENCING: 18 August 2014
REPORT DATED: 15 July 2014
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FOR AND ON BEHALF OF THE QUEENSTOWN LAKES DISTRICT COUNCIL

CONTENTS

1.0	Introduction	3
2.0	Executive Summary	3
3.0	The Proposed Plan Change	3
4.0	A Summary of the Decisions Requested and Issues Raised	4
5.0	Discussion of the issues raised by submitters	5
5.1	Purpose	6
5.2	Objectives	7
5.3	Policies	8
5.4	Rules – levels of activities	10
5.5	Table 1 - Commercial	13
5.6	Table 2 - Residential	17
5.7	Table 3 – Other Areas	18
5.8	Table 4 – District Wide Matters	20
5.9	Definitions	24
5.10	Effects on other Plan Provisions	27
5.11	Assessment Matters	29
5.12	General	31
5.13	Section 32 Assessment	33
6.0	Section 32 Further Evaluation	34

APPENDICES

A	Submissions
B	Further submissions
C	Summary of Decisions Requested
D	Section 32 Report
E	Section 32 Appendices
F	Post submission amendments
G	Plan Change as Notified
H	Operative Plan provisions

1.0 INTRODUCTION

This report has been written in accordance with Section 42A of the Resource Management Act 1991 (RMA). It discusses the various issues raised by submitters and makes recommendations in relation to the issues raised, in order to assist the Commissioners in drafting the Council's decision.

This proposed plan change seeks to simplify the provisions and usability of the Operative Plan through a general liberalisation of the rules to match more closely with the anticipated levels of effects of signage.

Although this report is intended as a stand-alone document, a more in-depth understanding can be obtained from reading the S32 Report and Monitoring documents, attached as Appendices.

These are available on the Council's website: www.qldc.govt.nz/plan_change_48_signs

The relevant provisions in the Queenstown Lakes District Plan, which are affected by the notified plan change are:

Section 18 Signs - will be replaced by a rewritten section (chapter) in its entirety.

2.0 EXECUTIVE SUMMARY

Having considered the various issues raised in submissions, in summary it is recommended that the Plan Change be accepted subject to the amendments recommended in this report. Main submission points included more realistic application of the rules for;

- Signs in commercial areas, especially outside town centres
- Above ground floor signs / multi tenanted buildings
- A general lowering of the levels of activities

A relevant factor in the District Wide management of the effects of signs is the revocation of the Signs Bylaw. This presented a perceived duplication of controls.

It is noted that the above is only a summary of the high-level recommendations. Also, these recommendations are made in the absence of hearing any of the detailed evidence presented on behalf of submitters and that, upon hearing such evidence, it is possible that they may change.

3.0 THE PROPOSED PLAN CHANGE

Background

In July 2012 a monitoring report on the Signs chapter (Section 18) of the District Plan and the QLDC Signs Bylaw (2006) went to the Strategy Committee. This report identified that:

- The operative District Plan is inefficient given the number of resource consent applications required for standard retail signs in the Town Centre Zone.
- The non-complying activity status for signs, that do not meet the maximum size requirements, particularly within the Queenstown Town Centre Zone, should be

reviewed given these consents are generally processed non-notified and approved.

- In general the rules for signs need to be revised to be clear, concise, easy to use and to resolve the issue of signage allocation for multiple tenancies in single buildings.
- A full analysis should be undertaken to determine which mechanism (District Plan or the Signs Bylaw) should be used to manage signs.

At a subsequent workshop, the Strategy Committee resolved that the future management of signs should be undertaken entirely through appropriate District Plan provisions. The Signs Bylaw has subsequently expired and ceases to have any legal effect.

The key objectives of Plan Change 48 are to:

- Simplify the existing provisions;
- Fix the known problems with the existing District Plan provisions.
- Streamline the processing of resource consents; and
- Streamline compliance and enforcement monitoring.

Relationship to other documents

The reports referred to below can all be viewed on the council's website:

<http://www.qldc.govt.nz/home>

Council Strategies and Plans

Long Term Council Community Plan (2012 - 2022)

The Council's Long Term Community Plan (LTP) is prepared under the Local Government Act 2002 for the period 2012 – 2022. This provides the community with a 10 year plan that allows a coordinated response to growth issues, including articulation of the goals for community, social, infrastructure, traffic and asset management. Within certain parameters changes can be made each year through the annual plan process.

The proposed Plan Change aligns with several of the Community Outcomes contained in this plan, which are paraphrased below;

- Sustainable growth management
- A safe and healthy community
- High quality urban environments
- A strong and diverse economy
- Preservation of the district's local cultural heritage

4.0 A SUMMARY OF THE SUBMISSIONS RECEIVED AND THE ISSUES RAISED

A total of 21 original submissions and four further submissions were received. The submitters are listed in Appendices A and B and the full summary of decisions requested is available on http://www.qldc.govt.nz/plan_change_48_signs/file/9288/. It is noted that further submissions were made only by some original submitters, i.e. there were no new submitters.

Scope from submissions

The scope is on a predictably wide continuum, from requests to withdraw the entire Plan Change, through to minor typographical errors. Those seeking withdrawal have not been entertained and are all recommended to be rejected owing to the due process that has been followed to arrive at the current position. The remaining submissions have been broken down into related groups and assessed *en masse* where it is appropriate to do so.

The issues and report format

The Resource Management Act (the Act), as amended in December 2013 no longer requires this report or the Council decision to address each submission point but, instead, requires a summary of the issues raised in the submissions. As such, this report considers the various decisions requested by submitters, grouped under the following issues:

- Purpose
- Objectives
- Policies
- Rules – levels of activities
- Table 1 – Commercial
- Table 2 – Residential
- Table 3 – Other Areas
- Table 4 – District Wide matters
- Definitions
- Effects on other Plan Provisions
- Assessment Matters
- General

Some submissions contain more than one issue, and will be addressed where they are most relevant within this report.

For each issue the report is generally structured as follows:

- Issues and discussions
- Recommendations

Proposed amendments are underlined, and due to the number of amendments, a strikethrough version of the Notified provisions is included as Appendix F. This includes:

- Objectives and Policies
- Rules
- Definitions
- Interpretive diagrams

5.0 DISCUSSION OF THE ISSUES RAISED BY SUBMITTERS

5.1 PURPOSE

Issues and discussion

Submitter 48/17/2 questions the Purpose of signs as detailed in the proposed Section. Reference is made to the possibility that signs may have a positive benefit on the wider environment, as well as the perceived negative effects that the initial paragraphs infers. Given that effects under the Resource Management Act (RMA) should be considered in both positive and negative forms, this view, which is further supported (by 48/9/FS 16 and 48/10/FS 16) is considered relevant to this opening statement.

The submitters raise a valid point regarding the possible positive effects of signage, which can be simply addressed by the suggested inclusion with a minor amendment. The anticipated vibrancy however, would not be restricted to the commercial environment but may manifest in a variety of areas.

Recommendations

Accept in part - amend the introductory paragraph in 18.1.1 to read:

The purpose of signs is to provide information to the general public and to assist to create a sustainable and vibrant community. There are significant positive effects associated with enabling signage to achieve these outcomes. However, signs may have adverse environmental effects and may conflict with traffic and pedestrian safety.

5.2 OBJECTIVES

Issues and discussion

Following on from the suggested amendment to the Purpose section above, the same submitters (48/17/3, 48/9/FS 17 and 48/10/FS 17) suggest that Objective 1 be similarly amended to reflect the possible positives of signage. Furthermore, it is suggested that the syntax of the Objective could be improved by punctuation.

A second string of the proposed amendment relates to making distinct reference to the external design and appearance of the host building.

This request follows on from the suggested (and partially accepted) amendment to the stated purpose of the signs chapter and logically follows that it should be reflected in the Objective. Consideration has to be given to the related Policies that currently support this Objective which do include reference to the host building. Consequently, sub paragraph (iii) does not add anything useful to the Objective.

Recommendations

Accept in part - to include reference to the positive effects of signage, by amending the Objective 1 as follows:

Signs which convey necessary information and assist in creating a sustainable and vibrant community, while avoiding or mitigating any adverse effects on; public safety, convenience, access, the District's important landscape, streetscape, cultural heritage and water area visual amenity values.

Reject in part - by not including reference to external design and appearance of the host building.

5.3 POLICIES

Issues and discussion

Objective 1

Policy 1

Submitter 48/21 in paragraph 3 of their submission opines “That the Plan Change should either be withdrawn or redrafted to recognise the signage requirements of supermarkets”. This is rejected as it does not address the purpose of this proposed change to the District Plan. Signs are a district wide matter which need to be legislated for across a number of end uses. Individual points of submission are, however, addressed.

Specifically, submission point 48/21/1 requests that Policy 1 is amended to recognise signage that is accepted throughout New Zealand. As this Plan covers a more discrete area, i.e., the Queenstown Lakes District, it is equitable that the receiving environment is considered in isolation to reflect the special environment that exists.

Policy 2

Submitter 48/17 (at 48/17/4) requests the removal of control over “lettering design” in the Policy, and also a limitation within a specific zone. As the Policy applies district wide, it is not acceptable to adjust it, due to the subsequent possible effects on all the other zones. More appropriately – this matter is considered in the grouped comments relating to Table 1 commercial areas.

Policy 7 and Policy 11

Several submitters question the clarity of circumstances in which off site signs would be appropriate (in Policy 11) and note the apparent conflict with Policy 7, which currently explicitly limits signs to the site on which the activity will occur (48/13/4, 48/1/3, 48/13/5, 48/13/3, 48/9/FS 7 and 48/10/FS 7). This then conflicts with Policy 11 which allows that in limited circumstances some off-site signs are anticipated.

The intention is that permanent or long term signs and sign platforms are only displayed within the site on which the activity occurs. It is acknowledged however, that the effects of the use of temporary signage may be low enough to be considered acceptable. Temporary Event signage for example, may be acceptable off site. A minor amendment to include the word “temporary” would aid clarity.

New Policies

Submitters suggest that new policies are required to differentiate commercial sub groups (48/10/5, 48/14/FS11, 48/17/5), including those existing and proposed areas where there is a commercial focus. Policy 1 addresses the need for signs in different areas to be compatible with the character and amenity of those areas. This anticipates the variety of receiving environments and is considered adequate in its existing form.

Recommendations

Policy 1 – **Reject** - no amendments are required.

Policy 2 – **Reject** - no amendments are required.

Policy 7 - **Reject** - no amendments are required.

Policy 11 - **Accept in part** - and amend as follows:

To provide, in limited, temporary circumstances, for off site signs where it is not practical to display the sign on the site where the activity occurs.

New Policies – **Reject** - no further Policies are required.

5.4 RULES – LEVELS OF ACTIVITIES

Off site signs

Issues and discussion

Signs that are not placed within the land that they relate to are anticipated in the Plan, but are open to the widest variety of effects on the environment. Where signs are within the site boundaries of the activity, an understanding of the surrounding zoning can inform the level of controls required. Conversely, an off site sign could theoretically be placed anywhere in the District. As such it is appropriate to allow full discretion over its effects on the environment. One submitter requests that this level of activity is considered at the highest levels (Non-complying or Prohibited) (48/1/2), whilst another submitter requests off site signage for businesses sited in rural locations should be a Permitted activity (48/2/1).

The anticipation of off site signs, albeit in limited circumstances, is referenced in Policy 11, under Objective 1. As such, off site signs would not be contrary to the objectives and policies in any assessment under Section 104D and would be inappropriate at a Non – Complying level. Similarly prohibiting the activity completely would be excessive. Allowing this class of signs as a Permitted activity is also not considered appropriate due to the complexity of standards that would need to be produced and enforced.

Recommendations

Reject – no amendments required

General - levels of activities

Issues and discussion

Submissions raise the full ambit of the level of controls from Permitted through to Prohibited. As all levels are identified, and with due deference to the aims of the Plan Change, reference back to the Section 32 is made. The intention of the provisions is to set the levels of activity commensurate with their anticipated level of effects. Previous very wide use of the Non-Complying status is no longer considered to be efficient. This has resulted in an easing of consent requirements throughout the proposed Plan Change and much use of the Permitted Activity status is anticipated, subject to the standards within the various Tables. Certainly the removal of an automatic ascension to Non-Complying is supported (48/15/1, 48/16/1).

The gap between Controlled and Discretionary Activity is also referenced with a call for the possible inclusion of Restricted Discretionary Activities (48/15/9, 48/9/FS 14 and 48/10/FS 14 48/14/FS 12 48/16/12 48/21/2 48/14/FS 13, 48/9/FS 14 and 48/10/FS 14) in a cascading of rules (where if a standard is breached at one level, the activity is examined at the next highest, with only the effects from the individually breached standards being further considered). Whilst the use of a Restricted Discretionary level of activity is possible, the requirement to identify each possible outcome District Wide, given the number of Special Zones and other overlays would detract from the general direction to simplify and streamline.

It is also considered that the levels of activity are linked and should not be examined in individual tiers. Where there is anticipation of more use of the lower Permitted and

Controlled levels, the use of the higher levels (Non-complying and Prohibited) should be limited to that development which is outside the Objectives of the Plan. Policies 6 and 12 of Objective 1 for example, allow for diversity and limited exceedance of anticipated size and dimension. Consequently, items 14 and 15 within Table 4 are consequently amended to a Discretionary Activity.

In the Commercial Zones, ground floor and above ground floor (subject to definitions) signs that comply with the relevant standards are most appropriately included at a Permitted level of activity in the larger scale commercial areas (49/12/3, 48/9/FS 5 and 48/10/FS 5, 49/12/3). Those within urban town centres are still considered in need of control, hence their retention as a Controlled Activity.

Recommendations

Accept in part – make amendments as detailed in the following paragraphs.

Table 1, Item 5 and 6 – amend Controlled Activities to Permitted for the following zones:

- Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E2
- Queenstown Airport Mixed Use Zone
- Business & Industrial Zone
- Three Parks Zone (Business & Commercial Core Sub-Zones)
- Remarkables Park Zone (Activity Areas 3, 5 and 8)
- Ballantyne Road Mixed Use Zone (Activity Areas B and C)

Table 4, Item 14 and 15 – amend Prohibited Activities to Discretionary

Explanatory note included under 18.2.1

Signs must not breach standards in any Table (1 – 4), if they are to be considered a Permitted Activity under this Section.

Matters over which discretion is controlled

Issues and Discussion

The proposed Section includes Controlled Activities for which the matters that Council retains control must be identified. Currently those assessment matters, although all relevant, do not follow in a logical sequence. This is addressed by 48/17/7, 48/9/FS 20 and 48/10/FS 20. However, a re-arrangement of the individual matters under the headings shown in 18.2.4 produces a more readable text.

It should also be noted that the requirements of Section 104 A impose further restrictions.

Recommendations

Accept in part – amend the Controlled Activities (at 18.2.4) and the related assessment matters (at 18.3.1) by the rearrangements shown in Appendix F.

Non-notification

Issues and Discussion

Use of a Non-notification clause is requested (48/17/10) in specific circumstances (i.e., for ground floor area signs within the Remarkables Park Shopping Centre), which is further supported 48/9/FS 22 and 48/10/FS 22).

It is agreed that Non-notification could be appropriate in that particular zone but to ensure this is equitable across the proposed Section, this must be considered with the overall level of rules that are being imposed. Acknowledging the potential further liberalisation of the commercial areas in particular, from Controlled to Permitted in several zones and again with the emphasis on the intentions and purpose of this proposed section, all Controlled Activities would be similarly treated.

Recommendations

Accept in part – and extend to all zones. Include new rule:

18.2.7 Non-Notification

Any application for resource consent for the following matters shall not require the written consent of other persons and shall not be notified or limited-notified:

- Controlled Activities

5.5 TABLE 1 - COMMERCIAL

Ground floor signs - general

Issues and discussion

Decisions requested range from support for the removal of a first come, first served approach allowed by the existing provisions (48/8/1), to a proposal to retain those existing provisions (48/12/8, 48/19/1,48/20/1,48/18/1) as they stand. A further request would see the level of activities lowered from Controlled to Permitted (48/14/2). These submissions also request clarification of how this will work practically, as a Permitted activity.

It should be noted that Permits were issued for signs that were considered a Permitted Activity under the Plan, with control effectively only over their content.

It is envisaged that the provision will work as they are intended under the RMA, in that the emphasis is on the owner to ensure that consents are in place for the development on their property. The allocation is to each tenancy, not each building. This will be monitored and enforced where necessary. For existing signage, whether consented or allowed by virtue of the now defunct Bylaw, the emphasis is again on the owner to demonstrate compliance if it is questioned. It is envisaged that signs that do exist by virtue of the revoked Bylaw will be considered as an 'other matter' under Section 104, RMA.

With regard to the specific and separate zones, there is scope to reduce the level of activity, where the effects on the environment are anticipated to be less than others. Discrete commercial areas that are out of town, and are generally large scale, could accommodate less restriction.

Recommendations

Reject - retention of existing Operative Plan Provisions.

Accept in part – amendments to the levels of activities (from Controlled to Permitted) in the following zones:

- Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E2
- Queenstown Airport Mixed Use Zone
- Business & Industrial Zone
- Three Parks Zone (Business & Commercial Core Sub-Zones)
- Remarkables Park Zone (Activity Areas 3, 5 and 8)
- Ballantyne Road Mixed Use Zone (Activity Areas B and C)

Above ground floor signs / multiple tenancies

Issues and discussion

Requests are made to allow for an (increased) allocation for each tenancy occupying space above the ground floor, and to clarify how the allocation would be managed. (48/7/5, 48/14/FS 6, 48/12/5, 48/8/2, 48/15/5, 48/9/FS 10 and 48/10/FS 10, 48/14/FS 7, 48/16/6,48/15/6 48/16/748/9/FS 11 and 48/10/FS 11). It is also requested that above ground floor signs should be treated the same way as ground floor signs (49/12/4).

Multiple tenancies are catered for in terms of the ground floor where they can have 15 per cent of the Ground Floor Area, plus signs not attached to glazing, including arcade directory and upstairs entrance signs. This allowance can be detailed because of the ability to proportion the affected area. The restrictions for “larger” buildings that apply to above ground floor areas are harder to define because of the varying scale and aspects of a range of buildings. The Discretionary level of activity triggered by any exceedance of the standards (Item 7, Table 1) is appropriate for the majority of commercial areas within the district. The flexibility sought (submission 48/4/1) is a valid request, but the need to have a practical level of control over cumulative effects is also a very relevant consideration.

It is acknowledged that again there is a difference in the anticipated effects on the larger out of town commercial areas, as opposed to those in urban town centres. The flexibility can be achieved by;

- Amending the standard to allow for a minor cumulative increase per building.
- Lowering the level of activity in some zones to Permitted (from Controlled).
- Addressing cumulative effects.

Recommendations

Accept in part – and amend Table 1, Item 6 as follows:

Above Ground Floor Signs that cumulatively do not exceed 2m² in area per building or 1m² per tenancy up to a maximum of 3m² per building.

Accept in part – and amend Table 1, Item 6 as follows:

Amend the levels of activities (from Controlled to Permitted) in the following zones:

- Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E2
- Queenstown Airport Mixed Use Zone
- Business & Industrial Zone
- Three Parks Zone (Business & Commercial Core Sub-Zones)
- Remarkables Park Zone (Activity Areas 3, 5 and 8)
- Ballantyne Road Mixed Use Zone (Activity Areas B and C)

Amend Table 1, Item 3 to:

Arcade Directory Signs that do not exceed 3m² in area limited to one per arcade.

Amend table 1, Item 4 to:

Upstairs Entrance Signs that do not exceed 1.5m² in area per building.

Signs on windows

Issues and discussion

Clarification is requested as to whether or not signs within buildings, i.e., not attached to the glazing, count towards any sign area (48/17/9). The definition of signs relates to external signs only, so internal ‘signs’ are excluded, but clarification would be useful and can be amended to the standard in Table 1, Item 5.

A specific request is also made to provide an exemption to cover 100% of window glazing for a limited time per calendar year (48/11/2 , Supported in Part 48/9/FS 21 and 48/10/FS 21). An exemption for two weeks already exists through Item 5 Table 4, Temporary Sale Signs (although this is not currently limited to frequency). Objective 1, Policy 13 refers to the need to retain visual permeability between buildings and the streetscape, which is further explained in the Section 32 Report as the policy is directly intended to support the proposed rules of no more than 50% coverage of glazing to avoid substantially changing the function of windows in the Town centres and thus the visual amenity of the streetscape. The intention is clearly to apply to town centres only, and the larger scale, out of town commercial areas should not be so limited. This links with the discussion on ground floor signs above. To avoid any overlaps between the Temporary Sale Sign and permanent attachments, the former is qualified by adding a frequency limit of four occasions per year. This would be equitable in accommodating seasonal sales.

Recommendations

Accept in part – amend item 5 Table 1 as follows: (see Appendix F)

(ii) Signs attached to glazing shall not exceed 50% coverage of that glazing. This applies to individual or partitioned glazed areas located within the Ground Floor Sign Area. Signs not attached to glazing, or sited anywhere within the enclosed interior of a building, and visible or not, are excluded from this figure.

Reject in part – do not increase the time limit to 90 days per calendar year but amend Item 5 in Table 4 as follows:

Temporary Sale Signs erected for no more than 14 days, provided that there are no more than 4 occurrences per site, per year.

Zone specific

Issues and discussion

A number of submissions question the level of control that is proposed over the District's larger commercial areas. These request that the Permitted level of activity, subject to standards, is more appropriate (than Controlled) and more attention should be given to quality of signage that size (48/17/1, 48/9/FS 15 and 48/10/FS 15, 48/17/6, 48/9/FS 19, 48/9/FS 18 and 48/10/FS 18, 48/14/FS 10). Further, a request is made to default applications to a Restricted Discretionary Activity as opposed to Discretionary (48/17/8).

It is accepted that there are distinct commercial areas with set boundaries that are already subject to a variety of controls over appearance. The provisions should enable development – to align with the stated objectives. There are also requests to link the provisions to the existing controls on appearance in these commercial areas (48/9/5, 48/10/4).

Final uses of buildings are not always known at the time of consent or construction and may change repeatedly over time. Large scale signage such as supermarkets is better addressed in conjunction with these projects due to the relative scale of the effects on the environment. Where rules elsewhere in the Plan require control over external appearance, they have already been provided for and are relative to the anticipated effects in that respective zone. It is considered appropriate that where an increase in the

level of activity is caused by the inclusion of signage that does not meet the required standards, then planners can apportion weight to the appropriate level in any application.

Recommendations

Reject in part – no amendments required to introduce a Restricted Discretionary level.

Reject in part – do not include amendments to link sign activity levels to Zone rules elsewhere in the Plan.

Supermarkets

Issues and discussion

Various decisions are requested to support the specific activity of supermarkets. These include free standing signs up to 9m high (48/21/9, 48/9/FS 26 and 48/10/FS 26, 48/21/10, 48/14/FS 15) partial opposition regarding height controls surrounding airports.), up to 84m² of signage per elevation (48/21/5, 48/9/FS 24 and 48/10/FS 24, 48/21/7, opposed by 48/9/FS 25 and 48/10/FS 25), amendments to levels of activities (48/21/3, opposed by 48/9/FS 23 and 48/10/FS 23, 48/21/6, 48/21/8) and subsequent further amendments (48/21/4, 48/21/10, 48/14/FS 15, 48/21/11). There is also a statement that these are consented throughout New Zealand, with the inference that they should be provided for within this Plan Change as a matter of course, and without due regard to the receiving environment.

Supermarkets are not standard sizes or locations. Supermarket chains have diversified into small urban sites as well as the “mega” store scenario. Supermarkets may appear in mainly residential settings or mixed use settings. In dedicated large scale commercial areas the level of signage will be anticipated to be of a size commensurate with other commercial activities and no special exemptions or additional rules for supermarkets are considered to be required to control the effects on the environment.

Recommendations

Reject – no amendments required

5.6 TABLE 2 - RESIDENTIAL

Linking provisions to other rules.

Issues and discussion

Submitter 48/3/4 requests a rule to link provisions for signs to other consents, similar to that requested in Commercial areas. Where rules elsewhere in the Plan require control over external appearance, they have already been provided for, and are relative to the anticipated effects in that respective zone. It is considered appropriate that where an increase in the level of activity is caused by the inclusion of signage that does not meet the required standards, then planners can apportion weight to the appropriate level in any application.

Recommendations

Reject in part – do not include amendments to link sign activity levels to Zone rules elsewhere in the Plan.

Increased size limits for Rural Residential / Visitor Accommodation

Issues and discussion

A request is made (49/12/9) to amend the size limit for rural residential upwards to 1.5 metres square and an allowance for larger rural residential properties for up to 2 signs of 1.5 metres square. Submitter 48/16/8 requests that a greater allowance should be made for signage relating to visitor accommodation, such as allowing two signs no more than 2 metres square in area on large sites and sites that have more than one road frontage.

Effects on the environment are the driver for the level of control asserted through these proposals and not necessarily the individual lot size or end use. The rural environment, in all sub categories, is generally less developed than its urban counterpart and the possible effects of inappropriate development are higher. Also whilst there is a concession to the specific needs of Visitor Accommodation, being a commercial activity, the receiving environment is residential in nature.

The low level of development allowed as a Permitted Activity already provides for consideration of any non-compliance to be assessed for “Compatibility with amenity values of the surrounding environment considering the visual amenity of the street and neighbouring properties”.

Recommendations

Reject – no amendment required

5.7 TABLE 3 – OTHER AREAS

Lighting

Issues and Discussion

Clarification is sought on reference to lighting in Items 1 and 2 of Table 3 (48/6/3). Lighting in this context means artificial lighting from internal lighting, or directional or reflected methods that will illuminate the sign over and above natural light levels. The majority of the Zones referred to are rural in nature and light spill is considered inappropriate development.

Recommendation

Accepted - for clarification, the word "artificial" is added to both items.

Increase in size limits for rural properties / commercial properties in the rural zone.

Issues and Discussion

Submitter 48/16/9 requests a greater allowance for signage on large rural properties. This is supported in part by 48/14/FS 14 who extends the request to the more specific matter of Wanaka Airport.

The rural environment remains generally more sensitive than more densely developed urban areas. The amount of signs desired will vary considerably and it would be difficult to cater for all occurrences. Regardless of the size of the site therefore, the level of control necessary will remain relevant to the rural setting and not against the individual site. For larger commercial developments (such as airports), requiring several signs in the rural zone (whether on-site or off site), development would be assessed at the Discretionary level. This would be commensurate with the level of effects anticipated.

Recommendation

Reject - no amendments required.

Increase in size limits within the Three Parks Zones

Issues and Discussion

Submitter 48/20/2 requests an increase in the size allowance for the Three Parks Tourism and Community Facilities Subzone, to be allowed as a permitted activity.

The stated objective of this subzone (Objective 9, 12.25.2 Queenstown Lakes District Plan) refers to a high quality, attractively landscaped entrance into the Three Parks Zone. As such, and noting that landscaping and the provision of open spaces are a prominent aspect of this wider mixed use area, the required level of control over signs

would, reasonably, need to be tighter than in a more densely developed, commercial / industrial subzone and the allowance set in Item 1 is considered appropriate.

Recommendation

Reject – no amendments required.

5.8 TABLE 4 – DISTRICT WIDE MATTERS

Off site / event signs

Issues and discussion

A request is made to increase the provision, up to 4 off site signs and for duration of 2 months (48/1/4). Similarly, a further request for up to three banners for large events (48/1/5) is made, and an exemption for event signage for smaller events (48/1/4). Submitter 48/13/2 also requests that event signs are raised to a Discretionary activity.

Temporary Events signs provisions already allow up to four signs, subject to placement.

Each of these requests is difficult to quantify. Off site signs will remain likely to represent such a wide range of effects on the environment, the Discretionary level of activity remains the most appropriate.

What might constitute a large or small event is also not identified, which makes any possible pre-judgement of the likely effects to be problematic. However, limiting event signs in number, location and size, enables a temporary, minor effect that is appropriately Permitted, with a default to Discretionary for Non-compliance.

Recommendations

Reject – no amendments are required.

Sign on Reserves

Issues and discussions

A provision for signs on reserves that describe an activity that is permitted within the reserve is requested (48/1/6). The existing allowance in Item 3, Table 4 already provides for this.

Recommendations

Reject – no amendments are required.

Real estate signs

Issues and discussions

Several issues are raised, one being a possible maximum number (4) of signs per site (48/1/7) and the inclusion of new a rule on open homes - limited to a maximum of 4 per property and further limited to a duration of 1 hour before the activity and immediate removal afterwards (48/1/8). Amendments are also requested to allow signage up to 8.64 square metres for land development projects of 6 or more lots (48/18/2, 48/20/3)

Real estate signs are separated purposely from other Temporary Sale Signs, to avoid over-regulation of this accepted business practice. Sites for sale will range in size and the effects on the environment will also vary. It is acknowledged that there is no time limit applied to real estate signs, but allowing that sales are not likely to occur very frequently on the same site, then the effects are likely to be equally temporary and minor. Consequently, further control over the number and duration of individual signs on single lots is not considered to be warranted. With regard to the requested larger billboards, for groups of sites, again the effects on the receiving environment are more difficult to identify and as such the current Discretionary level is deemed to be appropriate.

There is also a request to retain the existing provision in the Operative Plan (49/12/11). This is currently an exemption for real estate signs from the zone standards and would allow no control to be exercised. The proposed provisions only exert a low level of control, with an unspecified number of signs, for an unspecified duration and limitations only as to one per agency and a maximum size. It is considered that this approach is enabling, without removing all control.

Recommendations

Reject all – no amendments required.

Construction signs

Issues and discussion

Clarification of "construction signs" is requested, combined with an upper limit of 4 per site (48/1/9). Construction signs are those which identify or advertise any company or service associated with the development site during construction. Hazard and safety signage, whether for workers within the site or for the public generally, are exempt from this provision. A single sign would not allow more than one trade to advertise their involvement with the development and a maximum of 4 is an acceptable limit.

Submitter 49/12/10 requests an amendment to include an allowance for more than one sign, but with the same cumulative area of 1.62 square metres. As considered above, more than one sign is anticipated, and from several users.

Recommendations

Accept – amend Item 6, Table 4 as follows:

Construction Signs provided that:

- a) There are no more than four signs per site.
- b) They each have an area no greater than 1.62m².
- c) They are erected for no more than 30 days prior to works commencing.
- d) They are removed within 14 days of completion of the work.
- e) Safety and hazard signs are exempt.

Trailers / vehicles

Issues and discussion

The level of activity for signs on trailers is requested be raised to Prohibited (48/1/10). Policies for Objective 1 however, do allow diversity and, in limited circumstances, off site signs. As this type of sign may not be entirely contrary to the Objectives of the Plan, Prohibited would be excessive and even Non-complying would be inappropriate. The current level of activity, as a Discretionary activity, is considered to remain the most appropriate.

Clarification is also sought (48/8/5) on whether or not the intention is to include sign written or painted vessels located on the surface of the water. This rule does apply to a sign written *vehicle*, or signs on those vehicles, which are visible from any road or public place for the sole purpose of advertising. Therefore, this would **not** apply to a vessel that was temporarily moored in the course of its day to day function but would apply to a vessel permanently moored for that purpose.

Submitter 48/2/3 requests that an amendment is included to allow the use of signs on the vehicle and/or trailer that are no larger than 2 square metres in total. This presumably would require a standard for a Permitted Activity. The wide range of locations and sensitivities for that proposal would be difficult to regulate for, and consequently, the currently proposed Discretionary Activity, for all sizes, is considered appropriate.

Recommendation

Reject all – no amendments required.

Freestanding signs

Issues and discussion

Support is given to the retention of Item 8, Table 4, to allow for the possible adverse effects of livestock on freestanding signs in rural areas (48/2/2). Although the maximum height was not considered in this particular context (more a visual consideration) its retention is now strengthened.

Recommendation

Accept – retain the maximum height allowance.

Industry Standard Signs

Issues and discussion

Submitter 48/6/1 requests that the Council uses sign industry standards (sizes) when selecting appropriate sign areas.

The effects of signs on the receiving environments are the core issue for this proposed section and all others within the Plan. Whilst accommodation could be made to specific manufacturing sizes, these are not controlled under the RMA and not controlled more locally within the District. As such any alteration in the standard sizes would have possible changes to the effects anticipated by this Plan. Consequently, the size allowances within these proposed provisions are based on zone requirements rather than the ease of manufacture.

Recommendation

Reject – no amendments are required.

Wharves and jetties

Issues and discussion

The inclusion of an allowance is supported, and further guidance on sizes is requested to accompany this (48/8/6, 48/9/ FS 2 and 48/10/FS 2).

Providing guidance on size is problematic as wharves and jetties are not uniform sizes, and although they will share the common factor of being over water, their surrounding environments may differ greatly. For example, those immediately adjacent to highly developed urban centres may be less sensitive than those in more remote locations.

This disparity further reinforces the need for consideration at the Discretionary level of activity.

Recommendations

Accept in part – the retention of Item 11, Table 4

Reject in part – no amendments restricting, (guiding) size are required.

5.9 DEFINITIONS

Off site signs / event signs

Issues and Discussions

The definition of Off site signs does include reference to “events” which it is agreed (48/1/1, 48/13/1) is confusing. A separate definition for Temporary Events Signs exists within the proposals and the former can be amended to improve clarity.

Recommendations

Accept in part - the definition of Off Site Sign is amended to:

Means a sign which does not relate to goods or services available at the site where the sign is located.

Signs area / signs

Issues and Discussions

Clarification is requested by several submitters (48/7/1, 48/21/FS1, 48/14/FS, 148/7/2, 48/21/FS2, 48/14/FS 2, 49/12/6, 48/9/FS 6 and 48/10/FS 6, 49/12/7, 48/15/4, 48/9/FS 9 and 48/10/FS 9, 48/15/4, 48/14/FS 3) on the area that each type of sign can display and the definition of signs.

It is agreed that some clarification would assist in the understanding of the provisions. It is anticipated that freestanding signs, sandwich boards, flat boards, flags and banners may be double sided. All others will be assessed on a single face basis. Supporting structures such as posts / legs are not included in the sign area.

For signs that comprise lettering or logos against a backdrop without an obvious border, the sign area will be that of an imaginary line drawn tightly around the design. Illustrative Diagrams have been amended to reflect this.

Recommendation

Accept in part - that clarification is needed by improving and amending the illustrative diagrams.

Accept in part – and include an explanatory note at 18.2.1, and delete the Note in Item 5, Table 1, as follows:

Freestanding signs, sandwich boards, flat boards, flags and banners may be double sided, with only one side being counted towards the sign area. All other signs will be assessed on a single sided basis.

~~Note: Only one face of an Under Verandah Sign shall be counted toward any allowance under this rule.~~

More than one sign type / location

Issues and Discussion

Signs that do not fall exactly into any one area (i.e. part ground floor, part above ground floor - 48/12/1) will trigger the catch all rule at 18.2.5, and be assessed as a Discretionary Activity.

Recommendation

Reject – no amendments required.

Signage Platform and Arcade Directory Signs

Issues and discussion

Submissions (48/14/1, 48/9/FS 8 and 48/10/FS 8) request inclusion of definitions for the above matters. These are present within the proposed new provisions.

Recommendations

Accept – retain definitions as proposed.

Roof signs

Issues and discussion

The explanation of signs displayed on roofs is confusing and needs to be clarified with an interpretive diagram (48/15/7, 48/9/FS 12 and 48/10/FS 12 , 48/16/10).

The current definition is “means any sign painted on or attached to a roof”. It is also intended to apply to those signs which breach the boundary between walls and roof, such as above a parapet wall, and includes sign platforms. An additional illustrative diagram would assist in this identification.

Recommendations

Accept in part – retain the definition but insert a new illustrative diagram.

Diagrams

Ground Floor Area (for signs)

Issues and discussion

Clarification of the definition of ground floor area specific to signage is confusing and needs reconsidering. An interpretive diagram should be included (48/16/5, 48/14/FS 4).

The current definition describes a two dimensional area on a building’s frontage. The cumulative area of signs for the purpose of these rules is then applied against this area as a percentage. Signs might be attached to windows, stall risers, partitions, doorways,

verandahs or other means, and may be facing that frontage, or at an angle to that frontage. The use of a percentage coverage is to ensure that the cumulative area of signs is proportionate to the size of the building.

The issue of verandah fasciae is less clear, in relation to signs, as to whether they are included as above ground floor if they are over 3 metres from the ground. Signs that project above the structure of the verandah are Above Ground Floor signs, whereas signs within the height of the structure should be caught in the more generous allowance for ground floors but as heights are not prescribed or uniform through the District, then a measurable distance should be introduced. This can be clarified by amending the definition and diagrams to a more simply identifiable maximum height limit, or to the top of the verandah structure, whichever is the lower.

Recommendations

Accept in part – amend the definition of Ground Floor Area (for signs) as below, and in diagrams to simplify this.

b) vertically by the height from the surface of the road, footpath, access way or service lane or, as the case may be, to the point at which the top of the verandah, if any, meets the wall of the building or to a height of 3m above the surface of the road, footpath, access way or service lane, whichever is less.

Corporate colours

Issues and discussion

Clarification is sought on the matter (48/15/8, 48/9/FS 13 and 48/10/FS 13, 48/16/11).

Corporate colours are included in the definition. The external appearance effects from large scale buildings, or from colour schemes that are unsympathetic to their surroundings can be significantly adverse in the District. This is especially true where the backdrop includes the outstanding visual amenity that so many sites in the District enjoy. The assessment of the effects of such high impact schemes, which are designed to attract attention, need to be included in Plan matters.

Recommendation

Accept in part – include an explanatory note in the definition of Sign and Signage as follows:

Note: This does include corporate colour schemes.

5.10 EFFECTS ON OTHER PLAN PROVISIONS

Special Character areas

Issues and discussion

Clarification whether commercial area 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 (48/15/3, 48/16/3).

The submitters raise a valid conflict regarding the Town centre and Corner Shopping Centre rules. At 10.6.3.2 (and others) of the Operative District Plan, signage is one element of the 'building' that is controlled. On discussion with the Resource Consents Manager as to how this has been historically implemented, there is a need for clarity. The intention of the control asserted in the commercial areas of the town centres is mainly aimed at new or altered buildings rather than allowing the individual elements such as signs, to become separate controlled matters. As such the intent relates more to a sign platform than a replacement sign. Consequently, an amendment is recommended to improve clarity. Signs are also referred to in the town centre section of the plan under Discretionary levels of activity but this is unaffected.

Recommendation

Accept – that clarification is required and consequent amendments to Section 10 Town Centres are inserted as follows:

10.6.3.2 (Queenstown)

i Buildings located in the town centre outside the special character area

Buildings in respect of design, appearance, sign platforms, lighting, materials and impact on the streetscape. (Refer District Plan Map No. 36.)

10.7.3.2 (Wanaka)

i Buildings

All buildings in respect of external appearance, materials, sign platforms, lighting and impact on the streetscape.

10.9.3.2 (Corner Shopping Centre)

i Buildings

All buildings in respect of external appearance, sign platforms, lighting, materials and impact on the streetscape.

Heritage

Issues and Discussion

Attention is drawn through submissions (48/5/1, 48/5/2, 48/5/3, 48/16/4) to the lack of linkage to existing Plan protection for heritage features. To rectify this, direction could be given to the appropriate section within the current Plan. However, with the intention of the Plan Change to provide simplification, meaning ease of use, existing rules (Section 13 Heritage) can be mirrored here (by insertion into Table 4, new items 21 and 22.) Objective 1 includes reference to heritage (and more than one Policy), so no amendments are necessary for this reason. Assessment matters for a Controlled Activity are already present, and two new assessment matters 18.3.1.9 (v) are appended.

Recommendations

Accept – include new rules (as Item 21 and 22 in Table 4) and new assessment matters at 18.3.1, (v), - (e) and (f).

21. Signs on or in any Category 3 feature in the Inventory of Protected Features
(Controlled)

22. Signs on or in any Category 1 or 2 feature in the Inventory of Protected Features
(Discretionary)

(e) Whether the design, location and size of the proposed signage will detract from the heritage values of any Protected Feature.

(f) Whether the method of attachment of the proposed sign or sign platform will damage heritage fabric as identified in the Inventory of Protected Features.

5.11 ASSESSMENT MATTERS

Zone specific – Arrowtown

The Issues and Decisions Requested

The request is made to include specific consideration for the Historic Character of Arrowtown (48/3/1), to incorporate the Arrowtown Design Guideline 2006 (48/3/2) and to include the Arrowtown Planning Advisory Group as a vetting agency (48/3/3).

Arrowtown design guidance referred to is a non-statutory document and sits outside the Plan. It is not subject to regulation within the Resource Management Act (RMA) and therefore reliance on it could be problematic if it were to be altered. Whilst it is a very useful and informative document for users of the Plan on both sides, its use should remain as advisory and not statutorily binding.

Similarly, Arrowtown Planning Advisory Group has no statutory bearing on the RMA decision making process. However, comment from this group (and other similarly informed groups) may be of assistance to users of the Plan and decision makers.

Recommendation

Reject – no amendments required.

Commercial buildings within residential areas

Issues and discussions

A request is made to include assessment matters for commercial buildings within residential areas (48/8/3). The effects of these commercial activities however are assessed against the residential environment and the proposed matters cover this as follows: “Compatibility with amenity values of the surrounding environment considering the visual amenity of the street and neighbouring properties”. It would not be appropriate to consider the effects against a commercial environment.

Recommendations

Reject – no amendments required.

Wall signs

Issues and discussion

Clarification of how the area of wall signs are to be assessed is requested (48/7/3, 48/21/FS3 Support in Part, 48/14/FS 5 Support).

A wall sign could be flat against the wall or projecting from it. The size allowance will be covered by its position on the building, i.e. ground floor or above ground floor. Where the sign breaches two or more areas it triggers the second part of rule 18.2.5 in that it would become a Discretionary activity.

Recommendations

Accept – include a further illustrative diagram.

5.12 GENERAL

Sign Platforms

Issues and Discussion

Clarification is requested that replacement signage within consented signage platforms will, subject to compliance with Table 4, be Permitted Activities (48/11/1). Part of the intention of the new provisions is that businesses that need to replace signage, on changeover of tenancy or company advertising promotions, are able to do so without further consents. That would only serve to allow development with no greater effects than original or previous signs. Signage platforms should only need to be considered in their initial application and providing that the standards within the Tables are not further breached then these changes are anticipated. This is intended as a measure to avoid unnecessary over-regulation and to encourage business practice within the District. Support for this is noted (in submissions 48/15/2, 48/16/2, 48/8/7, and further submissions 48/9/FS 3 and 48/10/FS 3).

Further, it is requested that signage platforms are approved at the time of any resource consent for the building and that any signage within a signage platform is a permitted activity (48/9/6). Also that proposed signage platforms should be identified at the time of a resource consent application (49/12/2, 48/9/FS 4 and 48/10/FS 4).

It is accepted that in any planned development, the optimum time to assess the full effects on the environment is at the start and all together. That is however not a requirement of this Plan as development may be consented as part of structure plans, subdivision or individual buildings, and more. Therefore whilst there should be a facility to assess effects all at once if that situation arises, there must also be some control over signs and sign platforms that follow, for whatever reason.

Recommendation

Accept - that the provision for sign platforms is retained.

Accept in part – that new or replacement signs within an approved sign platform are a Permitted Activity and Item 2 table 1 is amended accordingly.

All new and replacement signs located within an approved Signage Platform.

Reject in part – no amendments required regarding linkages to other consents.

Previously consented signs

Issues and discussion

Clarification of how existing baseline for previously consented signage is considered. (48/8/4, 48/9/FS 1 and 48/10/FS 1Support)

Previously consented signage is extant as are those signs that benefit from a permit under the Bylaw. Where signage is expired (if time limits were imposed) or where there is a material change, then any changes or new signage will be subject to these new rules.

Recommendations

Reject – no amendment required

Quality of Signs

Issues and Discussion

Provisions are designed to address effects of signage not quality. Being too prescriptive may be considered to be over-regulation. Innovation and a certain level of freedom is necessary and vital to the purpose of advertising, which is to draw attention. Quality is a subjective matter – if a sign is not dangerous or offensive, and is suitably sized and located – then the Plan should in part encourage and enable signage to support economic activity. There is some opposition (submission 48/9/1, 48/10/1 and further submission 48/14/FS 8, 48/14/FS 9) to the absence of reference or requirement for quality but given the vast range of possible design schemes, it would not be practical to ‘guide’ every scheme in detail.

Recommendation

Reject – no amendments required.

Efficiency of the provisions

Issues and discussion

An overall allowance for a reduction in the number of consents required is anticipated by identifying a greater level of Permitted Activity and by fewer higher levels of activities. The duplication of requirements forced through the Bylaw has already been removed and attention through these submissions has identified possible further efficiencies through more scrutiny on the effects contained within specific zones. Submissions in opposition to the proposed provisions, that request further efficiencies, are duly noted (48/9/2, 48/9/3, 48/10/2, 48/10/3).

Recommendation

Accept in part – further efficiencies are possible through amendments made in response to submissions. These are covered specifically in the section of the proposed provisions that they relate most closely to.

Minor issues

Remove typo from Item 15, Table 4 - delete "is" insert "it".48/6/2

Repetition of items - remove item 19.48/7/4 (and consequent renumbering)

Frankton Flats Special Zones – This ongoing process (Plan Change 19) is currently at the third interim decision of the Environment Court. During the process, E1 and E2 only remain, E3 and E4 no longer exist, and reference to them has been removed.

5.13 SECTION 32 ASSESSMENT

The discontinuation of the alternate method of signage control in the District through the Bylaw.

Issues and discussion

Submitter 48/9/7 requests clarification of the discontinuation of an alternate method of controlling signs. In July 2012 a monitoring report on the Signs Chapter (Section 18) of the District Plan and the QLDC Signs Bylaw (2006) went to the Strategy Committee. This report identified that analysis should be undertaken to determine which mechanism (District Plan or the Signs Bylaw) should be used to manage signs.

At a subsequent workshop, the Strategy Committee resolved that the future management of signs should be undertaken entirely through appropriate District Plan provisions. The Signs Bylaw has subsequently expired and ceases to have any legal effect.

Recommendation

Accept – that this issue is made clear.

Adequacy of the Section 32 evaluation

Issues and discussion

Submitter 48/9/4 requests that Council Amends the Section 32 analysis so that it considers and analyses the effects of the Plan Change on the Remarkables Park Zone.

The Section 32 process requires an analysis against all relevant Plan provisions, operative and proposed. The Remarkables Park Zone is one of several Special Zones within the Plan. Equal attention has been given to all areas in the process.

Recommendation

Reject – no amendments required.

6.0 SECTION 32 – FURTHER EVALUATION

Under Section 32AA RMA, a further evaluation is required only for any changes that have been made to, or are proposed for, the proposal since the evaluation report for the proposal was completed (*the changes*). Changes and consequential changes are now proposed since the Section 32 Report was made, so a further evaluation is required, commensurate with the scale and significance of the changes.

In considering the Section 32, the following are noted;

In the evaluation (page 14 onwards) against the RMA provisions, no change to the table is considered to be required. Although there are proposed changes to Objective 1, and related Policies, there is no deviation from the findings which are still considered robust.

Similarly, in the Identification of Other Reasonably Practicable Options (page 15) it is not considered that any of the changes would alter the outcome, i.e., that Option 3 remains the preferred choice and no new Options were identified. Indeed, the comment at the top of page 17 “A key aim in considering a review of this chapter has been to assist in simplification and to provide greater clarity and certainty”, is reinforced, with the further simplification of the provisions.

In the consideration of Assessment of Provisions (Policies, Rules and Other Methods);

No change is required to the assessments of:

- Objective 1
- Objective 2
- Rural Rules

However, changes within the following parts of the proposed provisions require re-assessment. In order to arrive at these conclusions, the scale and significance of the amendments and consequent effects are considered. The further comments are added to the existing Section 32 Analysis accordingly.

Definitions and interpretative diagrams

Efficiency and Effectiveness

The further expansion of definitions and additional diagrams will reduce ambiguity.

Benefits

The provision of further interpretive diagrams will assist users of the Plan as applicants and consent planners to achieve clarity.

Commercial Zone Rules

Efficiency and Effectiveness

The change from Controlled to Permitted Activity for ground floor signs within larger, out of town commercial areas will make the wider provisions less restrictive. It is anticipated that the effects will be commensurate with the receiving environment.

Clarity for replacement signs on platforms, and signs on glazing will also improve efficiency.

The introduction of a more flexibility provision for above ground floor signs / multiple tenancies will also be more efficient method than a single size limit per building.

Benefits

The increased clarity and flexibility will be more closely aligned to the stated Objectives of the proposed Section.

Costs

There may be a consequential lowering of revenue to Council through fewer consents. Obversely, there will be savings for applicants.

District Wide Rules

Efficiency and Effectiveness

District wide rules will be made less ambiguous and duplication will be removed allowing improved effectiveness. Levels of activity have also been realigned with the overall intention of the proposed provisions, i.e., to simplify and streamline, whilst avoiding over-regulation

All zones – Non notification controlled

Efficiency and effectiveness

To reflect the general lowering of levels of activities in the rules, and to align with the approach to simplify and streamline, all Controlled Activities in this Section will be Non-notified. This will lead to further efficiencies in the Plan by simplifying the consent process. This is considered to be a more efficient use of the rules given the outcomes expected.

Benefits

The introduction of Non-notification rules will benefit the users of the plan by avoiding the need for additional approvals in applications where the effects are anticipated.

Costs

Processing costs will be reduced for applicants and processing will be simpler for Council.

Risk of acting/ not acting

Not introducing this measure would be contrary to the general approach for the Plan Change.

**Full Copy of Original Submissions
Plan Change 48 - Signs**

**SUBMISSION ON A PUBLICLY NOTIFIED PLAN UNDER CLAUSE 6 OF THE
FIRST SCHEDULE TO THE RESOURCE MANAGEMENT ACT 1991**

From: APN Outdoor Limited [**the Submitter**]
Address: PO Box 37798, Parnell, Auckland 1151
To: Queenstown Lakes District Council [**the Council**]
Address: Private Bag 50072, Queenstown 9348
Submission on: Proposed Plan Change 48 – Signs [**the Plan Change**] to the Operative Queenstown Lakes District Plan 2009 [**the Operative District Plan**]

1. INTRODUCTION

- 1.1 This is a submission on Plan Change 48 to the Operative District Plan.
- 1.2 The Submitter could not gain an advantage in trade competition through this submission.
- 1.3 The specific provisions of the Plan Change that this submission relates to are set out in Section 2 of this submission which follows.
- 1.4 The Submitter's general submission and reasons for that submission are set out in Section 3 of this submission.
- 1.5 The decision sought by the Submitter is set out in Section 4 of this submission.
- 1.6 The Submitter wishes to be heard in support of its submission.
- 1.7 If others make a similar submission, the Submitter will consider presenting a joint case with them at a hearing.

2. SPECIFIC PROVISIONS OF THE PLAN CHANGE THIS SUBMISSION RELATES TO

- 2.1 The specific provisions of the Plan Change this submission relates to are those which relate to "off-site signs".

3. GENERAL SUBMISSION & REASONS

- 3.1 The Submitter is New Zealand's largest outdoor advertising company, controlling a portfolio of third party advertising billboards comprising over 600 outdoor sites throughout the country, from Whangarei in the north to Invercargill in the south, and accordingly has an interest as to the overall direction of the Plan Change as it relates to providing for outdoor advertising.
- 3.2 In this capacity, the Submitter supports the intent of the Plan Change to manage signs solely by way of the Operative District Plan, rather than the legacy 'hybrid' approach which controls signs under the provisions of both the Operative District Plan and a Council bylaw. The consolidation of signage control to the Operative District Plan will avoid redundancy and potential inconsistency between the controlling documents, and will ensure better decision making processes are enabled under the Resource Management Act.
- 3.3 The Submitter further supports the intent of the Plan Change "to streamline and clarify consenting requirements around signage control"¹.
- 3.4 In this regard, the Submitter supports the recognition of and the manner in which provision for 'off-site signs', as a specific sign typology, is proposed to be provided for in the Operative District Plan, but considers that amendments to the proposed provisions would provide greater clarity and better provide for such signs.
- 3.5 The Plan Change includes the following definition of off-site sign
means a sign which does not relate to goods or services available at the Site where the sign is located or an event at the Site where the sign is located.
- 3.6 The definition proposed encompasses two separate types of signs, "event signs" and "off site signs", with the former described as being located "on site". It is submitted that this definition is confusing, and that these sign typologies would benefit from being separated out from one another to avoid ambiguity.
- 3.7 Accordingly, the following amendment is sought to the definitions:

off site sign – means a sign which does not relate to goods or services available at the Site where the sign is located ~~or an event at the Site where the sign is located~~

event sign – means a sign for a specific event or series of events at the Site where the sign is located

¹ Queenstown Lakes District Council, Plan Change 48 – Signs Section 32 Analysis, February 2014, page 2.

- 3.8 As a consequence, it is submitted that “event signs” be correspondingly listed in Activity Table 4 (“District Wide”) of the District Plan as a discretionary activity, consistent with the manner in which “off site signs” are proposed to be provided for.
- 3.9 Related to this, it is submitted that the proposed policies of the Plan Change be amended to provide greater clarity as to the intent of the signage provisions, and better reflect the recognition that off-site signs can be accommodated in appropriate locations/circumstances.
- 3.10 Policy 7 as proposed (and consistent with the signage provisions of the Operative District Plan) states:
To ensure signs are limited to those relating to a particular activity and/or the use of land or buildings, and are located on the site of the activity, land or building.
- 3.11 The ‘absolute’ stance of this policy conflicts with proposed Policy 11 which states:
To provide, in limited circumstances, for offsite signs where it is not practical to display the sign on the site where the activity occurs.
- 3.12 To better reconcile these two policies, it is sought for Policy 7 and Policy 11 to be amended as follows:

Policy 7 - ~~To ensure signs are limited to those relating to a particular activity and/or the use of land or buildings, and that are located on the site of the activity, land or building~~ are appropriately provided for.

Policy 11 - ~~To provide, in limited circumstances, for offsite signs where it is not practical to display the sign on the site where the activity occurs~~ they are visually compatible with the surrounding environment in which they are located and/or the scale and character of the building to which they are attached.

4. DECISION SOUGHT

- 4.1 The Submitter seeks the following decision from the Council on the Plan Change:
- 4.1.1 That the Plan Change be approved subject to the amendments set out above.
- 4.1.2 Such further or other consequential relief as may be necessary to fully give effect to the relief sought in this submission.

APN Outdoor Limited

by its planning and resource management consultants and authorised agents
Bentley & Co. Ltd.

Date:

9 April 2014



A V Kirkby-McLeod

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Plan Change 48 – Signs Submission

Barbara East
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I would like to be heard in support of my submission.

Off site signage

Under Objectives, Policy 7 states:

To ensure signs are limited to those relating to a particular activity and/or the use of land or buildings, and are located on the site of that activity, land or building.

Then Policy 11 states:

To provide, in limited circumstances, for offsite signs where it is not practical to display the sign where the activity occurs.

Off site signs have been combined with Event signs – section from Definitions below:

*Off site sign means a sign which does not relate to goods or services available at the site where the sign is located or an **event** at the site where the sign is located.*

An off site commercial advertising sign is for the benefit of that business only and is of a permanent nature whereas an event sign is temporary, with the event usually benefiting the whole community. These 2 should be kept totally separate.

I suggest that in the definition of Off site sign – all reference to events be removed.

I cannot think of any circumstance where it would be “not practical” to display a sign on site. There are many circumstances where it would be extremely desirable for a business owner to have an off site sign ie where the business is located outside of the CBD area or is some distance up a side road and not visible from the main road, however this is extremely undesirable from the view of visual amenity. And as we have seen, over and over again, as soon as one sign is located (illegally) off site, it spawns a plethora of competing signs. The first sign then gets bigger to outdo the competition and a signs war commences.

If a business is located outside of the CBD or tucked down a side road, then they will need to market their business accordingly rather than relying on off site signage to attract customers. Businesses in the CBD that pay CBD prices, feel very aggrieved when signage is erected directing traffic away from the CBD when they are only allowed to have on site signage.

I would suggest off site signage remain non complying or even be prohibited and Policy 11 removed from the Objectives.

Temporary Event Signs

There are many different events in the district varying from very large ie the Upper Clutha A & P Show or Challenge Wanaka to the very small, ie school/church fairs. It does not seem logical to allow the same amount of signage for an event that brings thousands of people into the district as one that caters for a few hundred locals.

The amount of signage – on and off site could be based on the predicted size of the event stated in the resource consent. If the event is small, then no consent will be needed and the minimum signage could be allowed.

For large events, I would like to see at least 4 off site signs allowed 2 months before the event and an unlimited amount of on site signage for the duration of the event and perhaps a few days beforehand.

Banners

Would like more banners to be allowed for large events, suggest up to 3.

Reserve signs

We have quite a few signs on reserves that have more than just the name of the reserve on them. In both Wanaka and Queenstown, there are large signs up giving details of the Frisbee golf course with instructions for playing.

I would suggest that signs be allowed if put up to describe an activity that is permitted on the reserve.

Interpretation panels should be allowed and they exist already in some reserves.

Real Estate Signs

I would suggest that 1 sign per real estate company be allowed with a maximum of 4 signs per site. Signs to be removed within 1 week of the sale of the property. (many now stay for weeks after the sale of the property to act as a marketing tool.)

Open Home signs

Would like to see a rule about Open Home signs. Suggest that a maximum of 4 per property for sale be allowed and to be put up no more than 1 hour before the Open Home and removed as soon as the Open Home is over. They are an advertising tool for Real Estate Agents and useful for people looking for open homes, but there are very large numbers of them put out every weekend with many of them staying out for hours, which then takes away the usefulness of them for the public.

Construction signs

1 sign per site – what does that actually mean? Does it mean 1 sign for every contractor working on the site, or actually 1 sign only? If it means 1 sign only, then that rule is broken almost 100% of the time.

I would suggest that up to 4 signs (not including safety signs) be allowed for the duration of the build.

Sign written trailers or vehicles or signs attached to any trailer or vehicle.

It is really good to see sign written trailers or vehicles or signs attached to any trailer or vehicle included in here but would suggest that these signs be non complying or prohibited. They are just another form of off site sign and cause the same problems as off site signs.

9 April 2014

For: Policy Department

Queenstown Lakes District Council
Private Bag 50072
QUEENSTOWN 9348

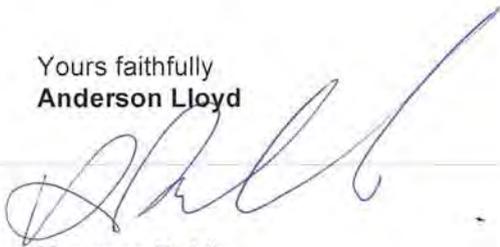
BY DELIVERY

Books & Toys (Wanaka) Limited - Submission

We act for Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka.

Please find **attached** a submission on Plan Change 48 Signs on behalf of our client.

Yours faithfully
Anderson Lloyd



Vanessa Robb
Partner
P: 03 450 0701
M: 027 475 0489
E: vanessa.robbs@andersonlloyd.co.nz

QLDC
09 APR 2014
QUEENSTOWN



Form 5

SUBMISSION ON A PUBLICLY NOTIFIED PLAN CHANGE

To: Policy Department
QLDC
Private Bag 50072
QUEENSTOWN

Your Details

Your Name: Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka ("Paper Plus")

Postal Address: C/- Anderson Lloyd
PO Box 201
Queenstown 9348
Phone: 03 450 0701
Fax: 03 450 0799
Email: vanessa.robb@andersonlloyd.co.nz

QLDC
09 APR 2014
QUEENSTOWN

This is a submission on proposed Plan Change 48 Signs.

Paper Plus **COULD NOT** gain an advantage in trade competition through this submission.

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

The Plan Change in its entirety.

The Paper Plus submission is:

Paper Plus supports the intent of the Plan Change to simplify the consenting process for signs in the District and to recognise the importance of signs to businesses in the commercial areas.

Paper Plus supports a rule (and supporting objectives and policy framework) specifying that signs within previously assessed and approved "Signage Platforms" are permitted activities in key commercial zones (including the Wanaka Town Centre Zone) and that any change of signage within those platforms is a permitted activity provided that it complies with the proposed provisions in Activity Table 4.

Paper Plus understands that the intent of the proposed permitted activity rule (found in proposed Activity Table 1) is to prevent the need for further consents when tenants change, provided that the new signage complies with the provisions in proposed Activity Table 4.

Paper Plus has some concern that the provisions promoted have some ambiguity and do not explicitly state that any signage change within an approved "Signage Platform" needs only comply with Activity Table 4 matters to be a permitted activity.

Paper Plus also has concerns regarding the proposed rule (Activity Table 1) that signs attached to glazing shall not exceed 50% of that glazing. There are periods throughout the year when Paper Plus has "black out sales" and special promotions that require 100% of the shop glazing to be covered with signage. Paper Plus considers that the proposed rule is overly restrictive and that there should be an exemption for a specific timeframe each year when 100% of glazing can be covered with signage. Such amendment is consistent with the intent of the Plan Change – to recognise the importance of signs to businesses in commercial areas.

Paper Plus seeks the following from the local authority:

That the Plan Change is adopted subject to the following:

- a. All necessary amendments being made to the objectives, policies and rules to ensure that any change of signage within approved "Signage Platforms" (including changes to the type, size and colour of the wording) will not require additional consents, provided that the change in signage complies with the proposed Table 4 provisions (at the date of notification of the Plan Change).

It should be explicit that the change in signage only needs to comply with Table 4 provisions and not the other proposed provisions.

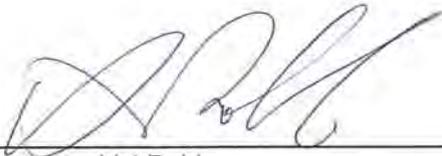
Objective and policy support should be included in the proposed provisions to support the above rule and outcome.

Once a Signage Platform has been consented, the intent is to reduce the need for further consents when tenants change. Therefore the provisions should be clear that provided the change of signage within an approved Signage Platform complies with Table 4, it is a permitted activity.

- b. All necessary amendments being made to the objectives, policies and rules to provide for an exemption to the 50% glazing rule so that businesses may cover 100% of window glazing with signage for a period not exceeding 90 days in any one calendar year and for a period not exceeding two consecutive weeks.

At this time Paper Plus does wish to be heard in support of my submission.

Paper Plus **WILL** consider presenting a joint case with others presenting similar submissions.



Signature – V J Robb
Counsel for Books & Toys (Wanaka) Limited trading as
Paper Plus Wanaka

9 - 4 - 14

Date

Submission on Signs Plan Change QLDC

2/4/14

Because of the differing visual sensitivity and signage needs of the various areas of the District, it is appropriate that different standards for signage apply to the different areas.

QLDC
- 7 APR 2014
QUEENSTOWN

18.1.3.1 Objective and Policies

Objective 1 –Signs

Signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access and on the District's important landscape, streetscape, cultural heritage and water area visual amenity values

This submission is on behalf of the Lakes District Museum ,the Arrowtown Planning Advisory Group ,(APAG) and the Arrowtown Promotion and Business Association(APBA). I have the authority from these groups to make a submission on their behalf .All the above groups are well aware that good signage in both Arrowtown's heritage zones and on roads leading into Arrowtown is very important.

We support the sign plan change in general but make the following submissions:

1. We agree that the two mechanisms for controlling signs (District Plan and Bylaw) has been confusing and cumbersome. It has meant over the last 5-10 years there has been an 'anything goes' attitude to the district signs and little enforcement. This has led to commercial clutter, visual pollution and significant amenity decline in some parts of the district.
2. We accepts signs are an important mechanism for promoting and sustaining business but needs to be well managed.
3. Road signs are very different to retail and commercial building signs but also need to be managed as they also have the ability to have adverse effects on amenity and create visual pollution.

Arrowtown Issues specifically:

4. It appears that the Arrowtown CBD which is both a heritage precinct in the District Plan and its own Historic Zone is considered Township along with the districts other townships. The Plan Change and new rules do not appear to make specific reference to its special character. We do not consider a one size fits all approach is appropriate for the Arrowtown CBD.

5. There is a page in the Arrowtown Design Guideline 2006 (attached) that was ratified by council. This gives a better rationale for considering signs in the CBD of Arrowtown. This needs to be incorporated into the Plan Change document. For instance a number of arcades have erected directory finger signs or composite signs to avoid clutter of sandwich boards. This has worked well but lack of enforcement meant sandwich boards have proliferated again.
6. Generally Arrowtown Business owners have been excellent in using appropriate signage but over the last 5 years there has been a proliferation of plastic arcade signs, teardrop banners and blackboards.
7. There has been no consultation with either the APAG or the APBA regarding this Signs Plan Change. For many years the APAG was consulted about all signs in the Arrowtown Historic Zone but over time this ceased to happen.
8. The Arrowtown Planning Advisory Group that already advises Council planners on built form and tree pruning / removal would like to return to the previous system of vetting applications for signs in the CBD. This is a process that does not cost the applicant as the APDG is made up of volunteers .They all have the knowledge and experience to consider what is appropriate in the Arrowtown CBD.
9. The Arrowtown Promotion and Business Association have recently completed a branding exercise which has produced a new town logo (see attached). This organisation would like to see this logo used on any way finding/reserve signs in a similar way the QLDC logo is used.
10. We have designers who would be prepared to create example of fonts, colours and styles that council staff could provide for those seeking to undertake new signs. Sign writers could also be given copies to know what is expected. 5 years ago sign writers were very conversant with Arrowtown requirements but with lack of enforcement they have, in some cases, simply carried out the clients wishes.
11. Clear concise and enforceable rules would ensure the Heritage amenity that is both cherished by locals and visitors is maintained.

Conclusion

Given the importance of protecting Arrowtown's special heritage character, greater attention needs to be made in terms of signage, both in the Historic Residential Zone where a number of businesses currently exist and in the CBD where inappropriate signage is starting to proliferate. We consider signs need to go through a vetting process as previously happened. This would be based on both a case by case basis but also following guidelines as to style/fonts/colours and materials. It need not be an onerous imposition on any applicant.

Thank you

David Clarke. On behalf of

The Lakes District Museum



Arrowtown Planning Advisory Group

Arrowtown Promotion and Business Association.

B 14 SIGNAGE

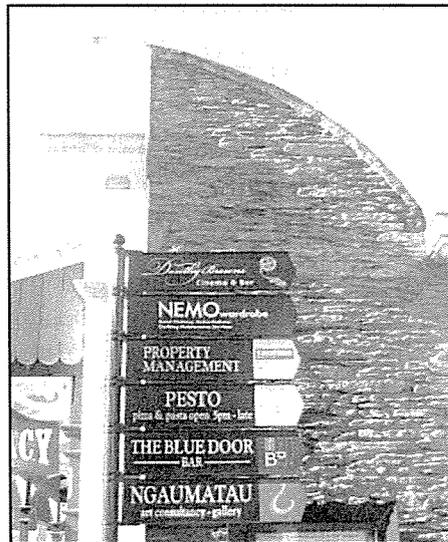
There are a range of signs in the Town Centre including traffic, parking, information, interpretation and commercial signs. Traditionally signs were relatively simple in character. Historic photographs illustrate a limited range of types. On Buckingham Street signs were mounted flush on building fronts or projected over the footpath.

Today the number of signs is greater than historically. It is important that signs remain subordinate to the overall street scene and their size relates to purpose including the pedestrian nature of the area and low traffic speed. Their placement and design should respect historic buildings and the character of the Town Centre.

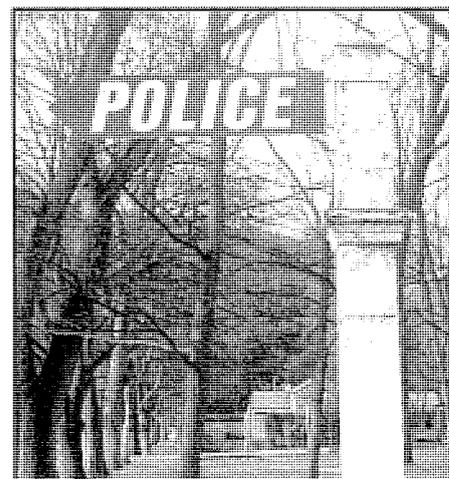
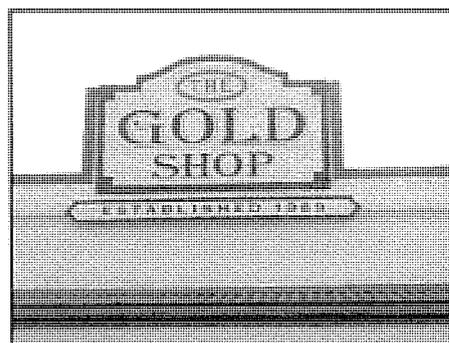
GUIDELINES: SIGNAGE

G Sign design and placement should respect historic buildings and the character of the Town Centre.

- 1 Signs must not obscure historic building details or important vistas.
- 2 Reduce the number of signs used in a single location by the use of directory or finger signs.
- 3 Signs hand written on the building in the traditional way are best, provided they do not alter or obscure parts of the building.
- 4 Small scale signs, either mounted on to buildings or free standing are appropriate.
- 5 Sign materials shall be similar to those used traditionally. Painted wood and metal are appropriate. Plastic and highly reflective materials are inappropriate.
- 6 Illuminated, neon or flashing signs are not appropriate and must not be used if heritage character is to be protected.



Low-key finger signs are an effective means of conveying information but watch location.





ARROWTOWN

Where History Meets Nature

The logo is a partnership of history and nature, a snapshot of Arrowtown through history to the present.

FORM 5

SUBMISSION ON DISTRICT PLAN CHANGE 48

**To: Policy Dept – Queenstown Lakes District Council
Private Bag 50072
Queenstown**

From: DNZ Property Fund Ltd (DNZ)

1. This is a submission on District Plan Change 48 (DPC 48) - Signs.
2. In making this submission DNZ is not seeking to gain an advantage in trade competition.
3. The specific provisions of DPC 48 that this submission relates to are proposed sign provisions that adversely affect the sustainable management of the Remarkables Park Shopping Centre in Frankton.
4. DNZ and its tenants have unfortunate experience of the Council's existing strict and duplicated management of signs. This has included the attempted control by Council officers of interior shop signs and displays on the basis that these have an unacceptable adverse effect on the view of the Remarkables Range from within the Centre.
5. DNZ and potential tenants have also had unfortunate experience of Council opposition to signage for first floor premises. This opposition has had a material adverse effect on DNZ's ability to secure tenants for first floor premises and undermines its sustainable management of its Centre.
6. Because of its past experiences, DNZ was one of the few parties who in November 2012 gave the Council feedback on its signs brochure and its suggestions for improvement. It was also invited to a subsequent meeting with a Council officer. This meeting led DNZ to realise that the Council could not appreciate that the Centre is materially different from other commercial areas.
7. DNZ supports DPC 48 to the extent that it will replace the Council's existing duplication of sign control under both the District Plan and Sign Bylaw with management solely under the District Plan.
8. DNZ also supports DPC 48 to the extent that the definition of "*sign and signage*" seeks to exclude include internal building signage and displays that are visible from outside the building.

9. DNZ **opposes** DPC 48 in the following respects:

- The proposed objectives, policies and explanation fail to appropriately acknowledge the positive effects of signs in enhancing the character and sustainability of commercial business areas in addition to communicating information.
- The objectives, policies and explanation are instead narrowly focussed (i.e. on “*necessary information*”) and preoccupied with adverse effects resulting in an unacceptably high level of proposed control of signs.
- It is inappropriate under the RMA, particularly in a commercial environment, for the Council's sign objective to seek to provide a platform for the Council to decide what sign content provides “*necessary information*” and what sign content provides unnecessary information.
- DPC 48 places weight on the “*District's important landscape, streetscape...*” when seeking to justify the proposed high level of control of signs within commercial areas. The proposed high level of control, particularly for ground level signs within the Remarkables Park Shopping Centre, is excessive and not necessary.
- DPC 48 does not enable any exterior signage to be erected as a permitted activity. This is unreasonable, unnecessary, undesirable and contrary to sustainable management of the significant resource that is the Remarkables Park Shopping Centre.
- Although DPC 48 acknowledges that “*because of the differing visual sensitivity and signage needs of the various areas in the District, it is appropriate that different standards for signage apply to different areas*”, DPC 48 proposes a blanket approach to the control of signs for the 10 different commercial precincts specified in Activity Table 1. This shows a failure to assess and/or appreciate that the Remarkables Park Shopping Centre has reduced visual sensitivity to signs compared for example to the central shopping areas of Queenstown, Arrowtown and Wanaka.
- A significant distinguishing feature of the Remarkables Park Shopping Centre compared to other commercial areas is that the whole of the Centre, including footpaths, car parking, driveways and landscaping, is privately owned. The only public legal road is Hawthorne Drive which is located to the west of the Centre. Other commercial areas are bisected with public roads which makes them materially different from the Remarkables Park Shopping Centre.
- Another significant distinguishing feature of the Remarkables Park Shopping Centre compared to other commercial areas is its large scale, both in terms of buildings and surrounding open privately owned areas accessible to customers (i.e. the internal driveways, car parking, footpaths and landscaping of the

Centre). This is materially different to other commercial areas that have an intimate streetscape.

- A further distinguishing feature of Remarkables Park Shopping Centre is its location in the middle of the expansive Frankton Flats, adjacent to the wide and open airport, and with internal orientation.
- DPC 48 fails to assess and/or appreciate these significant distinguishing features of the Remarkables Park Shopping Centre compared to other commercial areas. As a result, DPC 48 proposes an excessive level of control of signage that is unjustifiable with reference to the existing environment and setting of the Remarkables Park Shopping Centre and the importance of its sustainable management.
- It is not necessary or desirable for the Council to control “*lettering design*” of signs or sign content, particularly in a commercial environment like Remarkables Park Shopping Centre.
- The sign assessment provision (18.3) is legally flawed and needs to be amended to be consistent with 18.2.4.
- DPC 48 should have made use of Restricted Discretionary Activity status because of the limited potential adverse effects of signs and in the interests of efficiency.
- DPC 48 fails to assess and make provision for the non-notification of applications for signs in certain circumstances as anticipated and provided for by the RMA.

10. DNZ seeks the following:

- (a) DPC 48 should be amended to implement more balanced sign provisions for commercial areas and in particular for the Remarkables Park Shopping Centre.
- (b) The first paragraph of 18.1.1 should be amended to:

The purpose of signs is to provide information to the general public and to assist to create a sustainable and vibrant commercial environment. There are significant positive effects associated with enabling signage to achieve these outcomes. However, signs may have adverse environmental effects and may conflict with traffic and pedestrian safety.

- (c) Under 18.1.3.1 Objective 1 – Signs should be amended to:

Signs which convey information and assist to create sustainable and vibrant commercial areas, while avoiding or mitigating adverse effects on (i) public safety, convenience and access (ii) the District's important landscape,

streetscape, cultural heritage and water area visual amenity values and (iii) the external design and appearance of the building on which a sign is proposed.

- (d) Under 18.1.3.1 policy 2 should be amended by deleting “lettering design” and limiting the application of the policy in commercial areas to above ground floor level signs.

- (e) Under 18.1.3.1 add the following policy:

To enable commercial activities within the Remarkables Park Shopping Centre (RPSC) to advertise by permitting ground floor area signs and above ground floor signs provided RPSC sign standards are met.

- (f) Activity Table 1 – Commercial Areas should be amended to the effect that:

Ground floor area signs and above ground floor signs within the Remarkables Park Shopping Centre are permitted provided the following standards are met:

(i) *No sign shall have flashing or moving elements.*

(ii) *Any sign affixed underneath a verandah must provide a minimum clearance above the footpath of 2.5m.*

(iii) *Above ground floor sign(s) shall not exceed 15m² per elevation and shall not obscure windows, architectural features or project above wall parapet level.*

(iv) *Signs attached to the interior or exterior face of exterior building glazing shall not exceed 50% of the exterior area of that pane.*

- (g) 18.3.1 needs to be amended to either delete the assessment matters for Controlled Activities or make them consistent with 18.2.4.

- (h) Amend Activity Table 1 – Commercial Areas by deleting “DIS” and replacing with “RDIS” with consequential changes to DPC 48.

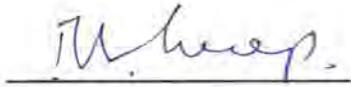
- (i) The definition of “sign and signage” should be amended by addition of the following:

For the avoidance of doubt, signs and displays within a building (whether or not they are visible from outside the building) are excluded from the sign provisions of Chapter 18. This exclusion does not however apply to signs attached to exterior window panes.

- (j) Make provision for the non-notification of applications for resource consent for ground floor area signs within the Remarkables Park Shopping Centre that do not meet one or more of the permitted activity standards.

- (k) Any further necessary and consequential changes to give effect to this submission and (a) to (i) above.
11. DNZ wishes to be heard in support of its submission and does not wish to present a joint case with others.

Dated this 7th day of April 2014



Gavin Peebles
Investment Manager

Address for Service:

DNZ Property Fund Ltd
C/o Urban Perspectives Ltd
PO Box 9042
Wellington 6012
Attention: Peter Coop
Ph: 04 474 4112
Email: peter@urbanp.co.nz

SUBMISSION

TELEPHONE 0800 327 646 | WEBSITE WWW.FEDFARM.ORG.NZ



To: Queenstown Lakes District Council

From: Federated Farmers of New Zealand

Submission on: **PLAN CHANGE 48: SIGNS**

Date: 28 March 2014

Contact: Tanith Robb
Senior Advisor
Federated Farmers of New Zealand
PO Box 176
Invercargill 9840

P: 03 218 4078
E: trobb@fedfarm.org.nz

We wish to be heard in support of our submission

INTRODUCTION

1. Federated Farmers New Zealand welcomes the opportunity to submit on Plan Change 48 – Signs.
2. We support the Queenstown Lakes District Council's (QLDC) decision to control signage solely through the District Plan, and repeal the signs bylaw. We understand that controlling signage through two mechanisms has created confusion for the Council in administering the rules, and uncertainty for the public in determining which controls and restrictions apply. This is partly because the two documents included a number of inconsistencies.

DISTRICT PLAN CHAPTER 18 - SIGNS

Signs located off-site

3. Federated Farmers opposes in part policy 7 “To ensure signs are limited to those relating to a particular activity and/or the use of land or buildings, and are located on the site of that activity, land or building”, and supports in part policy 11 “To provide, in limited circumstances, for offsite signs where it is not practical to display the sign on the site where the activity occurs”. We also oppose in part rule 12 in activity table 4 which makes off-site signs a discretionary activity.
4. Some owners of businesses located in remote rural positions may want to advertise in areas that have higher foot or vehicle traffic to increase exposure for their businesses. Others may want to signpost an important turn-off to make it easier for customers to find their businesses. Federated Farmers considers that off-site signage (i.e. two signs per business) for remotely located rural businesses should be a permitted activity if the other Plan requirements around signs are met and the landowner agrees.

Decision sought

5. Off-site signage for businesses sited in rural locations should be a permitted activity where other permitted activity rules are met.

Height of free standing signs

6. Federated Farmers supports rule 8 in activity table 4 that allows free-standing signs up to 3.5m in height. Due to such issues as livestock rubbing against stand alone signs, the height limit in rural areas needs to be at least 3m.

Decision sought

7. Retain rule 8 in activity table 4.

Sign written trailers or vehicles

8. We oppose in part rule 17 in activity table 4 that makes it a discretionary activity to have 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.
9. We acknowledge that there are safety and visual amenity concerns about people parking cars with signs on them at the roadside. However, farmers and landowners may want to use an old rustic piece of farm machinery or trailer in a paddock to

advertise their businesses. This would carry little to no safety risk, and is unlikely to negatively affect visual amenity if the other sign requirements in the Plan are met.

Decision sought

10. Amend rule 14 in activity table 4 as follows:

Sign-written trailers or vehicles or signs attached to any trailer or vehicle which:

- a. is parked ~~or visible from~~ on any road, road berm, or public place for the sole purpose of advertising; and/or
- b. the sign/s on the vehicle and/or trailer are larger than 2m² in total.

ABOUT FEDERATED FARMERS

11. Federated Farmers is a primary sector organisation that represents over 14,000 farming and other rural businesses. Federated Farmers has a long and proud history of representing the needs and interests of New Zealand farmers.

12. The Federation aims to add value to its members' farming business. Our key strategic outcomes include the need for New Zealand to provide an economic and social environment within which:

- our members may operate their business in a fair and flexible commercial environment;
- our members' families and their staff have access to services essential to the needs of the rural community; and
- our members adopt responsible management and environmental practices.

Ruth Joiner

From: Tanith Robb <TRobb@fedfarm.org.nz>
Sent: Monday, 31 March 2014 11:16 a.m.
To: Tony Pickard
Cc: Kim Reilly
Subject: RE: Pland Change 48 Signage - Federated Farmers Submission

Hi Tony,

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.~~

Thanks,
Tanith.

From: Tony Pickard [<mailto:Tony.Pickard@qldc.govt.nz>]
Sent: Monday, 31 March 2014 11:12 a.m.
To: Tanith Robb
Subject: Pland Change 48 Signage - Federated Farmers Submission

Hello Tanith

Thank you for your submission on the above Plan Change.

In order to ensure that all submissions are in the prescribed form, can you please indicate your organisation's position regarding trade competition;

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.~~

You can reply directly to this email, or amend your submission and re-send whichever you prefer.

Regards

Tony

Tony Pickard | Senior Planner (Policy) | Planning & Development
Queenstown Lakes District Council
DD: 03 450 0311
tony.pickard@qldc.govt.nz



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- 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:	<i>Submitter:</i> Kopuwai Investments Ltd & City Centre Queenstown Ltd
	<i>Location:</i> Steamer Wharf Building 88 Beach Street Queenstown
	<i>Postal Address:</i> c/- Town Planning Group PO Box 2559 Queenstown
	<i>Telephone:</i> 03 442 3397
	<i>E-mail:</i> anita@townplanning.co.nz charlene@townplanning.co.nz
	<i>Contact Persons:</i> Anita Vanstone and Charlene Kowalski

SUBMISSION STATEMENT:	<i>The particular parts of Plan Change 48 the Submitter support or oppose, or wish to comment on are as follows :</i>
	<u>Support</u> (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:

*Johnny Stevenson
C Kr*

Date: 9 April 2014

CC: Copy to:

Johnny Stevenson
c/- Kopuwai Investments Ltd
88 Beach Street
Queenstown

Email: johnny@coronetpm.co.nz

Ruth Joiner

Subject: FW: Plan Change 48 Submission [#C638I]

-----Original Message-----

From: "Colleen Parker" <colleenparker@meadstark.co.nz>

Sent: Wednesday, 9 April 2014 4:20 p.m.

To: "services@qldc.govt.nz" <services@qldc.govt.nz>

Subject: Plan Change 48 Submission

9 April 2014

Submission

Queenstown Lakes District Council

Private Bag 50072

QUEENSTOWN

Email: services@qldc.govt.nz

Attention: Policy Term PC48

Tony Pickard

Dear Tony

SUBMISSION FOR SIZE LIMITS FOR SIGNS

We note that you have identified a more simple method of permitting an appropriate level of signage on a per tenancy basis is required as well as providing for sufficient signage on large buildings containing multiple tenants.

Our view is that this policy needs to be developed further and that more flexibility be allowed to large buildings with multiple tenancies to have a more flexible allowance to enable signage where appropriate to be granted with no non complying activity consent required.

The current situation is too complex and it leads to too much disharmony particularly in the central business district of both Queenstown and Wanaka.

Before any other further changes are made we are interested to see what the council were proposing to overcome this particular aspect.

Yours sincerely

MEAD STARK LTD

ALASTAIR STARK

alastairstark@meadstark.co.nz

Colleen Parker – on behalf of Alastair Stark

Mead Stark Ltd, Chartered Accountants

Phone (03) 445 0616

PO Box 31, 29 The Mall, Cromwell

Fax (03) 445 1693

www.meadstark.co.nz

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Mead Stark

Submission on a Publicly Notified Plan Change

Your Name: Andrew Trevelyan

Your Address: 6 Watea Road, Sandringham, Auckland, 1025

Phone Number 027 471 4304

Email: ajtjeg@xtra.co.nz

I am representing the New Zealand Sign and Display Association New Zealand (inc) here after referred to as the NZSDA

Plan Change 48 Signs – March 2014

I could not gain an advantage in trade competition through these submissions.

I am not directly affected by an effect of the subject matter of the submission in terms of adverse effects on the environment and trade competition.

Background - NZSDA Signage Issues

The New Zealand Sign and Display Association (Inc.) (NZSDA) is the representative body of the sign and display industry. The Association represents over 250 sign and display companies throughout New Zealand and is responsible for communications between the signs industry and local authorities, central government, and trade associations in relation to commercial, technical and policy matters. The NZSDA is also responsible for maintaining professional standards within the industry, with all members being bound by a comprehensive code of practice.

Submission 1

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

Activity Table 2 – Residential Areas – Maximum sign areas for Numbers 1, 2, and 3; and

Activity Table 4 – District Wide – Maximum sign areas for Numbers 2, 3, 8 and 9.

My submission is :

The identified sections above all mention sign area. It is requested the Council adopt the following industry standards for sign areas, refer Table 1.

Table 1 Signs - Industry Standards

Sign Type and Location	Typical Dimensions	Sign Area
<ul style="list-style-type: none">Under verandah signOver verandah sign (located on top of the verandah and fixed in position by a series of supports)Verandah fascia sign	600mm x 2400mm 600mm x 2400mm (excluding supports) 600mm x length of verandah fascia	1.44m ² 1.44m ² varies
<ul style="list-style-type: none">Footpath sign (commercial areas)Footpath sign (industrial/rural type areas)	600mm x 1200mm 2400mm x 1200mm	0.72m ² 2.88m ²
<ul style="list-style-type: none">Tavern type signs	1200mm x 1800mm	2.16m ²
<ul style="list-style-type: none">Rural type signs	1200mm x 1800mm 2400mm x 1200mm	2.16m ² 2.88m ²

Industry standards relate to board sizes, which are used to produce signs. By adopting sign sizes, which relate to these standards will help reduce material wastage.

I seek the following from the local authority

That the Council uses sign industry standards when selecting appropriate sign areas.

I DO wish to be heard in support of my submission



Signature – to be signed on behalf of submitter

8/4/2014

Date

Submission 2

The specific provisions of the proposal that my submission relates to are:
Activity Table 4, Number 15

My submission is :

The provision currently reads,

'Signs displayed on a roof or projecting above the roof line of the building to which is attached and/or relates'

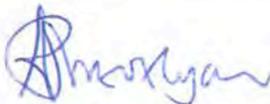
The Rule is missing the word 'it' as underlined below.

I seek the following from the local authority

That this Rule be amended to read,

'Signs displayed on a roof or projecting above the roof line of the building to which it is attached and/or relates'

I DO wish to be heard in support of my submission



Signature – to be signed on behalf of submitter

8/4/2014

Date

Submission 3

The specific provisions of the proposal that my submission relates to are:
(iv) Discretionary Activity – Signs within Other Areas (Activity Table 3) (b) (i)

My submission is :

The criteria simply states, 'lighting'. Applicants and Council are required to assess any adverse effects of the proposed signage in terms of the single word regarding lighting. It is not clear what is meant by this single word?

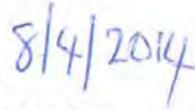
I seek the following from the local authority

It is requested that the Council makes it quite clear what matters are to be assessed in terms of 'lighting'. As presently stated it is too open ended and is not as clear as to what effect the Council is trying to manage.

I DO wish to be heard in support of my submission



Signature – to be signed on behalf of submitter



Date



9 April 2014

The Chief Executive
Queenstown Lakes District Council
Private Bag 50072
Queenstown

Attention: Policy Team PC 48

Dear Sir/Madam,

Submission of the New Zealand Historic Places Trust Pouhere Taonga to Plan Change 48 to the Queenstown Lakes District Council District Plan

1. Thank you for the opportunity to submit on Plan Change 48: Signage.
2. The New Zealand Historic Places Trust (NZHPT) operates under the Historic Places Act 1993. Included as the purpose of that Act is *"To promote the identification, protection, preservation and conservation of the historic and cultural heritage of New Zealand."*
3. The NZHPT meets these purposes in a number of ways. This includes advocacy and active involvement in local government processes, including encouraging and assisting Councils in using their powers under the Resource Management Act 1991 (RMA) for the benefit of historic heritage.
4. The NZHPT supports the overall intention of the plan change to streamline and simplify the existing regulatory processes relating to signage in the District. Nevertheless, the NZHPT does seek amendments to the proposed signage provisions to ensure that pursuant to section 6(f) of the RMA, appropriate recognition and provision is given to the protection of historic heritage from inappropriate subdivision, use and development.
5. The NZHPT seeks the following decision:

That subject to amendments sought in Appendix A to this submission, Council approves the proposed plan change.
6. The NZHPT wishes to be heard in support of this submission.
7. NZHPT staff would be happy to discuss this submission with Council staff prior to the hearing, including any alternative methods that the Council might see of addressing the matters raised in the submission.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Rob Hall".

Rob Hall
General Manager (Southern Region)

Address for service:

New Zealand Historic Places Trust
PO Box 5467
Dunedin 9058
Attention: Jane O'Dea

Attachments:

Appendix A – NZHPT submission PC48

Appendix B - Information Sheet 21 'Assessing Impacts of Advertising Signage on Historic Heritage'

Appendix C – Information Sheet 5 'Model Rules for RMA Regional and District Plan (historic buildings)'

Appendix A: NZHPT Submission: Plan Change 48 – Signage, Queenstown Lakes District Council District Plan

Key:

Strike eg. ~~abc~~ = delete text

italic eg. *abc* = additional text

Provision/Issue	Support/Oppose	Comments	Submission
Rule 18.2.5	Support with amendments	<p>The District Plan is required to recognise and provide for matters of national importance, in particular 6(f) <i>“the protection of historic heritage from inappropriate subdivision, use and development.”</i></p> <p>The NZHPT recognises that for many commercial buildings, advertising signs are essential for the continued economic viability and occupation of the building.</p> <p>However the NZHPT promotes high quality advertising signage that does not compromise the integrity of any historic place and area, including its surroundings.</p> <p>The NZHPT’s understanding of signage applications relating to heritage buildings listed in Appendix 3 of the District Plan, is that currently, signage attached to such buildings can be treated as an ‘alteration’ to the heritage building under the Heritage provisions of the Plan. This means that signage could be assessed as either a controlled or discretionary activity depending on the QLDC category of the heritage building.</p> <p>It is understood from recent correspondence with Council staff that signage controls involving heritage</p>	<p>The NZHPT requests the inclusion of new rules to Chapter 18 - Signs as follows or similar:</p> <p><i>Any sign attached to building, memorial, feature, structure or precinct listed as a Category 3 item in Appendix 3 – Inventory of Protected Features shall be a controlled activity</i></p> <p><i>Any sign attached to a building, memorial, feature, structure or precinct listed as a Category 1 or 2 item in Appendix 3 – Inventory of Protected Features shall be a discretionary activity.</i></p> <p>The NZHPT requests that the above discretionary activity rule be supported by additional assessment matters as follows or similar:</p> <ul style="list-style-type: none"> • <i>Whether the sign or signs is/are necessary for the activity being advertised or can be accommodated elsewhere so not to effect the heritage values of the building/structure.</i> • <i>The extent to which the proposed sign acknowledges and respects the character of the façade.</i> • <i>The extent to which the proposed sign follows historically documented precedents for the locality</i>

Appendix A: NZHPT Submission: Plan Change 48 – Signage, Queenstown Lakes District Council District Plan

Key:

Strike eg. ~~abc~~ = delete text

Italic eg. *abc* = additional text

		<p>buildings or structures would now only be triggered by the underlying zone signage provisions. Heritage, as a district wide matter would be addressed through the assessment matters for controlled and discretionary activities in the Signage chapter.</p> <p>The proposed signage provisions are considered to be less comprehensive in relation to managing the effects of signage on heritage buildings than the existing situation under which signage directly fixed to a scheduled building has been interpreted as an 'alteration' and dealt with under the Heritage rules.</p> <p>Proposed assessment matters in the Signage chapter would enable the Council to consider such matters as: sign design, size, positioning in relation to architectural features and effects on heritage buildings and precincts; are useful where resource consent is required for a sign. However, this is insufficient to protect historic heritage as there are a range of situations in which signage would be a permitted activity e.g. if the sign is under a certain size. In such cases the Council would not have an opportunity to consider the proposal in relation to the assessment matters listed in the proposed Signage chapter. Signs up to two square metres in area are permitted, but could significantly affect the heritage values of a building, feature or site.</p> <p>The NZHPT considers that there should be specific</p>	<p><i>both in style and in proportion and is located in a place that would traditionally have been used as advertising areas.</i></p> <ul style="list-style-type: none"> <i>The appropriateness of the sign's design, size and location. Signs should be discreet and should not cover or obscure any significant views of the building/structure, heritage features, including shop fronts, verandas and balustrades. They should not necessitate the removal of decorative features or detailing.</i> <i>The extent to which appropriate proposed methods of attachment will be used so as to avoid irreversible damage to original fabric.</i>
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Appendix A: NZHPT Submission: Plan Change 48 – Signage, Queenstown Lakes District Council District Plan

Key:

Strike eg. ~~abc~~ = delete text

Italic eg. *abc* = additional text

		<p>District Plan rules to control signs that would directly affect heritage buildings or structures. Usually, the NZHPT advocates that signage attached to or within the setting of a listed heritage building should be a restricted discretionary activity.</p> <p>In this case the NZHPT suggests that to fit within the existing structure of the proposed signage provisions, which require consent only for controlled or discretionary signage activities, that it would be more appropriate for signage attached to a scheduled heritage feature to be a fully discretionary.</p> <p>Interpretation of what constitutes the 'setting' of a listed heritage building can be difficult where the District Plan schedule does not identify the setting or curtilage associated with a listed building or structure. Accordingly the NZHPT does not seek to include the setting or curtilage of listed heritage features within the rule at this time. Underlying zone provisions for signage will provide some control over such signs.</p>	
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Sustainable Management of Historic Heritage Guidance

Information Sheet 21

Assessing Impacts of Advertising Signs on Historic Heritage

Principles

For many commercial buildings, advertising signs are often essential for the continued economic viability and occupation of the building.

The NZHPT promotes high quality advertising signage that does not compromise the integrity of any historic place and area, including its surroundings.

Checklist for assessing signage proposals:

- The proposed sign should acknowledge and respect the character of the façade.
- The proposed sign should follow historically documented precedents for the locality both in style and in proportion. They should be located in places that would traditionally been used as advertising areas.
- The proposed sign should be appropriate in terms of size and location. Generally they should be discreet and should not cover or obscure any significant views, areas, and heritage features, including shop fronts, verandas and balustrades. They should not necessitate the removal of decorative features or detailing.
- The proposed sign should use appropriate methods of attachment. They should not cause irreversible damage to the original fabric.

Other matters that may be relevant:

- The location of side-wall signs should be carefully considered. They should not dominate the wall or detract from the historic significance of the place.
- Corporate or standardised trademark advertising should be adapted to suit the individual location and building. The branding of buildings in corporate colours by painting should be discouraged and avoided.
- Illuminated signs should be carefully considered. If signs are to be lit, they should preferably be illuminated by external lighting.
- Signs should be limited in number so to avoid unduly visual cluttering effects.

Acknowledgements

The standards adopted in this information sheet were adapted from Heritage Victoria, Australia, *Guidelines for the Assessment of Heritage Planning Applications*, 2000 and were revised for the New Zealand context by the NZHPT with the assistance of the Ministry for the Environment and heritage consultants: Chris Cochran, Michael Kelly, and Karen Greig.

Source: NZHPT, *Sustainable Management of Historic Heritage Guidance Series*, Discussion Paper No.2, Assessment of Effects on the Historic Environment, 3 August 2007.

The NZHPT welcomes any feedback and comments on this information sheet.

Comments can be provided to information@historic.org.nz. (Attention: Sustainable Heritage Guidance).



Sustainable Management of Historic Heritage Guidance

Information Sheet 5

Model Heritage Rules for RMA Regional and District Plans (historic buildings)

Regional and district plans provide rules for the protection of historic heritage. The NZHPT promotes the use of the following rule status to protect historic places (buildings) from inappropriate subdivision, use and development.

NZHPT Best Practice Guidance - Rules for Regional ¹ and District Plans Listed Historic Places (Buildings)		
Activity	Consent Status	
	Group A: Nationally significant historic places	Group B: Places of heritage value and significance
Repair and Maintenance	Permitted with performance standards (or controlled)	Permitted with performance standards (or controlled)
Alterations	Restricted discretionary	Restricted discretionary
Additions	Restricted discretionary	Restricted discretionary
Construction of a new building within the setting of a listed historic building	Restricted discretionary	Restricted discretionary
Additions to a non-listed building and/or non-contributory building within the setting of a listed historic building	Restricted discretionary	Restricted discretionary
Land disturbance within the setting of a listed historic building	Restricted discretionary	Restricted discretionary
Erection of a new sign attached to or obstructing a listed historic building or within the setting of a listed historic building	Restricted discretionary	Restricted discretionary
Subdivision of land containing or affecting a listed historic building	Discretionary	Discretionary
Relocation of a listed building within or beyond the setting or property boundaries of a listed historic building	Non-complying	Discretionary
Partial demolition	Non-complying	Discretionary
Demolition	Non-complying/Prohibited	Non-complying

¹ For regional coastal plans, see Guide No. 2 *Regional Plans* and information sheet No. 23

Source: NZHPT, *Sustainable Management of Historic Heritage Guidance Series*, Guide No.3
District Plans, 3 August 2007

The NZHPT welcomes any feedback and comments on this information sheet.

Comments can be provided to information@historic.org.nz. (Attention: Sustainable Heritage
Guidance)

To: Policy Department
QLDC
Private Bag 50072
Queenstown

Submitter: Orchard Road Holdings Limited
PO Box 170
Dunedin

Contact: Alison Devlin

Email: alison@willowridge.co.nz

- 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

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 for Service: c/- Zomac Planning Solutions Ltd
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.

Policy – Plan Change

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

**SUBMISSION ON THE PROPOSED SOUTHLAND DISTRICT PLAN UNDER CLAUSE 6
OF THE FIRST SCHEDULE OF THE RESOURCE MANAGEMENT ACT 1991**

To: Queenstown Lakes District Council
Private Bag 50077
QUEENSTOWN

Name: Queenstown Airport Corporation ('QAC')

Address: PO Box 2641
Queenstown
(Note different address for service)

- 1. This is a submission on behalf of the QAC with respect to proposed Plan Change 48 Signage, to the Queenstown Lakes District Plan.**
- 2. QAC could not gain an advantage in trade competition through this submission.**
- 3. Overall issues that have determined the approach of QAC in preparing submissions on Proposed Plan Change 48: Signage are as follows:**
 - 3.1 QAC operates Queenstown and Wanaka Airports.
 - 3.2 Queenstown Airport is the main Airport in the Queenstown Lakes District and is the take-off and landing point for much of the aircraft activity in the District. The Airport accommodates aircraft movements associated with scheduled, general aviation and helicopter operations, and is one of the busiest airports in the country. Airport operations are projected to grow as the district receives an increasing number of domestic and international visitors.
 - 3.3 Wanaka Airport accommodates aircraft movements associated with scheduled, general aviation and helicopter operations and is a major provider of commercial helicopter operations within the District.
- 4. QAC's Specific Submissions:**
 - 4.1 General

QAC welcomes the opportunity to review the proposed amendments to the signage provisions of the District Plan. QAC supports, in principle, the wider strategy adopted by Council to ensure that signage complements the character and amenity of the Queenstown Lakes District.

4.2 Signage Platforms and Arcade Signs

Plan Change 48 introduces a number of new policies, including proposed Policy 10 which seeks to “*promote the identification of signage platforms so that signage is considered at the time of building design and to streamline changes in signs association with changing tenancy throughout the life of a building*”. The proposed plan change also provides for signage platforms and arcade signs as a permitted activity within the Queenstown Airport Mixed Use Zone.

As drafted, there is little certainty around what constitutes a “Signage Platform” or “Arcade Directory Signs” as neither of these terms are defined in the currently operative Queenstown Lakes District Plan or proposed Plan Change 48. As the owner and occupier of large landholdings within the Queenstown Airport Mixed Use Zone, it is important for QAC to have certainty around the nature and scale of signage permitted within this zone. QAC therefore submits that definitions should be provided for these terms in order to provide certainty in both the interpretation and application of Policy 10 and associated signage rules.

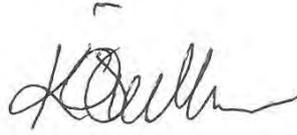
4.3 Ground Floor Area Signs

All signs located within the ground floor area of a building that do not cumulatively exceed a total area of 15% of the ground floor area, and all above ground floor signs that cumulatively do not exceed 2m² in area per building are provided for in Plan Change 48 as a controlled activity. The section 32 report suggests that this approach recognises the importance of signage for commercial businesses and provides certainty of approval when consent is applied for.

As this rule places parameters on the level of signage considered appropriate within the identified commercial zones (15% or 2m²), QAC submit that this rule would be better placed as a permitted activity, where failure to comply results in a controlled activity status. QAC also note this approach would be consistent with the approach adopted in the currently operative Queenstown Lakes District Plan, where such an activity is permitted.

5. **QAC seeks the following decision from the Queenstown Lakes District Council:**
 - a) That the amendments (or those with similar or like effect) outlined in paragraphs 4.2 and 4.3, be accepted;
 - b) Such further or other relief as is appropriate or desirable in order to take account of the matters expressed in this submission.
6. **QAC wishes to be heard in support of their submission.**
7. **If others make a similar submission, QAC would be prepared to consider presenting a joint case with them at any hearing.**

Signature:



By its authorised agent Kirsty O'Sullivan, on behalf of the
Queenstown Airport Corporation

Date:

09 April 2014

Address for service:

Queenstown Airport Corporation
C/- Mitchell Partnerships
PO Box 489
DUNEDIN

Attn: Kirsty O'Sullivan

Telephone:

(03) 477 7884

Email:

kirsty.osullivan@mitchellpartnerships.co.nz

Submission on Plan Change 48– Signs

Submission by – Queenstown Lakes District Council

Submitter details:

Queenstown Lakes District Council
Private Bag 50072
QUEENSTOWN 9348

Attention: Adam Feeley

Phone: 03 441 0499
Fax: 03 450 2223
Email: adam.feeley@qldc.govt.nz

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

QLDC is not directly affected by an effect of the subject matter of the submission that–

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

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

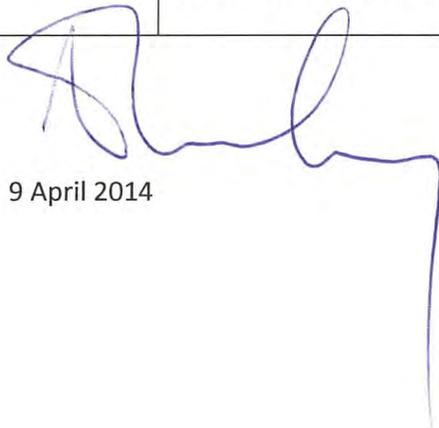
- The whole of Plan Change 48, and more specifically the matters set out in the following table.

At this time, QLDC does wish to be heard in support of the submission.

Submission Points in relation to Plan Change 48 – Signs

	<i>Specific Provisions of the Plan Change that this submission relates to:</i>	<i>My submission is:</i>	<i>I seek the following from the Council:</i>
FUNCTIONALITY / WORKABILITY OF THE PC48 PROVISIONS AS DRAFTED			
1	Definition of Free Standing signs	It is unclear from the interpretive diagram and definition of a free standing sign whether or not both sides of the sign are included in the size allowance. Having two faces with the same design / lettering will present no more impact than one and adopting this approach will be consistent with other provisions (i.e. see sandwich boards).	Confirmation that a free standing sign may utilise both faces of the structure allowing that each will be no greater than 2 square metres.
2	Definition of Sign Area	The definition of a Sign Area is confusing, particularly, for example, where the sign consists of lettering only, with no distinguishable background. The sign area, if not demarcated with any obvious boundaries should be limited to the immediate extent of the lettering. The illustrative diagram already depicts this.	Rewrite the definition to accord with the illustrative diagram.
3	Wall signs	There is no specific limit for the size of wall signs (previously limited to 2 square metres). Where there is only one floor, i.e., in a large box retail unit, then the Ground Floor allowance would presumably apply. It is not clear where there are two or more floors to a building, what proportion of a wall sign would be counted as Ground Floor or Above Ground Floor if it spanned the two (or more).	Clarification is required on how the area of wall signs is to be assessed.
4	Activity Table 4 - repetition	Serials 19 and 20 both relate to signs required by Acts of Parliament.	Remove serial 19.
5	Above Ground Floor signs	Above Ground Floor signage is restricted to 2 square metres per building. This is a cumulative amount and does not allow for separate tenancies or uses.	Further analysis of the need and mechanism to impose this prescriptive measure is requested.

Signed:



Dated: 9 April 2014

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
Your Address: Level 2, 74 Shotover Street
Postal Address for Service: P.O. Box 94, Queenstown 9348
Phone Number: 409 0451 (Work) _____ (Home)
Fax Number: 442 7365 E-mail: skerr@realjourneys.co.nz
OR / lmcconsultingnz@gmail.com (Lucy Milton 021 946849)

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.

on behalf of Real Journeys

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

9 April 2014
Date

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

Policy – Plan Change



Form 5

Submission on Plan Change 48 – Signage

Submission by Real Journeys

Submitter Details:

Real Journeys
P O Box 94
Queenstown 9348

Attention: Stephanie Kerr

Phone: 409 0451
Fax: 4427365
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.

**RESOURCE MANAGEMENT ACT 1991
SUBMISSION ON PUBLICLY NOTIFIED PLAN CHANGE 48**

SIGNS

TO: QUEENSTOWN LAKES DISTRICT COUNCIL

AND TO: Queenstown Lakes District Council
Private Bag 50072
QUEENSTOWN
Attention:
Email: services@qldc.govt.nz

NAME: REMARKABLES PARK LIMITED
C/- Jenny Carter
Remarkables Park
PO Box 1075
QUEENSTOWN

Remarkables Park Limited makes this submission on Plan Change 48: Signs.

1. GENERAL

Explanation

RPL supports the aim of the Plan Change to reduce the current complexity of the District signs provisions and in particular as they relate to the RPZ. However, there are further improvements that can be made to reduce complexity and cost, while retaining the high level of amenity anticipated in the RPZ.

The Plan Change alters the signage provisions as they relate to the RPZ. The Section 32 analysis fails to consider or analyse the effects of the Plan Change on the RPZ. This is discussed further in section 2 below.

The Plan Change fails to recognise that it is the quality of signage that is important, not necessarily the quantity. By retaining the same approach as previously provided in the District Plan; which is to impose a strict set of standards controlling size and location of signs, the Plan Change fails to reduce resource consent requirements. All that is changed is that if a sign fails to comply with the proposed standards, it is discretionary rather than non-complying.

The Plan Change does not address the issue of the quality of signs and their construction and visibility. Instead, the Plan Change principally relates to controlling the installation of the sign, with no regard for the purpose of signs from the viewer's perspective or position. Good signage from a way finding requirement is much more important in a resort town such as Queenstown where the parties benefiting from effective directional signage change frequently and where English may not necessarily be their first language. This makes it important to achieve clarity and simplicity, and more signs rather than less may be an advantage. Against this perspective the quantity of signs as in their size or multiplicity are very secondary issues yet they are the only issues being addressed by the Plan Change.

The signage standards are too inflexible and do not take account of the need to direct people into shops; under veranda signs should be encouraged for that purpose. In addition, the standards fail to recognise and provide for tenancies with more than one entrance.

Other aspects of the Plan Change not supported by RPL are that it:

- does not accord with, or assist the territorial authority to carry out its functions to achieve, the purpose of the Resource Management Act 1991 (the "Act");
- does not promote sustainable management;
- does not meet section 32 of the Act;
- does not represent integrated management or sound resource management practice;
- does not implement the settled objectives and policies of the RPZ;
- is not the most appropriate method for achieving the objectives of the District Plan having regard to its efficiency and effectiveness, and taking into account the costs and benefits.

Relief sought:

1. Amend the Plan Change so that it reflects the importance of the quality of signage, rather than the number of signs, and their size.
2. Amend the Plan Change so that it is effective in reducing the need to make applications for resource consents for signage.
3. Amend the signs plan change to achieve greater efficiency and effectiveness.
4. Amend the Section 32 analysis so that it considers and analyses the effects of the Plan Change on RPZ.
5. Any further and consequential relief to give effect to this submission

2. SIGNAGE RULES FOR THE RPZ

Explanation

The purpose of the Plan Change is to 'simplify and streamline' the signage provisions within the District Plan. However, as proposed, the plan change will result in a significant 'double up' in resource consent requirements for buildings and signage within the RPZ.

All buildings require at least controlled activity consent within the RPZ, and approval by the Design Review Board (DRB). As currently provided by Plan Change 48, this is in addition to a separate consent for signage. The signage provisions apply a set of standards depending on which activity area the signage is located.

Double-up of consent requirements

RPZ is a mixed use zone providing for a range of activities. All buildings within the RPZ require a controlled activity consent. The matters over which control is reserved include external appearance, relation to roads, and effects on landscape and visual amenity. Any building over 500m² in size must be assessed by a DRB. If an application has not been assessed by a DRB it triggers non-complying activity consent. The terms of reference for the DRB require that signage is included on elevations, ensuring that it is assessed as part of the building design.

Signage is an important component of the external appearance of a building, and is appropriately assessed at the time the external appearance is assessed. As currently drafted, the signage rules require a two-step approach to signage approval; first obtain approval for the building (controlled activity) then apply for signage (under the new rules, likely to be discretionary). It would be more

efficient, and beneficial from an environmental outcomes perspective, if signage were assessed as part of the building application in a single, integrated manner. As currently drafted, it will be preferable for the developer to apply for signage once consent has been issued for the building. Otherwise the activity status for the building becomes discretionary rather than controlled.

Requiring an additional resource consent for signage, when all buildings require consent in any case, is an unnecessary double-up and adds complexity and cost. That outcome is the antithesis of the stated objective of the Plan Change.

Consistency between Special Zones

Jacks Point and Mount Cardrona Station are special zones, providing a range of activities. For the Mount Cardrona Station and Jacks Point zones all signage that complies with the design guidelines is a controlled activity. There is no list of standards that apply across the different uses or activity areas, instead, the same signage rules apply to the activity areas identified for residential, as those that apply to the areas identified for village or commercial activities. This approach reflects the controls placed on all buildings (including signage) and the need to provide flexibility for the range of potential uses.

In order to achieve a consistent approach for Special Zones, it is submitted that the RPZ should be managed in a similar way to Mount Cardrona Station and Jacks Point. This also reflects the fact that applying a complex range of standards against which to determine compliance is not appropriate for a mixed use zone.

Current standards applying to a mixed use zone

The rules proposed by the Plan Change provide separately for Activity Areas 3, 5 and 8, identifying these as commercial areas; whereas Activity Areas 1, 2, 4, 6 and 7 are identified as residential areas.

However, each of the Activity Areas in the RPZ provide for a range of activities, and while Areas 3 and 5 do provide primarily for commercial activities, the other activity areas provide a range of activities far broader than residential, and these activities have different signage requirements. This range of uses is not provided for by the proposed rules.

For example, Activity Area 6 provides for hospitals, residential, commercial recreation activities, educational activities, health and day care facilities, and visitor accommodation, all as controlled activities. It is unrealistic to expect that commercial recreation activities will have the same signage requirements as residential activities. However, as currently drafted, the rules would require that a sign greater than 0.5m² for a commercial recreation activity in Activity Area 6 would require discretionary activity consent, when the activity and building require controlled activity consent.

Conclusion

Given the mixed use nature of the RPZ, and the fact that design and external appearance is controlled via resource consent for all buildings, and the DRB process, it is submitted that the rules as currently proposed are not effective, and nor are they efficient. Instead, the controlled activity rule for all buildings should be relied upon for ensuring appropriate signage. This is consistent with the Jacks Point and Mount Cardrona Station special zones.

Relief sought

1. That all signage in the RPZ is assessed as part of the controlled activity resource consent for the building.
2. That signage platforms are approved at the time of any resource consent for the building. Any signage within a signage platform is a permitted activity.

2. RULES FOR MIXED USE NON RESIDENTIAL ACTIVITIES, E.G. VISITOR ACCOMMODATION – SPECIFIC COMMENTS

Explanation

Further to the comments above regarding the signage provisions as they relate to the RPZ, these comments use visitor accommodation in the RPZ as an example of the application of the rules, identifying the problems with the provisions as currently proposed.

Within Activity Areas 3, 5 and 8 all signs located within the Ground Floor Area of a building which do not cumulatively exceed a total area of 15% of the Ground area a controlled activity. Above ground floor signs are also allowed, as long as they are less than 2m². Any sign that doesn't comply with these standards is Discretionary.

However, within Activity Areas 4, 6 and 7, where visitor accommodation is also a controlled activity, visitor accommodation can have no more than two signs, one identifying the Visitor accommodation and measuring no more than 2m² in area and the other containing only the words "No" and "Vacancy" and measuring no more than 0.15m² in area.

This creates inconsistency and complexity where it is not needed. The proposed rules also fail to take into account the fact that a building may have a mix of uses, and reinforces the issue that a set of rules for a residential zone should not be applied to the RPZ, which is mixed use.

It is unclear as to how the visitor accommodation rules relate to Table 4, which seems to apply to all zones. For example, do free standing signage rules apply to visitor accommodation? Or is visitor accommodation limited by the number of signs allowed by Table 2?

In summary, the plan change needs amendment to correct anomalies, and provide greater clarity. Its drafting fails to recognise and provide for the mix of activities and uses enabled by the Remarkables Park zone. The amount of signage allowed for various activities, using visitor accommodation as one example, demonstrate that the Plan Change as currently drafted fails to provide an efficient and effective mechanism for managing the effects of signs.

Relief sought

1. That all signage in the RPZ is assessed as part of the resource consent for the building.
2. That signage platforms are approved at the time of any resource consent for the building. Any signage within a signage platform is a permitted activity.

SUBMISSION 3- REMOVAL OF THE SIGNS BYLAW – SECTION 32 ANALYSIS

Explanation:

The removal of the Signs Bylaw has implications that do not appear to have been assessed. It is understood that the Signs Bylaw was put in place to better enable enforcement, provide certainty, and enable greater efficiency. A signs permit is much cheaper than resource consent, and can be better enforced.

Relief sought:

The public notice for the Plan Change identifies that the signs bylaw has been discontinued. Explanation and consideration of the implications of this change need to be provided.

Remarkables Park Limited wishes to be heard in support of this submission.

REMARKABLES PARK LIMITED

A handwritten signature in blue ink, appearing to read 'Jenny Carter', is written over a horizontal line.

Jenny Carter
9 April 2014

**RESOURCE MANAGEMENT ACT 1991
SUBMISSION ON PUBLICLY NOTIFIED PLAN CHANGE 48**

SIGNS

TO: QUEENSTOWN LAKES DISTRICT COUNCIL

AND TO: Queenstown Lakes District Council
Private Bag 50075
QUEENSTOWN
Attention:
Email: services@qldc.govt.nz

NAME: SHOTOVER PARK LIMITED
C/- Jenny Carter
Shotover Park
PO Box 1075
QUEENSTOWN

SHOTOVER Park Limited makes this submission on Plan Change 48: Signs.

1. GENERAL

Explanation

SPL supports the aim of the Plan Change to reduce the current complexity of the Districts signs provisions and in particular as they relate to Shotover Park Limited (SPL). However, there are some further improvements that can be made to reduce complexity and cost, and the current drafting of the Rules fails to recognise the difference between various zones.

SPL owns land adjacent to the Glenda Drive industrial zone. The SPL land is subject to Plan Change 19. While Plan Change 19 is not confirmed, land owned by SPL is proposed to be developed for a range of industrial and service activities, in accordance with the proposed E1 and E2 activity areas.

The Plan Change fails to recognise that it is the quality of signage that is important, not necessarily the quantity. By retaining the same approach as previously provided in the District Plan; which is to impose a strict set of standards controlling size and location of signs, the Plan Change fails to reduce resource consent requirements. All that is changed is that if a sign fails to comply with the proposed standards, it is discretionary rather than non-complying.

The Plan Change does not address the issue of the quality of signs and their construction and visibility. Instead, the Plan Change principally relates to controlling the installation of the sign, with no regard for the purpose of signs from the viewer's perspective or position. Good signage from a way finding requirement is much more important in a resort town such as Queenstown where the parties benefiting from effective directional signage change frequently and where English may not necessarily be their first language. This makes it important to achieve clarity and simplicity, and more signs rather than less may be an advantage. Against this perspective the quantity of signs as in their size or multiplicity are very secondary issues yet they are the only issues being addressed by the Plan Change.

The signage standards are too inflexible and do not take account of the need to direct people into facilities. In addition, the standards fail to recognise and provide for tenancies with more than one entrance.

As currently drafted, the signs provisions impose the same signage restrictions for the E1 and E2 activity areas as what is imposed in the town centre zones (Queenstown CBD, Wanaka CBD). Given the vast difference between the town centre zones and industrial zones, this does not represent good planning.

Activity Area E1, by its very nature, will provide a different signs requirement with signs potentially being viewed from a greater distance, and frequently from a vehicle. The level of amenity and signs needed will therefore be different than, for example, the Queenstown CBD. It is therefore questioned why it is proposed that the same rules apply.

E1 will, because of the anticipated uses, most likely be vehicle orientated. However, the Queenstown CBD, for example, will be pedestrian orientated (we accept that there will be other examples of pedestrian orientated centres within the district). The signage standards for Activity Areas E1 and E2 should take into account the type of activity allowed within the zone, and should be more permissive as to size and location. Certainly it is important to ensure that E2 as viewed from the Eastern Arterial Road (EAR) does not take on the appearance of a strip mall, with ugly signs of all shapes and sizes crowding the viewers perspective. All buildings within E1 and E2 are a controlled activity. Any signage should be incorporated within the resource consent application for the building. No further controls are needed.

Other aspects of the Plan Change not supported by SPL are that it:

- does not accord with, or assist the territorial authority to carry out its functions to achieve, the purpose of the Resource Management Act 1991 (the "Act");
- does not promote sustainable management;
- does not meet section 32 of the Act;
- does not represent integrated management or sound resource management practice;
- does not implement the settled objectives and policies of the RPZ;
- is not the most appropriate method for achieving the objectives of the District Plan having regard to its efficiency and effectiveness, and taking into account the costs and benefits.

Relief sought:

1. Amend the Plan Change so that it reflects the importance of the quality of signage, rather than the number of signs, and their size.
2. Amend the Plan Change so that it is effective in reducing the need to make applications for resource consents for signage.
3. Amend the signs plan change to achieve greater efficiency and effectiveness.
4. Amend the signage rules to allow more appropriate signage provisions for industrial and service zones (particularly E1 and E2), recognising the anticipated uses within those areas. This can be achieved by assessing all signage in the SPL land (E1 and E2) as part of the controlled activity resource consent for the building. No further controls are needed.
5. Insert new policy provisions that recognise the difference between industrial and service zones and town centres, and that reflect a more appropriate approach to signage within the SPL land.

6. Any further and consequential relief to give effect to this submission

Shotover Park Limited wishes to be heard in support of this submission.

SHOTOVER PARK LIMITED



Jenny Carter
SHOTOVER PARK LIMITED
9 April 2014

- 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:	<p><i>Submitter:</i> Town Planning Group Ltd</p> <p><i>Postal Address:</i> c/- Town Planning Group PO Box 2559 Queenstown</p> <p><i>Telephone:</i> 03 442 3397</p> <p><i>E-mail:</i> anita@townplanning.co.nz charlene@townplanning.co.nz</p> <p><i>Contact Persons:</i> Anita Vanstone and Charlene Kowalski</p>
--------------------------------	---

SUBMISSION STATEMENT:	<p><i>The particular parts of Plan Change 48 we support or oppose, or wish to comment on are as follows :</i></p> <p><u>Support</u></p> <p>(a) We support the following aspects of Plan Change 48:</p> <ul style="list-style-type: none">(i) The removal of the signage bylaw. The use of dual mechanisms to control signage is unnecessary and cost prohibitive;(ii) Changing the layout of the Chapter to be a table format. This will
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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) We are 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) Further consideration is required as to how signage is dealt with in heritage precincts and on heritage buildings to ensure that heritage features are not compromised. Avoiding adverse cumulative effects on these areas and buildings is required;
- (iii) The definition of ground floor area specific to signage is confusing and needs reconsidering. An interpretative diagram should be used to explain this;
- (iv) 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;
- (v) No consideration has been made for upper floor tenancy signage on the ground floor. This needs to be reconsidered;
- (vi) A greater allowance should be made for signage relating to visitor accommodation, such as allowing two signs no more than 2m² in area on large sites and sites that have more than one road frontage;
- (vii) A greater allowance should be made for signage on large rural properties;
- (viii) The explanation of signs displayed on roofs is confusing and needs to be clarified with an interpretative diagram (Table 4, Point 15);
- (ix) The definition of signage needs to be further clarified to ensure it does not include the use of corporate colours on buildings; and
- (x) 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.

We seek that the Consent Authority **approves** Plan Change 48 on the basis that the above issues have been appropriately addressed.



We wish to be heard in support of this submission

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

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

Signature:



Date: 9 April 2014

Form 5

Clause 6 of First Schedule
Resource Management Act 1991

**Submission on a
Publicly Notified Plan Change/Variation**

To: Policy Department
QLDC
Private Bag 50072
QUEENSTOWN



YOUR DETAILS

Your Name: The Wanaka and Districts Chamber of Commerce

Your Address: C/o-Aspiring Law Limited

38 Ardmore Street, Wanaka

Address for Service: 38 Ardmore Street, Wanaka (PO Box 50, Wanaka)

Phone Number: (Work) 03 443 0913

(Home) _____

Fax Number: 03 443 0910

E-mail: mike@aspiringlaw.co.nz

This is a submission on the following proposed plan change or variation:

Plan change 48 - signs

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

All of the provisions

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

Please see attached

I seek that the whole (or part [describe part]) of the submission be allowed (or disallowed) (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.

8/4/14

Signature - to be signed for or on behalf of submitter

Date

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

Contact Details:

DLDC, Civic Centre, 11 George Road
Private Bag 50072, Queenstown

Phone: 03 441 0497

Fax: 03 442 7338

E-mail: services@dlc.co.nz

Policy - Plan Change/Variation

The Chamber's submission is:

1. The Chamber generally supports any attempt to clarify the rules relating to signs. Chamber members have found that there has been inconsistency in the interpretation of the existing rules. For example, some planners measure the area of the sign post and include this in the permitted area for signs, and some measure the area in between the posts as well. Where proposed signs straddle the demarcation line between "ground level" and "above ground level", planners have different interpretations as to what signage is allowed. There has also been inconsistency in interpretation for verandah fascia signs where the main part of the sign is the same colour as the background of the building. Some planners measure the text of the sign only where this occurs, others insist on measuring the entire verandah. If rules are more specific, the scope for differing interpretations should be reduced.
2. The Chamber proposes that a rule be introduced to require a building owner to designate the proposed signage platform at the time an application for building consent or resource consent is submitted.
3. On page 18-4 (activity table 1-commercial areas) we do not understand why paragraph 5 is a controlled activity rather than a permitted activity. Those signs should be permitted activities in all cases. There is no reason to make those signs a controlled activity when everything else in the table is permitted.
4. In paragraph 6 of that table, above ground floor signs should be treated in the same way as ground floor signage. Also, a 2 m² restriction on buildings with verandah areas above 3m is onerous. A sign should be permitted on these verandahs and a second sign should also be allowed on the second floor area above the verandah.
5. There is also an issue with above ground signage where there is, say, a 4m high building where the sign straddles the theoretical demarcation line between ground level signage and above ground level signage. There should be a separate rule to cover this issue.
6. This rule also needs to clarify how signs are to be measured on the verandah fascia where the main background colour of the sign is the same as the background colour of the verandah behind it. (White for example). In that situation, is it just the text that is measured, or is it the whole of the verandah fascia?
7. Signs on a post – a rule needs to be introduced to clarify how the sign is measured when it is on a post.
8. Multi-tenanted buildings. The proposed rule 5 in activity table 1 will assist here.
9. Activity table 2 – For residential areas, we submit that paragraph 1 should be amended for rural residential zones. There should be one sign per site with a maximum area of 1.5m² rather than 0.5m². An area of 0.5m² is too small to properly advertise a business located on a rural residential property. For larger rural residential properties, there should be up to 2 signs with an aggregate maximum area of 1.5m².
10. Activity table 4 – In paragraph 6 (construction zones), more than one sign per site should be allowed. One sign per site is simply not practical, as the builder, all subcontractors, the developer and potential tenants will all want to place signage on the site. There should therefore be more than one sign allowed, as long as the total area is not greater than 1.62m².

11. In paragraph 4 of activity table 4, the current signage rule relating to real estate signs is actually better (more practical) than the proposed new rule. The Chamber would prefer the current rule to remain.

To: Policy Department
QLDC
Private Bag 50072
Queenstown

Submitter: Wanaka Hardware and Building Supplies Limited (trading as Wanaka Mitre 10)
c/- Alison Devlin
PO Box 170
Dunedin

Contact: Alison Devlin

Email: alison@willowridge.co.nz

1.0 This is a submission on Proposed Plan Change 48: Signs

2.0 Wanaka Mitre 10 could not gain an advantage in trade competition through this submission.

3.0 The specific provisions that Wanaka Mitre 10's submission relates to are:

The plan change in its entirety.

More specifically Wanaka Mitre 10's submission relates to Activity Table 1.

4.0 Wanaka Mitre 10 **opposes** the plan change.

5.0 The reasons for Wanaka Mitre 10's submission are:

Wanaka Mitre 10 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.

6.0 Relief Sought:

Wanaka Mitre 10 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.

In the alternative, Wanaka Mitre 10 seeks that the plan change be rejected in its entirety.

7.0 Wanaka Mitre 10 wishes to be heard in support of this submission.

Signed:



Dated:

9/4/14

To: Policy Department
QLDC
Private Bag 50072
Queenstown

Submitter: Willowridge Developments Limited
PO Box 170
Dunedin

Contact: Alison Devlin

Email: alison@willowridge.co.nz

- 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 in support of this submission.

Signed:



Dated:

9.4.14

SOB 48/21 FS 1-3

Form 6

Further submission in support of, or in opposition to, submission on a Publicly Notified Plan Change

Clause 8 of First Schedule Resource Management Act 1991 - as amended 30 August 2010

To: Policy Department QLDC Private Bag 50072 QUEENSTOWN



Policy - Plan Change

YOUR DETAILS

Your Name: PROGRESSIVE ENTERPRISES LTD
Your Address: PRIVATE BAG 93306, OTAHUHI, AUCKLAND
Postal Address for Service: 4 ZOMAC PLANNING SOLUTIONS LTD PO BOX 103, WHANGAPARAOA 0943
Phone Number: 094232101 (Work) (Home)
Fax Number: 094232102 E-mail:

This is a further submission in support of (or in opposition to) a submission on the following proposed plan change:

PLAN CHANGE 48

I AM

- a person representing a relevant aspect of the public interest.
a person who has an interest in the proposal that is greater than the interest the general public has.
the local authority for the relevant area.

I support (or oppose) the submission of: (Name of original submitter and submission number)

QUEENSTOWN LAKES DISTRICT COUNCIL: NO 48

The particular parts of the submission I support (or oppose) are: (clearly indicate which parts of the original submission you support or oppose, together with any relevant provisions of the proposal)

48/7/1, 48/7/2 AND 48/7/3 DEALING WITH FREE STANDING SIGNS, SIGN AREAS AND WALL SIGNS

The reasons for my support (or opposition) are:

THE RELEVANT PROVISIONS AS CURRENTLY DRAFTED LACK CLARITY

I seek that the whole (or part describe part) of the submission be allowed (or disallowed): (give precise details)

PROVIDED IT IS CONSISTENT WITH THRUST OF PROGRESSIVE'S

I DO / DO NOT wish to be heard in support of my submission. PRIMARY RELIEF SOUGHT IN ITS SUBMISSION

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

(M. FOSTER) 19 MAY 2014
Signature - to be signed for or on behalf of submitter Date

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

Note to person making further submission A copy of your further submission must be served on the original submitter within five working days after making the further submission to the local authority.

Contact Details: QLDC, Civic Centre, 10 Gorge Road Private Bag 50072, Queenstown
Phone: 03 441 0499 Fax: 03 450 2223 E-mail: services@qldc.govt.nz

SUB 48/9 FS 1-26

**FURTHER SUBMISSION IN SUPPORT OF OR OPPOSITION TO A SUBMISSION
ON NOTIFIED PROPOSED PLAN CHANGE 48 TO THE QUEENSTOWN LAKES
DISTRICT COUNCIL'S OPERATIVE DISTRICT PLAN**

TO: Queenstown Lakes District Council
Private Bag 50072
QUEENSTOWN

ATTENTION: Queenstown Lakes District Council

FURTHER SUBMISSION ON: Proposed Plan Change 48: Signs

NAME: Remarkables Park Limited

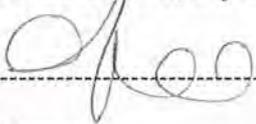
ADDRESS: PO Box 1075
Queenstown

ATTENTION: J Carter

TELEPHONE: 03 442 3084

EMAIL: j.carter@remarkablespark.com

1. The further submissions are contained on the **attached** schedule.
2. Remarkables Park Limited does wish to be heard in support of its further submissions.
3. If others make a similar submission, RPL would be prepared to consider presenting a joint case with them at any hearing.



May 2014

Signed by **J Carter**

Remarkables Park Limited

48/9

Remarkables Pak Limited
Further Submission to Proposed Plan Change 48

Submitter Name	Submission Number	Oppose/Support	Reason
Real Journeys	48/8/4	Support	Clarification regarding how the existing baseline for previously consented signage is considered would be helpful.
Real Journeys	48/8/6	Support	Support inclusion of an allowance on wharves and jetties, and support the request for guidance on approximate sizes.
Books and Toys Ltd Wanaka	48/11/1	Support	It is agreed that amendments to signage within signage platforms (subject to compliance with standards) should be a permitted activity.
Wanaka and Districts Chamber of Commerce	49/112/2 and 49/12/3	Support	Support the suggestion that if signage platforms are identified at the time of consent, any changes to signs within platforms should be permitted
Wanaka and Districts Chamber of Commerce	49/12/6	Support	Clarification as to how signage is measured when the same colour as the fascia would be useful
APN Outdoor Limited	49/13/3	Support	Clarification that in some circumstances off-site signs will be appropriate
Queenstown Airport Corporation Limited	48/14/1	Support	Inclusion of definitions for signage platform and arcade directory signage would be useful
Kopuwai Investments Ltd and City Centre Queenstown Ltd	48/15/4-7	Support	Agree that clarification of terms, and provision of interpretive diagrams would be useful
Kopuwai Investments Ltd and City Centre Queenstown Ltd	48/15/8	Support in part	Where Council retains control over the external appearance of buildings, the use of corporate colours should not be included in the calculations for signage
Kopuwai Investments Ltd and City Centre Queenstown Ltd	48/15/9	Support in part	RPL and SPL has requested that signage is considered as part of the resource consent for external appearance. If that approach is not accepted, the suggestion that signage be considered restricted discretionary rather than discretionary is supported.
DNZ Property Fund Limited	48/17/1	Support	The submission that the Plan Change should be amended to implement more balanced sign provisions for commercial areas and in particular for the Remarkables Park Town Centre is supported.
DNZ Property Fund Limited	48/17/2	Support	The suggested amendment to the introductory statement to recognise the positive effects of signage is supported.
DNZ Property Fund Limited	48/17/3	Support	The amendment to Objective 1 to recognise the contribution that signs make to creating a sustainable and vibrant commercial area is supported.
DNZ Property Fund Limited	48/17/5 and 48/17/6	Support in part	Support the proposal to enable signage as a permitted activity within the RPTC

48/9

			<p>subject to site standards being met. The submitter lists the standards at submission 48/17/6. It is important that the focus is on quality rather than quantity, and the rules as currently drafted do not reflect this.</p> <p>All buildings in the RPTC require controlled activity consent for external appearance. If a sign is within a platform any changes should be permitted; if outside a platform then changes should be controlled, or at the most restricted discretionary.</p>
DNZ Property Fund Limited	48/17/7 (20)	Support	The submitter is correct that the assessment matters don't appear to link with the matters over which control is reserved.
DNZ Property Fund Limited	48/17/9 (21)	Support in part	Support the provision of clarification around signage within windows. The submitter appears to be requesting that signage, if not attached to a window (whether visible or not from outside) should not be included within the definition of signage. However, any signage attached to a window is a sign. Further consideration needs to be given to how this works; from an effects point of view it is difficult to differentiate between signage on the window as opposed to signage that is set back slightly.
DNZ Property Fund Limited	48/17/10 (22)	Support	Support the inclusion of a non-notification rule for signage within the RPZ.
Progressive Enterprises Limited	48/21/3 (23)	Oppose	Supermarket wall signage up to 8m square metres per wall- CON in all zones
Progressive Enterprises Limited	48/21/5 and 7 (24) (25) (26)	Oppose	Supermarket wall signage up to 84m square metres per wall- CON in all zones Reference to 84m2 must be in error?
Progressive Enterprises Limited	48/21/9 (26)	Oppose	<p>Add new category 8A – A free standing CON- signs 9m high by 3.5m wide at one sign per site</p> <p>While it is recognised that large signage can be appropriate for large scale activities such as supermarkets, the effects of this signage will depend on location and quality. It is important that a stretch of billboards along the State highway is avoided.</p>

SUB 48/10 PS1-26

**FURTHER SUBMISSION IN SUPPORT OF OR OPPOSITION TO A SUBMISSION
ON NOTIFIED PROPOSED PLAN CHANGE 48 TO THE QUEENSTOWN LAKES
DISTRICT COUNCIL'S OPERATIVE DISTRICT PLAN**

TO: Queenstown Lakes District Council
Private Bag 50072
QUEENSTOWN

ATTENTION: Queenstown Lakes District Council

FURTHER SUBMISSION ON: Proposed Plan Change 48: Signs

NAME: Shotover Park Limited

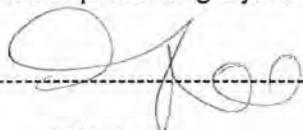
ADDRESS: PO Box 1075
Queenstown

ATTENTION: J Carter

TELEPHONE: 03 442 3084

EMAIL: j.carter@remarkablespark.com

1. The further submissions are contained on the **attached** schedule.
2. Shotover Park Limited does wish to be heard in support of its further submissions.
3. If others make a similar submission, Shotover Park Limited would be prepared to consider presenting a joint case with them at any hearing.



May 2014

Signed by **J Carter**

Shotover Park Limited

Shotover Park Limited
Further Submission to Proposed Plan Change 48

Submitter Name	Submission Number	Oppose/Support	Reason
Real Journeys	48/8/4 (1)	Support	Clarification regarding how the existing baseline for previously consented signage is considered would be helpful.
Real Journeys	48/8/6 (2)	Support	Support inclusion of an allowance on wharves and jetties, and support the request for guidance on approximate sizes.
Books and Toys Ltd Wanaka	48/11/1 (3)	Support	It is agreed that amendments to signage within signage platforms (subject to compliance with standards) should be a permitted activity.
Wanaka and Districts Chamber of Commerce	49/112/2 and 49/12/3 (4)	Support	Support the suggestion that if signage platforms are identified at the time of consent, any changes to signs within platforms should be permitted
Wanaka and Districts Chamber of Commerce	49/12/6 (5)	Support	Clarification as to how signage is measured when the same colour as the fascia would be useful
APN Outdoor Limited	49/13/3 (6)	Support	Clarification that in some circumstances off-site signs would be appropriate
Queenstown Airport Corporation Limited	48/14/1 (7)	Support	Inclusion of definitions for signage platform and arcade directory signage would be useful
Kopuwai Investments Ltd and City Centre Queenstown Ltd	48/15/4-7 (8)	Support	Agree that clarification of terms, and provision of interpretive diagrams would be useful
Kopuwai Investments Ltd and City Centre Queenstown Ltd	48/15/8 (9)	Support in part	Where Council retains control over the external appearance of buildings, the use of corporate colours should not be included in the calculations for signage
Kopuwai Investments Ltd and City Centre Queenstown Ltd	48/15/9 (10)	Support in part	RPL and SPL has requested that signage is considered as part of the resource consent for external appearance of a building. If that approach is not accepted, the suggestion that signage be considered restricted discretionary rather than discretionary is supported.
DNZ Property Fund Limited	48/17/1 (11)	Support	The submission that the Plan Change should be amended to implement more balanced sign provisions for commercial areas and in particular for the Remarkables Park Town Centre is supported.
DNZ Property Fund Limited	48/17/2 (12)	Support	The suggested amendment to the introductory statement to recognise the positive effects of signage is supported.
DNZ Property Fund Limited	48/17/3 (13)	Support	The amendment to Objective 1 to recognise the contribution that signs make to creating a sustainable and vibrant commercial area is supported.
DNZ Property Fund Limited	48/17/5 and 48/17/6 (14)	Support in part	Support the proposal to enable signage as a permitted activity within the RPTC

			<p>subject to site standards being met. The submitter lists the standards at submission 48/17/6. It is important that the focus is on quality rather than quantity, and the rules as currently drafted do not reflect this.</p> <p>All buildings in the RTPC require controlled activity consent for external appearance. If a sign is within a platform any changes should be permitted; if outside a platform then changes should be controlled, or at the most restricted discretionary.</p>
DNZ Property Fund Limited	48/17/7 (20)	Support	The submitter is correct that the assessment matters don't appear to link with the matters over which control is reserved.
DNZ Property Fund Limited	48/17/9 (21)	Support in part	Support the provision of clarification around signage within windows. The submitter appears to be requesting that signage, if not attached to a window (whether visible or not from outside) should not be included within the definition of signage. However, any signage attached to a window is a sign. Further consideration needs to be given to how this works; from an effects point of view it is difficult to differentiate between signage on the window as opposed to signage that is set back slightly.
DNZ Property Fund Limited	48/17/10 (22)	Support	Support the inclusion of a non-notification rule for signage within the RPZ.
Progressive Enterprises Limited	48/21/3 (23)	Oppose	Supermarket wall signage up to 8m square metres per wall- CON in all zones
Progressive Enterprises Limited	48/21/5 and 7 (23)	Oppose	<p>Supermarket wall signage up to 84m square metres per wall- CON in all zones</p> <p>Reference to 84m2 must be in error?</p>
Progressive Enterprises Limited	48/21/9 (26)	Oppose	<p>Add new category 8A – A free standing CON- signs 9m high by 3.5m wide at one sign per site</p> <p>While it is recognised that large signage can be appropriate for large scale activities such as supermarkets, the effects of this signage will depend on location and quality. It is important that a stretch of billboards along the State highway is avoided.</p>

Sub 48/14 FS 1-15

SUBMISSION FORM 6

CLAUSE 8 OF FIRST SCHEDULE, RESOURCE MANAGEMENT ACT 1991

**FURTHER SUBMISSION IN SUPPORT OF OR IN OPPOSITION TO SUBMISSIONS ON
PUBLICLY NOTIFIED PROPOSED PLAN CHANGE 48 TO THE QUEENSTOWN LAKES
DISTRICT PLAN 2014**

To: Queenstown Lakes District Council
Private Bag 50077
QUEENSTOWN

Submission on: Proposed Plan Change 48 Signage

Name: Queenstown Airport Corporation ('QAC')

Address: PO Box 2641
Queenstown
(Note different address for service)

1. These further submissions are in support of or in opposition to submissions on Proposed Plan Change 48 Signage to the Queenstown Lakes District Plan.
2. QAC is a person who has an interest in the proposed plan change that is greater than the interest the general public has.
 - As explained in QAC's original submission, Queenstown Airport is the main Airport in the Queenstown Lakes District and is the take-off and landing point for much of the aircraft activity in the District.
 - Wanaka Airport accommodates aircraft movements associated with scheduled, general aviation and helicopter operations and is a major provider of commercial helicopter operations within the District.
 - QAC is a large employer both directly and indirectly in the Queenstown Lakes District and contributes significantly to the economy of the region.
 - In light of the above, QAC considers it has an interest in this Plan Change that is greater than the interest the greater public has, by virtue of existing airports within the District.
 - QAC therefore makes the following further submissions pursuant to clause 8 of the First Schedule to the RMA.
3. QAC will not gain an advantage in trade competition through these further submissions.

4. **Further Submissions**

QAC's further submissions on the Proposed Plan Change 48 Signage are attached as **Attachment 1**.

5. QAC does wish to be heard in relation to this submission.

6. If others make a similar submission QAC will consider presenting a joint case with them at a hearing.

Signature:



By its authorised agent Kirsty O'Sullivan, on behalf of the Queenstown Airport Corporation

Date:

20th May 2014

Address for service:

Queenstown Airport Corporation
C/- Mitchell Partnerships
PO Box 489
DUNEDIN

Attn: Kirsty O'Sullivan

Telephone:

(03) 477 7884

Email:

kirsty.osullivan@mitchellpartnerships.co.nz

48/14

Policies	48/10/5	(11)	Shotover Park Limited	Support	has been constructed. Provision would therefore need to be made to allow both circumstances as a controlled activity. The submitter seeks the inclusion of a new policy that recognises the difference between industrial and service zones and town centres. QAC supports this approach and notes that such a policy would be warranted if amendments are made to the industrial and service zone signage rules.
Rules – levels of activities	48/15/9	(12)	Kopuwai Investments Limited and City Centre Queenstown Limited Progressive Enterprises	Support	QAC supports the suggestion that consideration should be given to the cascading of rules. As currently drafted, failure to comply with the controlled activity standards results in a discretionary or prohibited activity status. QAC submits that a restricted discretionary activity status could be used in this circumstance, with discretion restricted to the standard that could not be achieved.
	48/21/2	(13)			
Table 3 Other Areas	48/16/9	(14)	Town Planning Group	Support in Part	The submitter seeks greater provision of signage in the rural zone. QAC supports this submission to the extent that Wanaka Airport is located within the rural zone. QAC maintains however, that any proposed changes to the signage rules should complement and be consistent with the character of the rural zone and its surrounding activities.
Objectives	48/17/3	(15)	Progressive Enterprises	Oppose in Part	The submitter seeks the inclusion of a new rule which provides for one free standing sign up to 9m high as a controlled activity. QAC submits that if this rule is adopted, the Consent Authority should retain as a matter of control the height of such a sign if/when it penetrates any airport related obstacle limitation surface.

12
48/21/9

Section 2.7 – Natural Hazards

48/14

Plan Provision	Submission Reference	Submitter	QAC's Further Submission	Reasons
Definitions Free standing signs	48/7/1	Queenstown Lakes District Council	Support	The various submitters seek further clarification in the drafting of signage related definitions.
Sign area	48/7/2	Queenstown Lakes District Council		QAC agrees that definitions need to be clear and concise to ensure the district plan provisions are correctly and consistently interpreted.
Ground Floor Area Signs	48/15/4	Kopuwai Investments Limited and City Centre Queenstown Limited		
	48/16/5	Town Planning Group		
Assessment Matters	48/7/3	Queenstown Lakes District Council	Support	The submitter seeks clarification around how wall signage will be assessed under this plan change.
Table 1 Commercial	48/7/5	Queenstown Lakes District Council	Support	QAC supports the further clarification on this matter to ensure the consistent application of the district plan signage provisions.
	48/15/5	Kopuwai Investments Limited and City Centre Queenstown Limited		
General	48/9/1	Remarkables Park Limited	Support	The submitters seek clarification around how the rules will be managed.
	48/10/1	Shotover Park Limited		QAC supports the further clarification of provisions.
Effects on other Plan Provisions	48/10/4	Shotover Park Limited	Support in Part	Both submitters seek that the plan change reflects the importance of quality signage rather than the number of signs. QAC supports this general statement and considers that signage should complement the character and amenity of the Queenstown Lakes District. The submitter seeks amendments to the industrial and service zone signage rules which recognise the anticipated land uses within those area. This recognition is specifically sought for Shotover Park Limited land within E1 and E2, as established by Plan Change 19. QAC support this position in principle, however consider that any changes need to be consistently applied across all of E1 and E2. QAC also supports, in principle, the suggestion that signage should be assessed as part of the resource consent process for controlled building activities to remove the duplication of consent requirements. QAC notes however, that building and signage activities do not always occur concurrently, and situations may arise where the signage requirements of a building owner/occupier are not realised until after the building

ATTACHMENT 1

Further Submissions

Form 6

**Further submission in support of,
or in opposition to, submission
on a Publicly Notified Plan Change**

Clause 8 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 for Service: CF ZOMINC PLANNING SOLUTIONS LTD
PO BOX 103, WHANGAPARAOA 0943
 Phone Number: 094282101 (Work) — (Home)
 Fax Number: 094282102 E-mail: _____

This is a further submission in support of (or in opposition to) a submission on the following proposed plan change:

PLAN CHANGE 48

I AM

- a person representing a relevant aspect of the public interest. *In this case, also specify the grounds for saying that you come within this category,* OR
- a person who has an interest in the proposal that is greater than the interest the general public has. *In this case, also explain the grounds for saying that you come within this category,* OR
- the local authority for the relevant area.

I support (or oppose) the submission of: *(Name of original submitter and submission number)*

IN PART
QUEENSTOWN LAKES DISTRICT COUNCIL : No 48

The particular parts of the submission I support (or oppose) are: *(clearly indicate which parts of the original submission you support or oppose, together with any relevant provisions of the proposal)*

IN PART
48/7/1, 48/7/2 AND 48/7/3 DEALING WITH FREE STANDING SIGNS, SIGN AREAS AND WALL SIGNS

The reasons for my support (or opposition) are:

THE RELEVANT PROVISIONS AS CURRENTLY DRAFTED LACK CLARITY

I seek that the whole (or part describe part) of the submission be allowed (or disallowed): *(give precise details)*

PROVIDED IT IS CONSISTENT WITH THRUST OF PROGRESSIVE'S

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

PRIMARY RELIEF SOUGHT IN ITS SUBMISSION

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

(M. FOSTER) 19 MAY 2014
Signature - to be signed for or on behalf of submitter Date

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

Note to person making further submission A copy of your further submission must be served on the original submitter within five working days after making the further submission to the local authority.

Contact Details: QLDC, Civic Centre, 10 Gorge Road Private Bag 50072, Queenstown
Phone: 03 441 0499 **Fax:** 03 450 2223 **E-mail:** services@qldc.govt.nz

Policy – Plan Change

SUBMISSION FORM 6

CLAUSE 8 OF FIRST SCHEDULE, RESOURCE MANAGEMENT ACT 1991

FURTHER SUBMISSION IN SUPPORT OF OR IN OPPOSITION TO SUBMISSIONS ON PUBLICLY NOTIFIED PROPOSED PLAN CHANGE 48 TO THE QUEENSTOWN LAKES DISTRICT PLAN 2014

To: Queenstown Lakes District Council
Private Bag 50077
QUEENSTOWN

Submission on: Proposed Plan Change 48 Signage

Name: Queenstown Airport Corporation ('QAC')

Address: PO Box 2641
Queenstown
(Note different address for service)

1. These further submissions are in support of or in opposition to submissions on Proposed Plan Change 48 Signage to the Queenstown Lakes District Plan.
2. QAC is a person who has an interest in the proposed plan change that is greater than the interest the general public has.
 - As explained in QAC's original submission, Queenstown Airport is the main Airport in the Queenstown Lakes District and is the take-off and landing point for much of the aircraft activity in the District.
 - Wanaka Airport accommodates aircraft movements associated with scheduled, general aviation and helicopter operations and is a major provider of commercial helicopter operations within the District.
 - QAC is a large employer both directly and indirectly in the Queenstown Lakes District and contributes significantly to the economy of the region.
 - In light of the above, QAC considers it has an interest in this Plan Change that is greater than the interest the greater public has, by virtue of existing airports within the District.
 - QAC therefore makes the following further submissions pursuant to clause 8 of the First Schedule to the RMA.
3. QAC will not gain an advantage in trade competition through these further submissions.

4. **Further Submissions**

QAC's further submissions on the Proposed Plan Change 48 Signage are attached as **Attachment 1**.

5. QAC does wish to be heard in relation to this submission.

6. If others make a similar submission QAC will consider presenting a joint case with them at a hearing.

Signature:



By its authorised agent Kirsty O'Sullivan, on behalf of the Queenstown Airport Corporation

Date: 20th May 2014

Address for service: Queenstown Airport Corporation
C/- Mitchell Partnerships
PO Box 489
DUNEDIN

Attn: Kirsty O'Sullivan

Telephone: (03) 477 7884

Email: kirsty.osullivan@mitchellpartnerships.co.nz

ATTACHMENT 1

Further Submissions

Section 2.7 – Natural Hazards

Plan Provision	Submission Reference	Submitter	QAC's Further Submission	Reasons
Definitions Free standing signs	48/7/1	Queenstown Lakes District Council	Support	The various submitters seek further clarification in the drafting of signage related definitions.
Sign area	48/7/2	Queenstown Lakes District Council		QAC agrees that definitions need to be clear and concise to ensure the district plan provisions are correctly and consistently interpreted.
Ground Floor Area Signs	48/15/4 48/16/5	Kopuwai Investments Limited and City Centre Queenstown Limited Town Planning Group		
Assessment Matters	48/7/3	Queenstown Lakes District Council	Support	The submitter seeks clarification around how wall signage will be assessed under this plan change. QAC supports the further clarification on this matter to ensure the consistent application of the district plan signage provisions.
Table 1 Commercial	48/7/5 48/15/5	Queenstown Lakes District Council Kopuwai Investments Limited and City Centre Queenstown Limited	Support	The submitters seek clarification around how the rules will be managed. QAC supports the further clarification of provisions.
General	48/9/1 48/10/1	Remarkables Park Limited Shotover Park Limited	Support	Both submitters seek that the plan change reflects the importance of quality signage rather than the number of signs. QAC supports this general statement and considers that signage should complement the character and amenity of the Queenstown Lakes District.
Effects on other Plan Provisions	48/10/4	Shotover Park Limited	Support in Part	The submitter seeks amendments to the industrial and service zone signage rules which recognise the anticipated land uses within those area. This recognition is specifically sought for Shotover Park Limited land within E1 and E2, as established by Plan Change 19. QAC support this position in principle, however consider that any changes need to be consistently applied across all of E1 and E2. QAC also supports, in principle, the suggestion that signage should be assessed as part of the resource consent process for controlled building activities to remove the duplication of consent requirements. QAC notes however, that building and signage activities do not always occur concurrently, and situations may arise where the signage requirements of a building owner/occupier are not realised until after the building

				has been constructed. Provision would therefore need to be made to allow both circumstances as a controlled activity.
Policies	48/10/5	Shotover Park Limited	Support	<p>The submitter seeks the inclusion of a new policy that recognises the difference between industrial and service zones and town centres.</p> <p>QAC supports this approach and notes that such a policy would be warranted if amendments are made to the industrial and service zone signage rules.</p>
Rules – levels of activities	48/15/9 48/21/2	Kopuwai Investments Limited and City Centre Queenstown Limited Progressive Enterprises	Support	<p>QAC supports the suggestion that consideration should be given to the cascading of rules. As currently drafted, failure to comply with the controlled activity standards results in a discretionary or prohibited activity status.</p> <p>QAC submits that a restricted discretionary activity status could be used in this circumstance, with discretion restricted to the standard that could not be achieved.</p>
Table 3 Other Areas	48/16/9	Town Planning Group	Support in Part	<p>The submitter seeks greater provision of signage in the rural zone.</p> <p>QAC supports this submission to the extent that Wanaka Airport is located within the rural zone. QAC maintains however, that any proposed changes to the signage rules should complement and be consistent with the character of the rural zone and its surrounding activities.</p>
Objectives	48/17/3	Progressive Enterprises	Oppose in Part	<p>The submitter seeks the inclusion of a new rule which provides for one free standing sign up to 9m high as a controlled activity.</p> <p>QAC submits that if this rule is adopted, the Consent Authority should retain as a matter of control the height of such a sign if/when it penetrates any airport related obstacle limitation surface.</p>

**FURTHER SUBMISSION IN SUPPORT OF OR OPPOSITION TO A SUBMISSION
ON NOTIFIED PROPOSED PLAN CHANGE 48 TO THE QUEENSTOWN LAKES
DISTRICT COUNCIL'S OPERATIVE DISTRICT PLAN**

TO: Queenstown Lakes District Council
Private Bag 50072
QUEENSTOWN

ATTENTION: Queenstown Lakes District Council

FURTHER SUBMISSION ON: Proposed Plan Change 48: Signs

NAME: Remarkables Park Limited

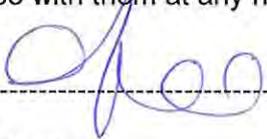
ADDRESS: PO Box 1075
Queenstown

ATTENTION: J Carter

TELEPHONE: 03 442 3084

EMAIL: j.carter@remarkablespark.com

1. The further submissions are contained on the **attached** schedule.
2. Remarkables Park Limited does wish to be heard in support of its further submissions.
3. If others make a similar submission, RPL would be prepared to consider presenting a joint case with them at any hearing.



May 2014

Signed by **J Carter**

Remarkables Park Limited

Remarkables Pak Limited
Further Submission to Proposed Plan Change 48

Submitter Name	Submission Number	Oppose/Support	Reason
Real Journeys	48/8/4	Support	Clarification regarding how the existing baseline for previously consented signage is considered would be helpful.
Real Journeys	48/8/6	Support	Support inclusion of an allowance on wharves and jetties, and support the request for guidance on approximate sizes.
Books and Toys Ltd Wanaka	48/11/1	Support	It is agreed that amendments to signage within signage platforms (subject to compliance with standards) should be a permitted activity.
Wanaka and Districts Chamber of Commerce	49/112/2 and 49/12/3	Support	Support the suggestion that if signage platforms are identified at the time of consent, any changes to signs within platforms should be permitted
Wanaka and Districts Chamber of Commerce	49/12/6	Support	Clarification as to how signage is measured when the same colour as the fascia would be useful
APN Outdoor Limited	49/13/3	Support	Clarification that in some circumstances off-site signs will be appropriate
Queenstown Airport Corporation Limited	48/14/1	Support	Inclusion of definitions for signage platform and arcade directory signage would be useful
Kopuwai Investments Ltd and City Centre Queenstown Ltd	48/15/4-7	Support	Agree that clarification of terms, and provision of interpretive diagrams would be useful
Kopuwai Investments Ltd and City Centre Queenstown Ltd	48/15/8	Support in part	Where Council retains control over the external appearance of buildings, the use of corporate colours should not be included in the calculations for signage
Kopuwai Investments Ltd and City Centre Queenstown Ltd	48/15/9	Support in part	RPL and SPL has requested that signage is considered as part of the resource consent for external appearance. If that approach is not accepted, the suggestion that signage be considered restricted discretionary rather than discretionary is supported.
DNZ Property Fund Limited	48/17/1	Support	The submission that the Plan Change should be amended to implement more balanced sign provisions for commercial areas and in particular for the Remarkables Park Town Centre is supported.
DNZ Property Fund Limited	48/17/2	Support	The suggested amendment to the introductory statement to recognise the positive effects of signage is supported.
DNZ Property Fund Limited	48/17/3	Support	The amendment to Objective 1 to recognise the contribution that signs make to creating a sustainable and vibrant commercial area is supported.
DNZ Property Fund Limited	48/17/5 and 48/17/6	Support in part	Support the proposal to enable signage as a permitted activity within the RPTC

			<p>subject to site standards being met. The submitter lists the standards at submission 48/17/6. It is important that the focus is on quality rather than quantity, and the rules as currently drafted do not reflect this.</p> <p>All buildings in the RPTC require controlled activity consent for external appearance. If a sign is within a platform any changes should be permitted; if outside a platform then changes should be controlled, or at the most restricted discretionary.</p>
DNZ Property Fund Limited	48/17/7	Support	The submitter is correct that the assessment matters don't appear to link with the matters over which control is reserved.
DNZ Property Fund Limited	48/17/9	Support in part	Support the provision of clarification around signage within windows. The submitter appears to be requesting that signage, if not attached to a window (whether visible or not from outside) should not be included within the definition of signage. However, any signage attached to a window is a sign. Further consideration needs to be given to how this works; from an effects point of view it is difficult to differentiate between signage on the window as opposed to signage that is set back slightly.
DNZ Property Fund Limited	48/17/10	Support	Support the inclusion of a non-notification rule for signage within the RPZ.
Progressive Enterprises Limited	48/21/3	Oppose	Supermarket wall signage up to 8m square metres per wall- CON in all zones
Progressive Enterprises Limited	48/21/5 and 7	Oppose	<p>Supermarket wall signage up to 84m square metres per wall- CON in all zones</p> <p>Reference to 84m2 must be in error?</p>
Progressive Enterprises Limited	48/21/9	Oppose	<p>Add new category 8A – A free standing CON- signs 9m high by 3.5m wide at one sign per site</p> <p>While it is recognised that large signage can be appropriate for large scale activities such as supermarkets, the effects of this signage will depend on location and quality. It is important that a stretch of billboards along the State highway is avoided.</p>

**FURTHER SUBMISSION IN SUPPORT OF OR OPPOSITION TO A SUBMISSION
ON NOTIFIED PROPOSED PLAN CHANGE 48 TO THE QUEENSTOWN LAKES
DISTRICT COUNCIL'S OPERATIVE DISTRICT PLAN**

TO: Queenstown Lakes District Council
Private Bag 50072
QUEENSTOWN

ATTENTION: Queenstown Lakes District Council

FURTHER SUBMISSION ON: Proposed Plan Change 48: Signs

NAME: Shotover Park Limited

ADDRESS: PO Box 1075
Queenstown

ATTENTION: J Carter

TELEPHONE: 03 442 3084

EMAIL: j.carter@remarkablespark.com

1. The further submissions are contained on the **attached** schedule.
2. Shotover Park Limited does wish to be heard in support of its further submissions.
3. If others make a similar submission, Shotover Park Limited would be prepared to consider presenting a joint case with them at any hearing.



May 2014

Signed by **J Carter**

Shotover Park Limited

Shotover Park Limited
Further Submission to Proposed Plan Change 48

Submitter Name	Submission Number	Oppose/Support	Reason
Real Journeys	48/8/4	Support	Clarification regarding how the existing baseline for previously consented signage is considered would be helpful.
Real Journeys	48/8/6	Support	Support inclusion of an allowance on wharves and jetties, and support the request for guidance on approximate sizes.
Books and Toys Ltd Wanaka	48/11/1	Support	It is agreed that amendments to signage within signage platforms (subject to compliance with standards) should be a permitted activity.
Wanaka and Districts Chamber of Commerce	49/112/2 and 49/12/3	Support	Support the suggestion that if signage platforms are identified at the time of consent, any changes to signs within platforms should be permitted
Wanaka and Districts Chamber of Commerce	49/12/6	Support	Clarification as to how signage is measured when the same colour as the fascia would be useful
APN Outdoor Limited	49/13/3	Support	Clarification that in some circumstances off-site signs would be appropriate
Queenstown Airport Corporation Limited	48/14/1	Support	Inclusion of definitions for signage platform and arcade directory signage would be useful
Kopuwait Investments Ltd and City Centre Queenstown Ltd	48/15/4-7	Support	Agree that clarification of terms, and provision of interpretive diagrams would be useful
Kopuwait Investments Ltd and City Centre Queenstown Ltd	48/15/8	Support in part	Where Council retains control over the external appearance of buildings, the use of corporate colours should not be included in the calculations for signage
Kopuwait Investments Ltd and City Centre Queenstown Ltd	48/15/9	Support in part	RPL and SPL has requested that signage is considered as part of the resource consent for external appearance of a building. If that approach is not accepted, the suggestion that signage be considered restricted discretionary rather than discretionary is supported.
DNZ Property Fund Limited	48/17/1	Support	The submission that the Plan Change should be amended to implement more balanced sign provisions for commercial areas and in particular for the Remarkables Park Town Centre is supported.
DNZ Property Fund Limited	48/17/2	Support	The suggested amendment to the introductory statement to recognise the positive effects of signage is supported.
DNZ Property Fund Limited	48/17/3	Support	The amendment to Objective 1 to recognise the contribution that signs make to creating a sustainable and vibrant commercial area is supported.
DNZ Property Fund Limited	48/17/5 and 48/17/6	Support in part	Support the proposal to enable signage as a permitted activity within the RPTC

			<p>subject to site standards being met. The submitter lists the standards at submission 48/17/6. It is important that the focus is on quality rather than quantity, and the rules as currently drafted do not reflect this.</p> <p>All buildings in the RPTC require controlled activity consent for external appearance. If a sign is within a platform any changes should be permitted; if outside a platform then changes should be controlled, or at the most restricted discretionary.</p>
DNZ Property Fund Limited	48/17/7	Support	The submitter is correct that the assessment matters don't appear to link with the matters over which control is reserved.
DNZ Property Fund Limited	48/17/9	Support in part	Support the provision of clarification around signage within windows. The submitter appears to be requesting that signage, if not attached to a window (whether visible or not from outside) should not be included within the definition of signage. However, any signage attached to a window is a sign. Further consideration needs to be given to how this works; from an effects point of view it is difficult to differentiate between signage on the window as opposed to signage that is set back slightly.
DNZ Property Fund Limited	48/17/10	Support	Support the inclusion of a non-notification rule for signage within the RPZ.
Progressive Enterprises Limited	48/21/3	Oppose	Supermarket wall signage up to 8m square metres per wall- CON in all zones
Progressive Enterprises Limited	48/21/5 and 7	Oppose	<p>Supermarket wall signage up to 84m square metres per wall- CON in all zones</p> <p>Reference to 84m2 must be in error?</p>
Progressive Enterprises Limited	48/21/9	Oppose	<p>Add new category 8A – A free standing CON- signs 9m high by 3.5m wide at one sign per site</p> <p>While it is recognised that large signage can be appropriate for large scale activities such as supermarkets, the effects of this signage will depend on location and quality. It is important that a stretch of billboards along the State highway is avoided.</p>

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/1/1	Barbara East	Oppose	Definitions - off site signage	Uncouple off site signs and event signs as they are separate activities.	Yes
48/1/2	Barbara East	Oppose in part / support in part	Rules - levels of activities	Off site signage remains non-complying or even be amended to prohibited	Yes
48/1/3	Barbara East	Oppose	Policies	Remove Policy 11 - not required.	Yes
48/1/4	Barbara East	Oppose	Table 4 District wide matters	Increase provision for 4 off site signs and for a duration of 2 months. Remove requirements for event signage for smaller events.	Yes
48/1/5	Barbara East	Oppose	Table 4 District wide matters	Allow up to three banners for large events	Yes
48/1/6	Barbara East	Oppose	Table 4 District wide matters	Allow signs on reserves that describe an activity that is permitted within the reserve.	Yes
48/1/7	Barbara East	Oppose	Table 4 District wide matters	Increase the allowance for real estate signs to a maximum of four per site, but limited to one per company.	Yes
48/1/8	Barbara East	Oppose	Table 4 District wide matters	Include a rule on open homes - limited to a maximum of 4 per property and further limited to a duration of 1 hour before the activity and immediate removal afterwards.	Yes
48/1/9	Barbara East	Oppose	Table 4 District wide matters	Clarification of "construction signs" and limit to a maximum of 4 per site.	Yes
48/1/10	Barbara East	Oppose	Table 4 District wide matters	Trailers - elevate from non-complying to prohibited. These are off site signs.	Yes
48/2/1	Federated Farmers	Oppose in part / Support in part	Rules - levels of activities	Off site signage for businesses sited in rural locations should be a permitted activity where other permitted activity rules are met.	Yes
48/2/2	Federated Farmers	Support	Table 4 District wide matters	Retain rule 8 in Table 4 due to such issues as livestock rubbing against stand alone signs, the height limit in rural areas needs to be at least 3m.	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/2/3	Federated Farmers	Oppose in part	Table 4 District wide matters	Amend Table 4 - Item 14 as follows : Sign-written trailers or vehicles or signs attached to any trailer or vehicle which: a. is parked or visible from on any road, road berm, or public place for the sole purpose of advertising; and/or b. the sign/s on the vehicle and/or trailer are larger than 2 square metres in total.	Yes
48/3/1	David Clarke	Oppose	Assessment matters	Include specific consideration for Arrowtown's Historic Character.	No
48/3/2	David Clarke	Oppose	Assessment matters	Incorporate the Arrowtown Design Guideline 2006 in the Plan Change.	No
48/3/3	David Clarke	Oppose	Assessment matters	Include a provision to include the Arrowtown Planning Advisory Group as a "vetting" agency.	No
48/3/4	David Clarke	Oppose	Table 2 Residential	Include a rule to introduce a requirement for a building owner to designate the proposed signage platform at the time an application for building consent or resource consent is submitted.	No
48/4/1	Mead Stark Ltd	Oppose	Rules - levels of activities	More flexibility to large buildings with multiple tenancies to have a more flexible allowance to enable signage where appropriate to be granted with no non complying activity consent required.	Not stated
48/5/1	New Zealand Historic Places Trust	Support in part	Rules - levels of activities	Include new rule: Any sign attached to a building, memorial, feature, structure or precinct listed as a Category 3 item in Appendix 3 - Inventory of Protected features shall be a controlled activity.	Yes
48/5/2	New Zealand Historic Places Trust	Support in part	Rules - levels of activities	Include new rule: Any sign attached to a building, memorial, feature, structure or precinct listed as a category 1 or 2 item in Appendix 3 - Inventory of protected features shall be a discretionary activity. Include corresponding assessment matters.	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/5/3	New Zealand Historic Places Trust	Support in part	Rules - levels of activities	Add new assessment matters for the above discretionary activity.	Yes
48/6/1	New Zealand Sign and Display Association Incorporated	Oppose	Table 2 Residential and Table 4 District wide matters	That the Council uses sign industry standards (sizes) when selecting appropriate sign areas.	Yes
48/6/2	New Zealand Sign and Display Association Incorporated	Oppose	Table 4 District wide matters	Remove typo from Item 15 - delete "is" insert "it".	Yes
48/6/3	New Zealand Sign and Display Association Incorporated	Oppose	Table 3 Other Areas	Clarification on the term "lighting" and what it covers for the purposes of this Plan Change.	Yes
48/7/1	Queenstown Lakes District Council	Oppose	Definitions - free standing signs	Confirmation that a free standing sign may utilise both faces of the structure allowing that each will be greater than 2 square metres.	Yes
48/7/2	Queenstown Lakes District Council	Oppose	Definitions - sign area	Rewrite the definition to accord with the illustrative diagram.	Yes
48/7/3	Queenstown Lakes District Council	Oppose	Assessment matters	Clarification of how the area of wall signs is to be assessed.	Yes
48/7/4	Queenstown Lakes District Council	Oppose	Table 4 District wide matters	Repetition of items - remove item 19	Yes
48/7/5	Queenstown Lakes District Council	Oppose	Table 1 Commercial	Further analysis of the need and mechanism to impose this prescriptive measure is requested.	Yes
48/8/1	Real Journeys	Support in part	Table 1 Commercial	Supports the removal of a first come first served basis for multiple tenancies for Ground Floor signs but requires further clarification on how the allocation will work in the case of permitted activities.	Yes
48/8/2	Real Journeys	Oppose	Table 1 Commercial	Amend the provision for above ground floor signage to allow for an allocation for each tenancy.	Yes
48/8/3	Real Journeys	Oppose	Table 2 Residential	Include assessment matters for commercial buildings within residential areas.	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/8/4	Real Journeys	Oppose	Assessment matters	Clarification of how existing baseline for previously consented signage is considered.	Yes
48/8/5	Real Journeys	Oppose	Table 4 District wide matters	Amend Item 17 Table 4 to include: For clarification, this does not include sign written or painted vessels located on the surface of the water.	Yes
48/8/6	Real Journeys	Oppose in part / support in part	Table 4 District wide matters	Support the inclusion of an allowance on wharves and jetties, but guidance sought on approximate sizes.	Yes
48/8/7	Real Journeys	Support	General	(Overall -) 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.	Yes
48/9/1	Remarkables Park Limited	Oppose	General	Amend the Plan Change so that it reflects the importance of the quality of signage, rather than the number of signs, and their size.	Yes
48/9/2	Remarkables Park Limited	Oppose	General	Amend the Plan Change so that it is effective in reducing the need to make applications for resource consents for signage.	Yes
48/9/3	Remarkables Park Limited	Oppose	General	Amend the signs plan change to achieve greater efficiency and effectiveness.	Yes
48/9/4	Remarkables Park Limited	Oppose	General	Amend the Section 32 analysis so that it considers and analyses the effects of the Plan Change on the Remarkables Park Zone.	Yes
48/9/5	Remarkables Park Limited	Oppose	Effects on other Plan provisions	That all signage in the Remarkables Park Zone is assessed as part of the controlled activity resource consent for the building.	Yes
48/9/6	Remarkables Park Limited	Oppose	General	That signage platforms are approved at the time of any resource consent for the building. Any signage within a signage platform is a permitted activity.	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/9/7	Remarkables Park Limited	Oppose	General	The Public notice for the Plan Change identifies that the signs bylaw has been discontinued. Explanation and consideration of the implications of this change need to be provided.	Yes
48/10/1	Shotover Park Ltd	Oppose	General	Amend the Plan Change so that it reflects the importance of the quality of signage, rather than the number of signs, and their size.	Yes
48/10/2	Shotover Park Ltd	Oppose	General	Amend the Plan Change so that it is effective in reducing the need to make applications for resource consents for signage.	Yes
48/10/3	Shotover Park Ltd	Oppose	General	Amend the signs plan change to achieve greater efficiency and effectiveness.	Yes
48/10/4	Shotover Park Ltd	Oppose	Effects on other Plan provisions	Amend the signage rules to allow more appropriate signage provisions for industrial and service zones (particularly E1 and E2), recognising the anticipated uses within those areas. This can be achieved by assessing all signage in the Shotover Park Limited land (E1 and E2) as part of the controlled activity resource consent for the building. No further controls are needed.	Yes
48/10/5	Shotover Park Ltd	Oppose	Policies	Insert new policy provisions that recognise the difference between industrial and service zones and town centres, and that reflect a more appropriate approach to signage within the Shotover Park Limited land.	Yes
48/11/1	Book and Toys Ltd Wanaka (Paper Plus)	Oppose	Table 1 Commercial	Clarification (including amendments where required, and objectives and policies) that replacement signage within consented signage platforms will, subject to compliance with Table 4, be Permitted Activities.	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/11/2	Book and Toys Ltd Wanaka (Paper Plus)	Oppose	Table 1 Commercial	All necessary amendments being made to the objectives, policies and rules to provide for an exemption to the 50% glazing rule so that businesses may cover 100% of window glazing with signage for a period not exceeding 90 days in any one calendar year and for a period not exceeding two consecutive weeks.	Yes
48/12/1	Wanaka and Districts Chamber of Commerce	Oppose	Definitions - sign area	Clarification of how signage is assessed where it falls within more than one area as described (i.e. part ground floor, part above ground floor).	No
49/12/2	Wanaka and Districts Chamber of Commerce	Oppose	General	Introduce a rule to require the proposed signage platform to be designated at the time of a building or resource consent application.	No
49/12/3	Wanaka and Districts Chamber of Commerce	Oppose	Table 1 Commercial	Item 5. Reduce controlled activities to permitted activities.	No
49/12/4	Wanaka and Districts Chamber of Commerce	Oppose	Table 1 Commercial	Amend the allowance for above ground floor signs to be treated the same way as ground floor signs.	No
49/12/5	Wanaka and Districts Chamber of Commerce	Oppose	Table 1 Commercial	Increase the 2 square metres allowance for buildings with verandah area above 3 metres. Allow a second sign on these buildings on the second floor.	No
49/12/6	Wanaka and Districts Chamber of Commerce	Oppose	Definitions - sign area	Clarification of how signs are to be measured on the verandah's fascia where the main background colour of the sign is the same as the background colour of the verandah behind it.	No
49/12/7	Wanaka and Districts Chamber of Commerce	Oppose	Definitions - sign area	Clarification of how a sign is to be measured when it is on a post.	No
49/12/8	Wanaka and Districts Chamber of Commerce	Support	Table 1 Commercial	Item 5. Retain - the rule will assist here (in multi-tenanted buildings).	No

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
49/12/9	Wanaka and Districts Chamber of Commerce	Oppose	Table 2 Residential	Amend the size limit for rural residential upwards to 1.5 metres square and an allowance for larger rural residential properties for up to 2 signs of 1.5 metres square.	No
49/12/10	Wanaka and Districts Chamber of Commerce	Oppose	Table 4 District wide matters	Item 6. Amend the plan to include an allowance for more than one sign, but with the same cumulative area of 1.62 square metres.	No
49/12/11	Wanaka and Districts Chamber of Commerce	Oppose	Table 4 District wide matters	Item 4. Delete the proposed rule and retain the existing provision in the Operative Plan.	No
48/13/1	APN Outdoor Limited	Oppose	Definitions - off site signs	Uncouple off-site signs and event signs	Yes
48/13/2	APN Outdoor Limited	Oppose	Table 4 District wide matters	Include event signs as a discretionary activity.	Yes
48/13/3	APN Outdoor Limited	Oppose	Policies	Clarification is needed that offsite signs can be accommodated in appropriate locations / circumstances.	Yes
48/13/4	APN Outdoor Limited	Oppose	Policies	Amend Policy 7 to: To ensure signs relating to a particular activity and / or the use of land or buildings, and that are located on the same site of the activity, land or building are appropriately provided for.	Yes
48/13/5	APN Outdoor Limited	Oppose	Policies	Amend Policy 11 to: To provide in limited circumstances, for off site signs where they are visually compatible with the surrounding environment in which they are located and / or the scale and character of the building to which they are attached.	Yes
48/14/1	Queenstown Airport Corporation	Oppose	Table 1 Commercial	Definitions required for Signage Platform and Arcade Directory Signs	Yes
48/14/2	Queenstown Airport Corporation	Oppose	Table 1 Commercial	Amend the level of activity for Ground Floor Area signs downwards from Controlled to Permitted.	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/15/1	Kopuwai Investments Ltd & City Centre Queenstown Ltd	Support	Rules - level of activities	The alteration of the activity status of most signs from non-complying to permitted, controlled or discretionary activities.	Yes
48/15/2	Kopuwai Investments Ltd & City Centre Queenstown Ltd	Support	Table 1 Commercial	The specific inclusion of "Signage Platforms" into the District Plan.	Yes
48/15/3	Kopuwai Investments Ltd & City Centre Queenstown Ltd	Oppose	Effects on other Plan provisions	Clarification whether commercial area 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	Yes
48/15/4	Kopuwai Investments Ltd & City Centre Queenstown Ltd	Oppose	Definitions - ground floor area signs	Clarification of the definition of ground floor area specific to signage is confusing and needs reconsidering. An interpretative diagram should be included.	Yes
48/15/5	Kopuwai Investments Ltd & City Centre Queenstown Ltd	Oppose	Table 1 Commercial	Clarification is needed regarding first floor signage on multi tenanted buildings. An increased allowance should be considered on these buildings and this should be done on a per tenancy basis.	Yes
48/15/6	Kopuwai Investments Ltd & City Centre Queenstown Ltd	Oppose	Table 1 Commercial	Include consideration for upper floor tenancies with ground floor signage.	Yes
48/15/7	Kopuwai Investments Ltd & City Centre Queenstown Ltd	Oppose	Table 4 District wide matters	The explanation of signs displayed on roofs is confusing and needs to be clarified with an interpretative diagram.	Yes
48/15/8	Kopuwai Investments Ltd & City Centre Queenstown Ltd	Oppose	Definitions - signage	The definition of signage needs to be further clarified to ensure that it does not include the use of corporate colours on buildings.	Yes
48/15/9	Kopuwai Investments Ltd & City Centre Queenstown Ltd	Oppose	Rules - levels of activities	Consideration be given to the use of restricted discretionary activities.	Yes
48/16/1	Town Planning Group	Support	Rules - levels of activities	The alteration of the activity status of most signs from non-complying to permitted, controlled or discretionary activities.	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/16/2	Town Planning Group	Support	Table 1 Commercial	The specific inclusion of "Signage Platforms" into the District Plan.	Yes
48/16/3	Town Planning Group	Oppose	Effects on other Plan provisions	Clarification whether commercial area 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	Yes
48/16/4	Town Planning Group	Oppose	Effects on other Plan provisions	Consideration is required as to how signage is dealt with in heritage precincts and on heritage buildings to ensure that heritage features are not compromised. Avoiding adverse cumulative effects on these areas and buildings is required.	Yes
48/16/5	Town Planning Group	Oppose	Definitions - ground floor area signs	Clarification of the definition of ground floor area specific to signage is confusing and needs reconsidering. An interpretative diagram should be included.	Yes
48/16/6	Town Planning Group	Oppose	Table 1 Commercial	Clarification is needed regarding first floor signage on multi tenanted buildings. An increased allowance should be considered on these buildings and this should be done on a per tenancy basis.	Yes
48/16/7	Town Planning Group	Oppose	Table 1 Commercial	Include consideration for upper floor tenancies with ground floor signage.	Yes
48/16/8	Town Planning Group	Oppose	Table 2 Residential	A greater allowance should be made for signage relating to visitor accommodation, such as allowing two signs no more than 2metres square in area on large sites and sites that have more than one road frontage.	Yes
48/16/9	Town Planning Group	Oppose	Table 3 Other Areas	A greater allowance should be made for signage on large rural properties.	Yes
48/16/10	Town Planning Group	Oppose	Table 4 District wide matters	The explanation of signs displayed on roofs is confusing and needs to be clarified with an interpretative diagram.	Yes
48/16/11	Town Planning Group	Oppose	Definitions - signage	The definition of signage needs to be further clarified to ensure that it does not include the use of corporate colours on buildings.	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/16/12	Town Planning Group	Oppose	Rules - levels of activities	Consideration be given to the use of restricted discretionary activities.	Yes
48/17/1	DNZ Property Fund Limited	Oppose	General	The Plan Change should be amended to implement more balanced sign provisions for commercial areas and in particular for the Remarkables Park Shopping Centre.	Yes
48/17/2	DNZ Property Fund Limited	Oppose	Purpose	Amend the first paragraph of 18.1.1 to: The purpose of signs is to provide information to the general public and to assist to create a sustainable and vibrant commercial environment. There are significant positive effects associated with enabling signage to achieve these outcomes. However, signs may have adverse environmental effects and may conflict with traffic and pedestrian safety.	Yes
48/17/3	DNZ Property Fund Limited	Oppose	Objectives	Amend Objective 1 to: Signs which convey information and assist to create sustainable and vibrant commercial areas, while avoiding or mitigating adverse effects on (i) public safety, convenience and access (ii) the District's important landscape, streetscape, cultural heritage and water area visual amenity values and (iii) the external design and appearance of the building on which a sign is proposed.	Yes
48/17/4	DNZ Property Fund Limited	Oppose	Policies	Amend Objective 1 Policy 2 as follows; delete "lettering design" and limit the application of the policy on commercial areas to above ground floor level signs.	Yes
48/17/5	DNZ Property Fund Limited	Oppose	Policies	Add the following Policy to Objective 1: To enable commercial activities within the Remarkables Park Shopping Centre (RPSC) to advertise by permitting ground floor area signs and above ground floor signs providing RPSC site standards are met.	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/17/6	DNZ Property Fund Limited	Oppose	Table 1 Commercial	Amend to include: Ground floor area signs and above ground floor signs within the Remarkables Park Shopping Centre are permitted providing the following standards are met: (i) No sign shall have flashing or moving elements. (ii) Any sign affixed underneath a verandah must provide a minimum clearance above the footpath of 2.5m. (iii) Above ground floor sign(s) shall not exceed 15 square metres per elevation and shall not obscure windows, architectural features or project above wall parapet level. (iv) Signs attached to the interior or exterior of exterior building glazing shall not exceed 50% of the exterior area of that pane.	Yes
48/17/7	DNZ Property Fund Limited	Oppose	Rules - levels of activities	Amend 18.3.1 to either delete the assessment matters for Controlled Activities or make them consistent with 18.2.4.	Yes
48/17/8	DNZ Property Fund Limited	Oppose	Table 1 Commercial	Amend by Deleting "DIS" and replacing with "RDIS" with consequential changes to Plan change 48.	Yes
48/17/9	DNZ Property Fund Limited	Oppose	Definitions - sign and signage	Include: For the avoidance of doubt, signs and displays within a building (whether or not they are visible from outside the building) are excluded from the signs provisions of Chapter 18. This exclusion does not however apply to signs attached to exterior window panes.	Yes
48/17/10	DNZ Property Fund Limited	Oppose	Rules - levels of activities	Make provision for the non-notification of applications for resource consent for ground floor area signs within the Remarkables park Shopping Centre that do not meet one or more of the permitted activity standards.	Yes
48/18/1	Orchard Road Holdings	Oppose	Activity Table 1	Retain the current provision s allowing up to 5 square metres or 15% of the ground floor area of that face of the buildings as a permitted activity (subject to other Zone standards).	Yes
48/18/2	Orchard Road Holdings	Oppose	Table 4 District wide matters	Amend the rules to allow signage up to 8.64 square metres for land development projects of 6 or more lots.	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/19/1	Wanaka Hardware and Building Supplies Limited (Wanaka Mitre 10)	Oppose	Table 1 Commercial	Retain the current provisions allowing up to 5 square metres or 15% of the ground floor area of that face of the buildings as a permitted activity (subject to other Zone standards).	Yes
48/20/1	Willowridge Developments Limited	Oppose	Table 1 Commercial	Retain the current provisions allowing up to 5 square metres or 15% of the ground floor area of that face of the buildings as a permitted activity (subject to other Zone standards).	Yes
48/20/2	Willowridge Developments Limited	Oppose	Activity Table 3	Increase the size allowance for the Three Parks Tourism and Community Facilities Subzone allowed as a permitted activity.	Yes
48/20/3	Willowridge Developments Limited	Oppose	Table 4 District wide matters	Amend the rules to allow signage up to 8.64 square metres for land development projects of 6 or more lots.	Yes
48/21/1	Progressive Enterprises	Oppose	Policies	Amend policy 1 to include “while recognising accepted and consented signage throughout New Zealand for particular land uses”.	Yes
48/21/2	Progressive Enterprises	Oppose	Rules - levels of activities	Amend Rules 18.2.5 to “Restricted Discretionary Activities”.	Yes
48/21/3	Progressive Enterprises	Oppose	Table 1 Commercial	Add new Category 6A Supermarket wall signage up to 8m square metres per wall – CON all zones	Yes
48/21/4	Progressive Enterprises	Oppose	Table 1 Commercial	Amend Table 1 item 7 to read ‘ Any sign that does not comply with any of 1 – 6A above’ to “ restricted discretionary.	Yes
48/21/5	Progressive Enterprises	Oppose	Table 2 Residential	Add new category 3A as follows: Supermarket wall signage up to 84 square metres per wall – CON all zones	Yes
48/21/6	Progressive Enterprises	Oppose	Table 3 Other Areas	Amend activity status of item 4 to; “any sign that does not comply with any of 1 – 3A above to restricted discretionary	Yes
48/21/7	Progressive Enterprises	Oppose	Table 3 Other Areas	Add new category 4A: “4A Supermarket wall signage – CON all zones up to 84 square metres per wall	Yes

Submission Number	Company / Organisation	Position	Plan Provision	Decision Requested	Wish to be heard
48/21/8	Progressive Enterprises	Oppose	Table 3 Other Areas	Amend table 3 – amend activity status of item 5 – any sign that does not comply with any of 1,2 or 4A above to restricted discretionary.	Yes
48/21/9	Progressive Enterprises	Oppose	Table 4 District wide matters	Add new category 8A - A free standing CON – signs 9m high by 3.5 metres wide at one sign per site	Yes
48/21/10	Progressive Enterprises	Oppose	Table 4 District wide matters	Amend table 4 Item 7 – any sign that does not comply with the requirements of 1 – 6, 8A above – to – restricted discretionary	Yes
48/21/11	Progressive Enterprises	Oppose	Assessment matters	Amend 18.3 by changing all discretionary activity heading to restricted discretionary activity	Yes



Plan Change 48 - Signs

Section 32 Analysis

February 2014

Executive Summary

Signage has been controlled by two mechanisms; the District Plan and the Signs Bylaw. This has created confusion in administration and uncertainty for the public regarding the controls and restrictions that apply. This plan change is premised on the District Plan, specifically the Signage Chapter being the sole planning document controlling signage. A signs Bylaw will no longer apply.

This Plan Change therefore proposes changes to the existing Signage Chapter (Chapter 18) to ensure all signage is covered by the District Plan.

In addition, monitoring and consultation has highlighted opportunities to streamline and clarify consenting requirements around signage control. Accordingly the following key changes are proposed:

- Amendments to the definition of sign.
- Providing for signage platforms, and identification of signs within these as a permitted activity.
- Changes to the activity status from non-complying to permitted, controlled and discretionary for most breaches of signage limits.
- Changing the layout of the chapter to a table based format with like zones grouped together and district wide signage controls provided.
- Greater clarity over the control of signs in the windows of buildings and allocation of signage in multi-tenant situations.
- Increasing the allowance for signage within commercial zones to better align signage allowances with the scale of buildings.
- Greater clarity over potential effects of signage through provision of assessment matters.

The review of signage controls was commenced as part of the work relating to the District Plan review. However, it has been considered that a Plan Change progressed now, can realise a number of opportunities to streamline controls and the independent nature of this chapter means that it can fit relatively easily into any future structure of the District Plan or the wider review.

Section 75(1) *Contents of District Plans* also identifies the elements a plan must state. These are Objectives, Policies and Rules. As part of this Plan Change it is proposed to simplify the content of Chapter 18 and reduce its overall length by no longer identifying the Issues, Implementation Methods and Environmental Results Anticipated within the content of the chapter.

Contents

1.	INTRODUCTION.....	4
2.	POLICY CONTEXT	4
2.1	Statutory Policy Context	4
2.2	Non-statutory Policy Context	4
3.	CONSULTATION	5
4.	RESOURCE MANAGEMENT ISSUES.....	6
5.	PROBLEMS IDENTIFIED WITH THE OPERATION OF SECTION 18 - SIGNS IN THE OPERATIVE DISTRICT PLAN	8
6.	EVALUATION.....	11
6.1	Appropriateness of Objectives to achieve purpose of RMA s32(1)(a)	11
6.2	Identification of Other Reasonably Practical Options s32(1)(b)(i).....	15
6.3	Assessment of Provisions (Policies, Rules and other methods) s32(1)(b)(ii).....	18
6.4	Rules and Methods.....	22
7.	DESCRIPTIVE TEXT FORMERLY IN THE DISTRICT PLAN	30
7.1	ISSUES	30
7.2	Monitoring.....	30
7.3	Environmental Results Anticipated	30
7.4	Explanation and Principal Reasons for Adoption	30
7.5	Implementation Methods	31

INTRODUCTION

This report is an evaluation of the proposed objectives, policies and methods relating to the management of signage within Chapter 18 - Signs of the District Plan under Section 32 of the RMA. At the time of the final preparation of these reports the Resource Management Amendment Act 2013 (RMAA2013) had taken effect (4 December 2013), and this assessment has been undertaken in accordance with these amendments.

POLICY CONTEXT

Statutory Policy Context

There are no matters of specific relevance with regards to signage detailed within any National Policy Statement or the Otago Regional Policy Statement.

Relevant RMA Sections

Section 5 outlines the purpose of the Act as being the promotion of sustainable management of natural and physical resources. Sustainable management means:

“managing the use, development and protection of natural and physical resources in a way, or at a rate, which enables people and communities to provide for their social, economic, and cultural well-being and for their health and safety while –”

The use of signage is an important aspect of commercial operations in advertising their businesses and subsequently providing for economic well-being.

Section 6 outlines matters of national importance. It is not considered that the matter of signage is a matter of national importance.

Section 7 outlines other matters that should be considered when exercising functions and powers in achieving the purpose of the Act.

The following matter is considered relevant:

“7(c) The maintenance and enhancement of amenity values”

Controlling the extent of signage to be established through rules in the District Plan will assist in maintaining the amenity values of the various Zones within the Queenstown Lakes District.

Non-statutory Policy Context

The Queenstown Lakes District Council does have a non-statutory document entitled “Queenstown Town Centre Character Guidelines” that provides insight into the context and attributes of the built fabric of the Town Centre, and guidance to ensure that new development will positively contribute to this area.

The architectural design guidelines contain some philosophies that are relevant and transferrable to signage design.

BACKGROUND REPORTS AND SUPPORTING INFORMATION:

QLDC Signs Monitoring Report Appendix 1

This report has assisted in the identification of relevant issues in terms of the efficiency and effectiveness with the operative plan provisions.

Signs Workshop 24 February 2011 - Questions for Discussion Appendix 2

The questions and list of known issues have been used in conjunction with the identification of known problems to identify the issues with the current provisions of Section 18.

Signs Consultation Brochure Appendix 3

The proposed changes and the responses to the consultation were used as a starting point for amendment of the existing sign provisions.

CONSULTATION

In accordance with the requirements of the RMA, consultation has been undertaken with the local community, practitioners, landowners and other key stakeholders. The consultation undertaken is summarised as follows:

- Consultation was undertaken with (formerly) Lakes Environmental planning staff in January 2012 to identify the issues they experienced with regard to the processing of applications under the operative District Plan provisions relating to signs.
- A workshop was held with local resource management consultants, Lakes Environmental's planning and enforcement staff on 24 February 2012. At this workshop, a list of 'known problems' with the operative sign provisions was circulated, and solutions to fix the problems were identified.
- The Council prepared a monitoring report on the signs provisions. This report was finalised in July 2012 and was formally received by the Council at the Strategy Committee meeting of 28 August 2012.
- A workshop on the signs provisions was also undertaken with the Councillors on 23 August 2012 where it was discussed that the District Plan was the preferred singular high level mechanism for the management of signs.
- In October 2012 a consultation brochure on signs provisions was sent out to sign writers, planning consultants, architects and business groups. The brochure (**Appendix 1**) was also publicly available in Council offices and on the council website. Two responses were received.

- On Friday 15th March 2013 the consultant planner preparing the Section 32 Report on the signs chapter of the District Plan and Council's Senior Policy Analyst Blair Devlin met with Diversified New Zealand Property Fund, developers of the Remarkables Park shopping centre, to discuss their submission.

Following the above, drafting of the Section 32 report and associated provisions commenced.

RESOURCE MANAGEMENT ISSUES FOR SECTION 18 - SIGNS

The following resource management issues are identified in the Operative District Plan under Section 18 - Signs.

"18.1.2 Issues

In order to protect people's safety and well-being some control of signs is required. The Council is also required to avoid, remedy, or mitigate any potential adverse effects on the environment which may arise from the use of signs.

i Safety

The most significant potential adverse effects of signage are on traffic safety, and on visual amenity. In respect of a traffic safety viewpoint, careful consideration needs to be given to advertising along State Highways and major arterial routes, where the potential for conflicts with traffic safety are highest. The potential adverse effects of signs on traffic safety include:

- *distraction of drivers' attention due to inappropriateness of the location, design, size or type of sign.*
- *poor location or design of sign causing impulsive driver action, such as stopping or sudden turning movements without giving an adequate warning signal.*

All signage situated within a State Highway is subject to the controls specified in the Transit New Zealand Bylaw 1987/3. State Highways and roads are designated for their transportation purpose, therefore all activities, including signs, for State Highway or road purposes are permitted as an integral part of the road designation. Any other activities, which are proposed to be undertaken within the State Highway or road, including signs, require the approval of the designating authority, either Transit New Zealand in the case of State Highways or the Council for other roads. Signs located within or along State Highways and other designated roads, other than for roading purposes, have the same potential adverse effects on traffic safety as on-site signs, and therefore may need to be controlled. The Council also

controls signboards on roads within the towns by way of a Bylaw and considers it appropriate to continue to do so.

ii Visual Amenity

The need for controls on signs in the District is also important to ensure the potential visual effects of signs do not adversely affect the amenities of the District. Because of their different characteristics, residential and rural areas are more susceptible than commercial and industrial areas to the potential impacts of signs. Therefore different forms of control are required to maintain and enhance the visual amenities of different areas and to have regard to the cumulative effect of signs over time. The high visual quality of the landscape, townscape, the compatibility of buildings and structures in that landscape is an important factor in the social and economic well-being of the District's inhabitants and businesses. As such the appropriateness of any signs needs to be assessed in terms of the visual environment and the effect they may have on the image of the District.

iii Water Area Values

Because of the intensity of use and popularity of the District's lakes and rivers there is potential for conflict between the various activities and facilities, including signs which are established on or along the perimeter of the major lakes and rivers.

The issues identified within the Operative District Plan are still considered relevant today. Minor changes are necessary to update the references to State Highway administration and its associated sign controls to the now New Zealand Transport Agency regulations.

Other than this minor alteration, the key issues continue to be the effects of signage on visual amenity and traffic safety.

PROBLEMS IDENTIFIED WITH THE OPERATION OF SECTION 18 – SIGNS IN THE OPERATIVE DISTRICT PLAN

The following seven issues have been identified in relation to the operative provisions of Section 18 - Signs. Issues were identified from monitoring, public consultation and feedback from local authority consents and enforcement staff.

1. The Use of the QLDC Signs Bylaw 2006 and the District Plan to Control Signs

Both submitters on the signs consultation brochure and those persons who attended the signs workshop in February 2012 identified that the dual control of the QLDC Signs Bylaw 2006 (“Signs Bylaw”) and the District Plan to control signs is confusing and that the two documents include a number of inconsistencies.

The general public has no singular document in which to assess their proposed signs for compliance with the applicable rules. Often members of the public will review the District Plan see that their signs comply with the provisions contained within Section 18 and proceed to establish them without obtaining a Signs Permit as there is no reference to the Signs Bylaw in the District Plan.

The Signs Bylaw contains different prohibited signs to those listed within Section 18 of the District Plan and other inconsistencies such as the maximum height for veranda face signs which varies between the Signs Bylaw and the District Plan.

In summary, the dual control mechanism for controlling signs creates a level of complexity that is not considered necessary or appropriate for a resource management issue such as signs.

2. The Definition of Signs

The definition of sign in the District Plan states:

“Means:

- a) any name, figure, character, outline, display, delineation, announcement, design, logo, mural or other artwork, poster, handbill, banner, captive balloon, flag, flashing sign, flat board, free-standing sign, illuminated sign, moving signs, roof sign, sandwich board, streamer, hoarding or any other thing of a similar nature which is:
 - i) intended to attract attention; and*
 - ii) visible from a road or any public place; and**
- b) all material and components comprising the sign, its frame, background, structure, any support and any means by which the sign is attached to any other thing”.*

This definition is incredibly broad and effectively captures almost every form of physical advertising within the District.

Recently, a number of resource consent and compliance issues have arisen regarding when a window display and/or signage located within a building (but visible through a window) constitutes signage that is controlled by the District Plan and/or the Signs Bylaw.

It is noted that the singular Objective for signs in Section 18 of the Operative District Plan refers specifically to “outdoor signs”. The Objective states:

*“Outdoor signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access or on the visual amenities of the Districts important landscape, townscape, heritage and water area values”.***[emphasis added]**.

Additionally, four out of the eight policies¹ supporting this objective refer specifically to outdoor signs. In addition, Part 2 of the Operative District Plan – *Information and Interpretation* at Section 2.14 outlines the information requirements for land use consents and at (n) refers to outdoor advertising as follows:

*“Outdoor Advertising
Any outdoor advertising proposed, including the dimensions, height, lettering and location (freestanding or on buildings) of any signage, or any illumination proposed.”*

It is clear that the intention of the existing District Plan sign provisions is to manage only signs/advertising located on the exterior face of buildings however, the definition of signs does not offer such a clear interpretation.

Clarification needs to be provided as to when Council no longer has control over signage/advertising that is visible through a window to give retailers and commercial building owners some certainty over the use of their shopfront windows.

3. Activity Status for Signs

The signage provisions in Section 18 - Signs of the District Plan are Zone Standards. Accordingly, all signs that require resource consent will have a Non-Complying Activity status.

Signs are an anticipated feature within all Zones (to varying degrees) and therefore requiring such a restrictive activity status is considered inappropriate.

The QLDC Signs Monitoring Report 2012 recorded that between November 2003 and February 2012, 343 resource consent applications for signage had been triggered². A total of 64% of these applications were for signs within the Town Centre Zones³.

Only 15 of the total 343 resource consent applications⁴ or 4.3% were publically notified. Only 2.25% of the applications within the Town Centre Zones were publically notified.

¹ Section 18 – Signs of the Operative Queenstown Lakes District Plan page 18-2 policies 1,3, 5 and 7

² QLDC Signs Monitoring Report 2012 – Section 8, page 20

³ QLDC Signs Monitoring Report 2012 – Section 8, page 21

⁴ QLDC Signs Monitoring Report 2012 – Section 8, page 21

Given that the majority of sign consents applied for are approved on a non-notified basis, the Non-Complying Activity status is considered overly restrictive. This reporting also identifies that the key area for advantages to be gained in streamlining consent requirements would be in the town centres.

4. Issues with the Size Limits for Signs

The predominant method of triggering resource consent for signs under the existing provisions of Section 18 - Signs of the District Plan is through the specification of maximum size and/or area of signs. Any sign that does not meet the specifications requires Non-Complying Activity consent.

In the Town Centre Zone for example, ground floor signage is restricted to a cumulative 5m² or 15% area of a buildings frontage (whichever is the least).

On large commercial buildings with multiple tenants, Non-Complying Activity consent for signs will normally be triggered even when signage has been specifically and purposefully designed to complement the scale and nature of the building.

The signage provisions are generally written on a 'per building' basis. This approach does not take into consideration that some buildings contain multiple tenancies which each requiring an apportionment of signage for their respective business.

Specifically, the issue with the existing sign provisions for the ground floor of buildings in the Town Centre Zone is that the first tenant in a large building can legitimately establish up to 5m² of signage and then every subsequent tenant in the same building must apply for Non-Complying Activity consent to establish any signage for their business.

Overall, it has been identified that a more simple method of permitting an appropriate level of signage on a per tenancy basis is required as well as providing for a sufficient level of signage on large buildings containing multiple tenants.

5. General Chapter Wide Issues

Submitters on the signs consultation brochure and attendees at the signs workshop in February 2012 have identified that the layout of the existing signs rules in Section 18 of the District Plan is difficult to read and assess.

Specifically, the long lists of Zones to which the signs do and do not apply are not concise and create difficulty in considering the applicable rules. Vivian and Espie have suggested that changing the rules in Section 18 to a table format would help reduce the bulk of this section and make the provisions easier to read.⁵

It has also been established that some of the Section 12 Special Zones such as; Frankton Flats A and Remarkables Park (Activity Area 8) do not have any rules for signage.

⁵ Vivian and Espie Submission on Signs Issues and Options Brochure dated 2 November 2012

Additionally, the existing rules provide restrictions on the type and size of many different signs but there are no interpretive diagrams in the District Plan to define the various sign types (although there are within the Signs Bylaw). This can lead to inconsistent decision making and debate as to what rules should apply to specific signs.

6. Assessment Matters

Section 18 – Signs of the District Plan currently contains Assessment Matters for signage contained only within the Jacks Point Resort Zone and Mt Cardrona Special Zone.

Vivian and Espie have also identified this matter in their submission on the Signs Issues and Options Brochure. Specific assessment criteria are considered necessary to be added to the District Plan to enable guidance and consistency in the assessment of sign applications.

7. Monitoring

The QLDC Signs Monitoring Report 2012 recognises the difficulty in monitoring with the current provisions where it is stated that:

“It is difficult to determine which signs are consented, either through the bylaw or the District Plan, and which signs are illegal”.⁶

Compliance officers have acknowledged the difficulties and inefficiencies in accessing sign permit records, resource consent decisions and their subsequent variations to determine the lawfulness (or not) of existing signage.

Any new provisions should be easy and effective to monitor.

EVALUATION

Appropriateness of Objectives to achieve purpose of RMA

Currently the single Objective and its supporting Policies for signs in Section 18 – Signs of the District Plan provide little meaningful guidance to the establishment of new signs other than a broad indication of protecting landscape and visual amenity values and preventing adverse safety effects.

It is proposed to reword the existing Objective and Policies and provide additional Objectives and Policies to provide more meaningful guidance in terms of what the Council seeks to achieve in relation to the establishment of signs within the District.

The existing Objective and Policies for the management of signs within all Zones of the District Plan are set out below:

Section 18 - Signs

“Objective 1 – Outdoor Signs

⁶ QLDC Signs Monitoring Report 2012 Section 7.3 page 16

Outdoor signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access or on the visual amenities of the District's important landscape, townscape, heritage and water area values.

Policies:

- 1 To ensure the number, size, location and nature of outdoor signs in different areas are in accordance with the character and amenity of those areas and the community's desire to maintain and/or enhance the environment, appearance or visual amenity through attention to:
 - lettering design
 - site specific locations
 - relationship to background surroundings
 - the number, area and height of signs
 - ensuring signs are designed in sympathy with local amenity, visual and heritage values
 - the effect of illumination on adjoining properties and public places.*
- 2 To ensure that waterfront signage only provides essential information and directions for people.*
- 3 To ensure the display of outdoor signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views, of motorists or pedestrians.*
- 4 To ensure all signs are constructed and placed in a manner which does not pose a danger to property or people.*
- 5 To ensure outdoor signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.*
- 6 To enable a wide range of sign types within commercial areas consistent with public safety, access needs and the overall character of the area.*
- 7 To ensure outdoor signs are limited to those relating to a particular activity, the use of land or buildings, and located on the site of that activity, land or building.*
- 8 To support the establishment of information signs, and lay-bys, at the entrance to the District's settlements, and at sites of natural or historical interest.*

These provisions are proposed to be re-worded and added to with a series of new Objectives and Policies that provide more meaningful direction to the appropriate establishment of signage. The proposed objectives and policies are set out below:

Objective 1 –Signs

Signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access and on the District's important landscape, streetscape, cultural heritage and water area visual amenity values.

Policies:

- 1 *To ensure the number, size, location and design of signs in different areas are compatible with the character and amenity of those areas.*
- 2 *When located on buildings, to ensure the design and display of signs is consistent with and complementary to the overall design of the building through attention to:*
 - *lettering design*
 - *location on the building*
 - *relationship to the architectural features of the building and any adjacent buildings*
 - *the number, area and height of signs*
 - *ensuring signs are designed in a way that is compatible with and sympathetic to the amenity, visual, heritage and streetscape values of the surrounding area*
 - *the effect of illumination on adjoining properties and public places.*
- 3 *To ensure the design and display of signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views of, motorists or pedestrians.*
- 4 *To ensure all signs are constructed and located in a manner that does not pose a danger to property and/or obstruction to pedestrians.*
- 5 *To ensure signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.*
- 6 *To enable a diversity of sign types within commercial areas that provide for effective communication of business information and enable commercial individuality whilst maintaining public safety, access needs and the overall character of the area.*
- 7 *To ensure signs are limited to those relating to a particular activity and/or the use of land or buildings, and are located on the site of that activity, land or building.*
- 8 *To support the establishment of information signs and lay-bys at the entrance to the District's settlements and at sites of natural, historical or tangata whenua interest.*
- 9 *To support the use of traditional Kai Tahu (tangata whenua) place names within the District.*
- 10 *To promote the identification of signage platforms so that signage is considered at the time of building design and to streamline changes in signs associated with changing tenants through the life of a building.*

- 11 *To provide, in limited circumstances, for offsite signs where it is not practical to display the sign on the site where the activity occurs.*
- 12 *To provide, in limited circumstances, for signs on commercial buildings of a size or dimension which exceeds that otherwise anticipated in the area where the increased size is visually compatible with the surrounding environment and the scale and character of the building to which it relates*
- 13 *To manage the extent of signage on windows to promote passive surveillance of streets and encourage visual interest for pedestrians.*

Objective 2 – Signs on Waterfronts, Wharves and Jetties

Signs located on waterfronts, wharves and jetties (including signs on buildings on wharves and jetties) that convey necessary information while preserving a high standard of amenity and public views

Policies

- 1 *To provide for signs that convey information regarding commercial activities and services that operate from or adjacent to the wharf, jetty or waterfront on which the sign is located.*
- 2 *To ensure that waterfront signs provide only essential information directly associated with activities based on the surface of lakes and rivers or undertaken within buildings located on wharves and jetties and/or the waterfront*
3. *To ensure that signs on wharves, jetties and waterfronts do not detract from the views and amenity of the foreshore and of the lakes and rivers through inappropriate placement, size and colour.*

RMA Provision	Evaluation
Section 5(2)(a)	<p>The Objectives set out above seek to sustain the potential of natural and physical resources (particularly the Districts landscape and visual amenity values) to meet the reasonably foreseeable needs of future generations.</p> <p>The objectives recognise the importance of the Districts landscape and visual amenity values and the importance of preserving views and amenity along the Districts waterways.</p>
Section 5(2)(b)	<p>The Objectives do not safeguard the life supporting capacity of air, water, soil and ecosystems. The effects of signage are generally limited to visual effects as opposed to the life supporting elements of natural resources.</p>
Section 5(2)(c)	<p>The Objectives aim to avoid, remedy or mitigate the effects of signage on the environment by directing that signage should be enabled only where it is necessary for the provision of important information, does not</p>

	endanger people (through its materials and location or indirectly by causing distraction) and where the number, size, location and nature of signs is in accordance with the character and amenity of the area in which it is established.
Social wellbeing	<p>The Objectives provide for social well-being by maintaining and/or enhancing the landscape and visual amenity values which are highly regarded by the community through the control of signage that is inappropriate (location, size and content).</p> <p>Proposed Objective 2 in particular seeks to avoid signs near waterfronts and reserve areas other than those providing essential information. These policies aim to protect the important publicly accessible recreational areas of the District from visual degradation.</p>
Economic wellbeing	The proposed objectives seek to emphasise the important contribution that signs make to the economic well-being of the business community.
Health and safety	The objectives specifically set up a framework to manage the potential health and safety effects associated with the placement and location of signs.
Cultural wellbeing	The existing Objective and Policies do not explicitly or implicitly provide for cultural wellbeing. Signage can result in a positive effect in this regard. Objective 1, Policies 8 and 9 provide support to the district wide approach of acknowledging tangata whenua.
Section 6	The Objectives specifically protect the special amenity and character of the waterfront areas - a Section 6 matter.
Section 7	The Objectives seek to recognise the potential for signage to affect amenity values.

In summary, it is considered the proposed objectives are the most appropriate way to achieve the purpose of the Act.

Identification of Other Reasonably Practical Options

In determining the most appropriate way to achieve the Objectives identified above the following were considered reasonably practical options.

1.1.1 Option 1: Status quo/ No change

Leaving the provisions for the management of new signs in the District Plan. This would not necessarily address the seven identified issues listed in Section 6 above.

Option 2: Retain and Improve

Retain the majority of the operative Objective, Policies and rules for the management of new signs in the District Plan but amend where appropriate to address the identified issues. This would not resolve the issue of the dual control mechanism (Signs Bylaw and District Plan) that currently exists.

Option 3: Comprehensive Review

Complete a review of the entire approach to the management of new signs in the District with the intention of using the District Plan as the singular statutory control i.e. remove the need for the dual approach with the Signs Bylaw.

	Option 1: Status quo/ No change	Option 2: Retain and Improve	Option 3: Comprehensive Review
Costs	<i>Does not address the identified issues, and risks the ongoing ambiguity with the existing sign provisions in the District Plan and the link to the Signs Bylaw.</i>	<i>Has costs associated with going through the Plan review process.</i>	<i>Would impose a cost associated with going through the Plan change process.</i>
	<i>Applicants will continue to incur costs for resource consents for signage that is generally found to be appropriate and processed on a non-notified basis.</i>	<i>The Signs Bylaw will still have a role in the management of signage and may also need updating to be consistent with the District Plan.</i>	
Benefits	<i>Low cost for Council.</i>	<i>Retains the established approach to management of signs and improves the current ambiguity between the District Plan provisions and the Signs Bylaw.</i>	<i>Would allow a fresh and comprehensive look at the Signs section of the District Plan enabling a single point of reference for the management of signs within the District.</i>
			<i>Would enable an updating of the format of the rules and amendments/introduction of rules, Objectives, Policies and assessment matters to provide guidance on the implementation of signs in the District. .</i>
Ranking	3	2	1

A key aim in considering a review of this chapter has been to assist in simplification and to provide greater clarity and certainty.

In accordance with these aims and based on the assessment above, Option 3: Comprehensive Review, is considered the most practicable option.

This recognises that the existing Objective and Policies are reasonably effective, but that a number of changes could be made to address the identified issues with the rules and the removal of the complexity of using both the District Plan and a Bylaw to better achieve the purpose of the Act.

It should be noted that a Bylaw would generally need to be revoked to no longer have effect. However, the current signage Bylaw was not reviewed within the timeframes required of the LGA and therefore is deemed to have been revoked. Accordingly, no further process is required to ensure signage is controlled only through the District Plan.

Assessment of Provisions (Policies, Rules and other methods)

It has been established that the Objectives are the most appropriate way of achieving the purpose of the Act. This section will consider whether, having regard to their efficiency and effectiveness, the proposed Policies are the most appropriate way to achieve the Objectives. The Policies may relate to more than one Objective.

The following table provides an assessment and summary of the reasons for deciding on the Policies.

- (a) The assessment of the efficiency and effectiveness of provisions is based on the assessment of costs and benefits, risk and any other relevant matter identified.

The assessment of relevant benefits and costs is undertaken in terms of environmental, economic, social and cultural matters. This will include opportunities for economic growth that are anticipated to be provided or reduced and employment anticipated to be provided or reduced where relevant. If practical the benefits and costs will be quantified.

The assessment of the risk of acting or not acting will only be undertaken if there is uncertain or insufficient information about the subject matter or provisions.

From the 'Signs' chapter '

Objective 1 – Signs

Signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access and on the District's important landscape, streetscape, cultural heritage and water area visual amenity values.

Policies for Achieving Objective 1

- 1 To ensure the number, size, location and design of signs in different areas are compatible with the character and amenity of those areas.
- 2 When located on buildings, to ensure the design and display of signs is consistent with and complementary to the overall design of the building through attention to:

- lettering design
 - location on the building
 - relationship to the architectural features of the building and any adjacent buildings
 - the number, area and height of signs
 - ensuring signs are designed in a way that is compatible with and sympathetic to the amenity, visual, heritage and streetscape values of the surrounding area
 - the effect of illumination on adjoining properties and public places.
- 3 To ensure the design and display of signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views of, motorists or pedestrians.
 - 4 To ensure all signs are constructed and located in a manner that does not pose a danger to property and/or obstruction to pedestrians .pedestrians.
 - 5 To ensure signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.
 - 6 To enable a diversity of sign types within commercial areas that provide for effective communication of business information and enable commercial individuality whilst maintaining public safety, access needs and the overall character of the area.
 - 7 To ensure signs are limited to those relating to a particular activity and/or the use of land or buildings, and are located on the site of that activity, land or building.

- 8 To support the establishment of information signs and lay-bys at the entrance to the District's settlements and at sites of natural, or historical or tangata whenua interest.
- 9 To support the use of traditional Kai Tahu (tangata whenua) place names within the District.
- 10 To promote the identification of signage platforms so that signage is considered at the time of building design and to streamline changes in signs associated with changing tenants through the life of a building.
- 11 To provide, in limited circumstances, for offsite signs where it is not practical to display the sign on the site where the activity occurs.
- 12 To provide, in limited circumstances, for signs on commercial buildings of a size or dimension which exceeds that otherwise anticipated in the area where the increased size is visually compatible with the surrounding environment and the scale and character of the building to which it relates

To manage the extent of signage on windows to promote passive surveillance of streets and encourage visual interest for pedestrians.

Efficiency and Effectiveness ^(a)	Benefits ^(b)	Costs ^(b)	Risk acting/ not acting ^(c)
<p><i>The proposed Policies outlined above achieve the Objective by cumulatively addressing the key potential effects of signage which occur in the District which are listed in the objective being safety, convenience and access, and visual amenities.</i></p> <p><i>Specifically, Policies 2, 3 and 6 address the need to ensure public</i></p>	<p><i>The environmental benefits of the proposed policies include the maintenance and/or enhancement of the environment, appearance and visual amenity of the District.</i></p> <p><i>Of particular importance is reference in Policy 13 to retaining visual permeability between buildings and the streetscape. This Policy is directly intended to support the</i></p>	<p><i>The proposed Policies supporting this Objective may have an economic cost to the business community.</i></p> <p><i>Specifically, proposed Policy 4 will discourage the use of signs that obstruct pedestrian access. In the Town Centres, flat boards / sandwich boards have historically been an impediment to pedestrian access (even though they are not permitted</i></p>	<p><i>There is no uncertainty regarding the .proposed Policies.</i></p>

<p>safety.</p> <p><i>Policy 4 directly addresses the need to avoid obstructions (flat boards etc.) for convenience of access for pedestrians.</i></p> <p><i>Policies 1 5, 6, 7 and 13 promote the maintenance of visual amenity either directly through reference to content/materials or indirectly through requiring only signage that is necessary for the provision of important information. These policies also recognise the important role signage plays for businesses and therefore economic activity.</i></p> <p><i>Policies 8 and 9 promote the on-going recognition of the importance of tangata whenua values in the District.</i></p> <p><i>Policy 10 provides for an avoidance of duplication of consents, consequential to changing needs.</i></p> <p><i>Policies 11 and 12 provide for non-standard circumstances.</i></p> <p><i>Overall the Policies are considered to effectively and efficiently achieve the proposed Objective.</i></p>	<p><i>proposed rule of no more than 50% coverage of glazing to avoid substantially changing the function of windows in the Town Centres and thus the visual amenity of the streetscape as detailed in the Objective.</i></p> <p><i>The economic benefits are that the proposed Policies (particularly Policy 5, 10, 11, 12 and 13) support the establishment of a diverse range of signage within commercial areas of the District. This recognises the importance of advertising to a business's economic well-being. Providing for identification of signage platforms will improve cost efficiencies for business in updating or changing signs.</i></p> <p><i>Encouraging the use of cultural recognition is deemed to be beneficial to the overall interpretation and enjoyment of the District.</i></p>	<p><i>outside the boundary of the site to which they relate) and this Policy may result in a greater impediment to approving these types of sign in the future. This may reduce cost effective sign options for some businesses.</i></p>	
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From the 'Signs' chapter '

Objective 2 – Signs on Waterfronts, Wharves and Jetties

Signs located on waterfronts, wharves and Jetties (including buildings on wharves and jetties) that convey necessary information while preserving a high standard of amenity and public views.

Policies for Achieving Objective 2

- 1 *To provide for signs that convey information regarding commercial surface of the water activities that berth from or adjacent to the wharf, jetty or water front on which the sign is located.*
- 2 *To ensure that waterfront signage provides only essential information directly associated with activities based on the surface of the water or undertaken within buildings that are established on wharves and jetties.*
- 3 *To ensure that signage on the Districts wharves, jetties and water fronts does not detract from the views and amenity of the foreshore and the lakes and rivers through inappropriate placement, size and colour of signage.*

Efficiency and Effectiveness ^(a)	Benefits ^(b)	Costs ^(b)	Risk acting/ not acting ^(c)
<p><i>The proposed Policies outlined above achieve the Objective by providing clear direction that signage on jetties and wharves must be associated with activities undertaken on or in directly adjacent proximity to the wharf and jetty concerned.</i></p> <p><i>This ensures that large event signs or signs advertising activities and businesses that are not associated with the wharf or jetty in question will not be able to be established on wharves and jetties.</i></p>	<p><i>The proposed Policies are considered to have positive environmental effects by placing significant emphasis on protection of views and amenity of the foreshore and surface of the water – particularly proposed Policy 3.</i></p> <p><i>Further, the proposed Policies also seek to limit signage to only that necessary and directly associated with surface of the water activities that berth at the wharf/jetty/waterfront in question or activities established</i></p>	<p><i>The proposed Policies are considered to have no social and cultural costs.</i></p> <p><i>The environmental costs are that there will be an opportunity for some commercial signage to be established along the Districts wharves, jetties and waterfronts. However, with full Discretion proposed for any such signage the environmental costs are considered to be less than is the case with the existing District Plan provisions which</i></p>	<p><i>There is no uncertainty regarding the proposed Policies.</i></p>

<p><i>Further, the proposed Policies (in association with the proposed Rules) will close an anomaly in the District Plan that would allow any signs on Wharves and Jetties to be established as a Permitted Activity (no provisions currently exist for signage in the Queenstown Town Centre Waterfront Zone.</i></p> <p><i>By restricting the number or type of advertisers (Policy 1) who can advertise on wharves and jetties and associated buildings as well as providing direction on the protection of visual amenity values (Policy 3) it is considered that the Policies will achieve the purpose of the proposed Objective which primarily is to preserve a high standard of amenity and public views along the Districts waterways.</i></p>	<p><i>within buildings on the Wharf or jetty in question.</i></p> <p><i>Accordingly, these proposed Policies (particularly Policies 2 and 3) will aid in preventing a proliferation of signage on the Districts important water fronts and reduce the visual impact of signs in these areas.</i></p> <p><i>In terms of economic effects the proposed Policies are expected to provide direction as to what waterfront signage will be considered appropriate therefore applicants have direction as to whether their signage proposal will be acceptable prior to spending money on an uncertain (Discretionary) resource consent process.</i></p> <p><i>The proposed Policies are not considered to have any social or cultural benefits.</i></p>	<p><i>as described above contain an anomaly that provide for signage on wharves and jetties to be Permitted Activities.</i></p> <p><i>With the proposed Policies/Objectives and Rules the Council will have the opportunity to assess signage and consider its appropriateness through guidance in the District Plan. This is not necessarily the case with the existing provisions.</i></p> <p><i>In terms of economic costs, the proposed policies are intended to prevent 'significant' amounts of signage on or near the Districts water fronts therefore, there may be commercial operators who find these policies restrictive and an impediment to the successful advertising of their business and overall economic well-being.</i></p>	
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Rules and Methods

It has been established above that the proposed policies are the most appropriate way of achieving the objectives. This section will consider whether, having regard to their efficiency and effectiveness, the proposed amendments to rules and other methods are the most appropriate for achieving the Objectives. The rules may relate to a number of Objectives.

The following tables provide an assessment and summary of the reasons for deciding on the provisions.

Definitions and Interpretative Diagrams			
As part of the Review of Section 18 – Signs of the District Plan it is proposed to amend the definition of “Signs”. In addition, it is proposed to add interpretative diagrams into Appendix 4 of the District Plan to describe and detail the various sign types.			
Efficiency and Effectiveness ^(a)	Benefits ^(b)	Costs ^(b)	Risk acting/ not acting ^(c)
<p><i>The proposed amendment to the definition of sign will remove the current ambiguity and inconsistent assessment of signs/advertising established <u>within</u> the internal structure of a building.</i></p> <p><i>Specifically, the definition will align with the existing Objective and Policies by assessing only external/outdoor signs. Accordingly, the proposed definition will be effective in achieving the proposed Objectives.</i></p> <p><i>The addition of interpretative diagrams will assist in providing a consistent understanding and assessment of signs and will</i></p>	<p><i>The amended definition will reduce compliance and enforcement monitoring issues by specifying that only external signage on a building is considered under the signs provisions.</i></p> <p><i>This will also simplify and/or reduce the need for resource consent for some advertising which will be of economic benefit to commercial businesses and will avoid unnecessary consent applications for Council planning staff to consider.</i></p> <p><i>Both the new definition and the interpretative diagrams will increase consistency in the assessment of signage throughout the District.</i></p>	<p><i>The proposed definition introduces a small risk that some business owners in the commercial areas and particularly the Town Centre Zones will ‘blanket out’ their entire <u>internal</u> window frontages.</i></p> <p><i>This risk is considered to be low and acceptable given the significant reduction in ambiguity the new definition will provide (in regards to whether internal advertising is controlled by the District Plan).</i></p> <p><i>In addition, signage of this nature that blankets out a sufficient area of internal glazing (i.e. greater than 50%) in the commercial areas would be deemed a change to the external</i></p>	<p><i>It is considered that there is no uncertainty in making the suggested amendments/additions.</i></p>

<p>therefore be effective in achieving the proposed Objectives.</p>		<p>appearance of a building because the glazing would no longer perform its designed function of being a permeable surface and allowing for interaction between the inside of a shop and the streetscape. This can be enforced as a change of external appearance pursuant to the provisions of Section 10 – Town Centres and Section 12 – Business and Industrial Zones of the District Plan and resource consent required if necessary. Resource consent RM100816 Night and Day Foodstuffs Limited sets a precedent signage deemed a change to the external appearance of glazing.</p>	
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Commercial Zone Rules

As part of the Review of Section 18 – Signs of the District Plan it is proposed to amend the format of the signs rules such that there are four Tables outlining the rules for signs in the Commercial, Residential, and Other Zones as well as general District Wide sign provisions. Proposed Activity Table 1 contains the rules for the Districts Key Commercial Zones.

Efficiency and Effectiveness ^(a)	Benefits ^(b)	Costs ^(b)	Risk acting/ not acting ^(c)
<p>The proposed rules in Table 1 – Commercial Zones are considered effective at achieving the Objectives.</p> <p>The proposed rules recognise the commercial/economic importance of signs by allowing for a number of important information signs (arcade directory, upstairs entrance signs</p>	<p>The proposed rules for Permitted Activities will reduce the time, cost and uncertainty to commercial businesses that currently and unnecessarily overshadows the approval process for signs in the District.</p> <p>It will reduce the number of small and</p>	<p>The proposed rules will result in a small cost in that the Council will no longer have control over the design of every sign established within the District.</p> <p>This loss of ‘control’ is expected to have a negligible cost because the Permitted signage will be in key</p>	<p>It is considered that there is no uncertainty in making the suggested amendments/additions.</p>

<p><i>etc.) and signs within previously assessed and approved sign platforms to be established as Permitted Activities in the key commercial Zones where signage should be reasonably anticipated.</i></p> <p><i>The proposed rules allow for other signs to be considered as a Controlled Activity provided they do not exceed 15% of a buildings frontage or an individual tenancies proportional frontage.</i></p> <p><i>This recognises the importance of signage for commercial businesses and provides certainty of approval for a level of signage considered appropriate within the key Commercial Zones of the District. The requirement for Discretionary Activity consent for any signs that breach the Permitted or Controlled Rules is considered to afford appropriate protection to the landscape and visual amenity values that are important to the District.</i></p> <p><i>These rules achieve the Objectives 1 and 2 by providing a more 'permissive' approach to signage within the key commercial areas of the District whilst remaining cognisant of the protection of visual amenity and streetscape values.</i></p>	<p><i>inconsequential signage consents processed by Council.</i></p> <p><i>The Controlled activity provisions provide for a greater level of signage than is currently provided for under the District Plan but enables each tenant to provide signage for their own tenancy by removing the current 'first in first served' approach to all allocated signage on a building.</i></p> <p><i>The proposed Controlled activity status will continue to allow Council input into the management of sign content/materials/colours to protect landscape/visual amenity.</i></p> <p><i>The proposed Discretionary Activity status for signs in contravention of the Permitted and Controlled Activity rules allows for additional signage to be considered on its merits but still provides the Council with sufficient discretion to decline inappropriate signage to protect character, visual amenity and streetscape values.</i></p>	<p><i>commercial areas where signage (and its associated effects) are anticipated.</i></p> <p><i>Further, while the design and content of some signs will no longer be directly able to be controlled by Council the location and size of signage platforms will still be assessed by the Council.</i></p> <p><i>The costs of altering the signage provisions through a formal plan change have already been considered and budgeted for as part of the overall District Plan Review process.</i></p>	
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Residential Zone Rules

As part of the Review of Section 18 – Signs of the District Plan it is proposed to amend the format of the signs rules such that there are four Tables outlining the rules for signs in the key Commercial, Residential, and Other Zones as well as general District Wide sign provisions. Proposed Activity Table 2 contains the rules for the Districts Residential Zones.

Efficiency and Effectiveness ^(a)	Benefits ^(b)	Costs ^(b)	Risk acting/ not acting ^(c)
<p><i>The proposed rules in Table 2 – Residential Zones are considered effective at meeting the Objectives.</i></p> <p><i>The proposed rules recognise the commercial/economic importance of signs by allowing for the establishment of limited signage as a Permitted Activity.</i></p> <p><i>This provides commercial businesses in the Residential Zones certainty that they will be able to have a small amount of signage appropriate to the residential setting.</i></p> <p><i>Any signs that exceed the requirements for Permitted Activities can still be considered on their merits as a Discretionary Activity.</i></p> <p><i>This activity status enables Council the Discretion to grant consent if the environmental effects are appropriate for the character and amenity of the area.</i></p>	<p><i>The proposed rules enable small amounts of commercial signage to be established in the residential areas as a Permitted Activity.</i></p> <p><i>This provides certainty for commercial operators in these areas that signs can be established as of right.</i></p> <p><i>With Council retaining Control over the signage being established that exceeds the permitted limits the environmental effects of signs such as the character and amenity effects on residential areas and the community's desire to maintain and/or enhance the environment, appearance or visual amenity dominance on the streetscape etc. can be effectively avoided, remedied or mitigated whilst still streamlining the consent process.</i></p> <p><i>Such rules are effective in meeting the Objectives and particularly Objective 1.</i></p>	<p><i>The proposed Permitted Activity status has some potential cost associated with not requiring approval for the content or location of signs if they meet the permitted standards.</i></p> <p><i>This cost is considered to managed to an acceptable level through the size restrictions that is proposed (0.5m2)</i></p>	<p><i>It is considered that there is no uncertainty in making the suggested amendments/additions.</i></p>

Rural Zone Rules			
<p>As part of the Review of Section 18 – Signs of the District Plan it is proposed to amend the format of the signs rules such that there are four Tables outlining the rules for signs in the key Commercial, Residential, and Other Zones as well as general District Wide sign provisions. Proposed Activity Table 3 contains the rules for the Districts Other Zones.</p>			
Efficiency and Effectiveness ^(a)	Benefits ^(b)	Costs ^(b)	Risk acting/ not acting ^(c)
<p><i>The proposed rules in Table 3 – Rural Zones are considered effective at meeting the Objectives.</i></p> <p><i>The proposed rules recognise the commercial/economic importance of signs by allowing for the establishment of limited signage as a Permitted Activity.</i></p> <p><i>This provides commercial businesses in the Rural Zones certainty that they will be able to have a small amount of signage appropriate to the Rural environment.</i></p> <p><i>Some level of control is considered necessary for signs that exceed the permitted limits to manage potential adverse effects.</i></p> <p><i>This visual amenity requires an adequate level of protection and the Discretionary Activity status for any</i></p>	<p><i>The proposed rules enable small amounts of commercial signage to be established in the rural areas of the District as a Permitted Activity.</i></p> <p><i>This provides certainty for commercial operators in these areas that signs can be established without resource consent being required. With Council retaining Control over signage that exceeds the permitted limits through requiring Discretionary Activity consent the environmental effects of signs such as visual amenity, character; dominance on the street scape etc. can be effectively avoided, remedied or mitigated whilst still streamlining the consent process.</i></p> <p><i>Accordingly, the proposed rules compliment the proposed Objectives 1 and 2.</i></p>	<p><i>This cost of requiring consent for signs exceeding the permitted limits is considered to be outweighed by the reduced ambiguity of having to comply with the Bylaw and/or District Plan provisions. Likewise, it will ease the complexity of monitoring and enforcement with only the District Plan provisions and not the Bylaw to contend with.</i></p>	<p><i>It is considered that there is no uncertainty in making the suggested amendments/additions.</i></p>

<p><i>signs that do not meet the Permitted Activity requirements affords the Council Discretion to grant consent only if the environmental effects are appropriate for the character and amenity of the area.</i></p>			
<p>District Wide Rules</p> <p>As part of the Review of Section 18 – Signs of the District Plan it is proposed to amend the format of the signs rules such that there are four Tables outlining the rules for signs in the key Commercial, Residential, and Other Zones as well as general District Wide sign provisions. Proposed Activity Table 4 contains the rules for the District Wide Signs Rules.</p>			
<p>Efficiency and Effectiveness ^(a)</p>	<p>Benefits ^(b)</p>	<p>Costs ^(b)</p>	<p>Risk acting/ not acting ^(c)</p>
<p><i>The proposed rules in Table 4 – District Wide Rules are considered effective at meeting the Objectives.</i></p> <p><i>The proposed rules recognise the commercial/economic importance of various ‘non typical signs’ such as real estate signs, temporary event signs and signs on wharves and jetties which compliments Objectives 1 and 2.</i></p> <p><i>In addition, the Rules provide appropriate structure and guidance on sign sizes and numbers, appropriate content and methods of display/attraction which is considered to protect visual amenity and character of the areas in which they are established therefore achieving</i></p>	<p><i>The proposed rules provided in a table format provide for a quick and easy reference point in the District Plan for the provisions applying to all Zones. This simplifies the existing District Plan provisions.</i></p> <p><i>The proposed Rules generally incorporate the rules found within the existing District Plan provisions and the Signs Bylaw with few changes as consultation did not raise any issues with these provisions.</i></p> <p><i>Accordingly, the key benefits are the simplicity of the new format for users of the District Plan and the familiarity and general acceptance of these existing provisions.</i></p>	<p><i>The majority of the proposed rules contained within this table exist either through the District Plan or the Signs Bylaw or a combination of both.</i></p> <p><i>Accordingly, the costs of implementing the proposed rules will be negligible for those parties affected by these rules.</i></p> <p><i>New provisions are included to cover signs on Wharves and Jetties. These may impact on the number and type of signs that are able to be established on such structures and will require resource consent to be applied for at the applicants cost.</i></p> <p><i>The cost of the Plan Change process to adopt these changes has been</i></p>	<p><i>It is considered that there is no uncertainty in making the suggested amendments/additions.</i></p>

<i>the Objectives 1 and 2.</i>	<i>Also the District Wide Provisions will assist in maintaining the character and visual amenity of the various District Plan Zones and the views and outlook of the Districts important landscape values.</i>	<i>budgeted for as part of the overall District Plan Review process.</i>	
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7. DESCRIPTIVE TEXT FORMERLY IN THE DISTRICT PLAN

Removed through the Plan Change:

7.1 ISSUES

The purpose of signs is to provide information to members of the public. Primarily this is for the purpose of commercial advertising but also includes important directional signage and notification of special events.

Accordingly, signs are required for a variety of businesses in a range of District Plan Zones. The key issue is maintaining the diverse expectations for visual amenity within these different Zones.

In order to provide for the diverse levels of visual sensitivity, economic well-being and safety, a range of different rules and standards must be incorporated into the District Plan.

7.2 Monitoring

No specific monitoring other than the monitoring required by Section 35 of the RMA is proposed for the Sign provisions. Consent monitoring will continue to be undertaken on a case by case basis.

7.3 Environmental Results Anticipated

- (i) Adequate signage to convey the information necessary for the social, economic and cultural well-being of the community.*
- (ii) Minimal adverse effects of signs on traffic and pedestrian safety and access.*
- (iii) Maintenance and enhancement of the Districts visual amenity.*
- (iv) Colourful, vibrant and effective signage within the commercial areas of the District while still having significant regard to the visual amenity of these areas and pedestrian safety and ease of access.*

7.4 Explanation and Principal Reasons for Adoption

The control of outdoor signs generally varies according to the scrutiny of the environment within which they are located. Within the District a number of areas have been identified as being of special significance in terms of their heritage or visual importance. The District contains both rural and urban visual characteristics which are integral to the well-being of not just the District, but also the region and the country.

Because of the overriding objective of protecting and enhancing the visual character of the area, signs, whether it is in terms of their individual or cumulative effective, require control in terms of their number, size, and scale.

Those aspects of signs, which cause the greatest concerns, often relate to their design and placement. The District Plan rules provide appropriate regulations on these matters and seek to minimise any detraction from the appearance of buildings neighbourhoods, town centres, landscape or water features.

7.5 Implementation Methods

The Objectives and associated Policies will be implemented through a number of methods including:

- (i) District Plan*
 - (a) Through rules in the District Plan; and*
 - (b) Through the implementation of conditions on resource consents to control the location, number and size and type of outdoor signs.*

- (ii) Other Methods*
 - (a) The exercise of control as owner and designating authority for all roads in the District, other than State Highways.*
 - (b) Encouragement to New Zealand Transport Authority for the implementation of New Zealand Transport Agency (Signs on State Highways Bylaw) 2010 in regards to advertising signs on State Highways.*
 - (c) Through the Annual Plan, as resources are available, to support the establishment of information signs for the Districts settlements and for sites of historical and natural interests.*

2012

Monitoring Report for the Signs Provisions



Executive Summary

This report assesses the effectiveness and efficiency of the signs provisions of the Queenstown Lakes District Plan.

It is difficult to monitor the effectiveness of the objective, policies and rules as these are used in conjunction with the provisions of the Signs Bylaw. Also as enforcement is only triggered by a complaint it is difficult to know which signs are legal and a result of the bylaw/district plan and which are not. Also the assessment of the impact of signs on visual amenity is very subjective.

Generally the objective is appropriate and the policies are addressing the relevant matters. However both the objective and the policies need to be reworded to provide more clarity and guidance on what is acceptable.

Generally across the district signs do convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access or on the visual amenities of the District's important landscape, townscape, heritage and water area values. It is difficult to assess how much is due to the Signs Bylaw and how much to the district plan objective, policies and rules.

However there are some areas, such as the Queenstown Town Centre zone where the number, design and location of signs is creating clutter and adversely affecting townscape values. Given that this area is where a large proportion of the resource consents for signs are it is assumed that some of the existing signs in the town centre are illegal signs.

So it appears that the objectives, policies and rules and Signs Bylaw are generally effective except for a few areas of the district such as the town centres.

In terms of efficiency this report shows that the current process is not very efficient, particularly in town centre areas, as follows:

- The numbers of applicants who are required to apply for a resource consent for a non-complying activity to erect a standard retail sign in the town centre zones. (Because the permitted area of signs has already been taken up by other tenants in the building).
- The large numbers of resource consent applications for non-complying activity signs in the town centre areas, particularly the Queenstown town centre. These applications are mostly non-notified and are generally approved. This indicates that the current non-complying activity status is inappropriate.
- The probable number of illegal signs due to lack of enforcement

A number of matters have been identified in this report that if addressed would improve the efficiency and the effectiveness of the current provisions. These matters need to be addressed through the District Plan review process and are as follows:

1. A full analysis of which high level mechanism/s should be used for the management of signs – The Signs Bylaw, the district plan or a combination of the two mechanisms.

2. Rewording of the objective and policies to ensure they are clear and guide the management of signs appropriately.
3. Revising the district plan rules so they:
 - are clear
 - are easy to understand/use
 - allow for adequate signage on single buildings with multiple tenancies in the town centre, business and industrial zones
 - ensure temporary signs are temporary
 - require sign platforms on new buildings in the town centre zones
 - allow for appropriate event signs (that may be off site signs)
 - ensure the activity status for signs are clear
 - provide/link to design guidance for signs
 - cross reference to the signs bylaw if the bylaw mechanism is retained
 - are consistent with the bylaw standards
 - provide a clear consent process for signs

1. Introduction

Section 35 of the Resource Management Act states that:

***Every local authority shall monitor-
...[(b)] the efficiency and effectiveness of policies, rules, or other methods....***

and take appropriate action (having regard to the methods available to it under this Act) where this is shown to be necessary.

This monitoring report fulfils the requirements of section 35(b) in relation to the Signs Chapter of the District Plan. This report monitors the effectiveness and efficiency of the signs objective, policies, and methods including rules.

Findings in this report will assist in informing the review of the Queenstown Lakes District Plan, due to be publicly notified in October 2013.

Signs are managed within the district through the Signs Bylaw 2005, the Queenstown Lakes District Plan 2009 and the On-Road Directional Signage Policy 2011. This report only monitors the signs provisions of the Queenstown Lakes District Plan 2009.

2. History of the Signs provisions

The Proposed District Plan 1995

The Proposed District Plan (1995) contained an outdoor advertising chapter (chapter 18) which contained an objective, policies and methods. It did not contain any rules. Signs were controlled through the Signs Bylaw 1995.

A number of submissions were received on chapter 18. The main aspects of the chapter that were changed as a result of submissions was that signs rules were included in this chapter of the district plan. Permitted rules were included to work in conjunction with the Signs Bylaw. However the rules structure allowed for signs that do not meet the permitted activity criteria (Signs Bylaw) to be assessed against the objective and policies in the plan. The purpose of this approach was that the signs bylaw provided a quick, cheap process for erecting a sign. For signs that didn't comply with the signs bylaw the district plan rules provided a process for them to be considered against the objective and policies and the adverse effects on the environment assessed.

Concerns were also raised that the Signs Bylaw was too restrictive. A working party was set up to consider this.

Variation 2001

In 2001 due to the current disarray of signs throughout the District it was considered that both the District Plan and the Bylaw were deficient in their control over signs.

So in June 2001 the Planning, Policy and Consents Committee initiated the preparation of a Variation to the District Plan to *“ensure that appropriate provisions and/or methods*

for controlling signs are provided to maintain and enhance the quality of the environment, in particular visual amenity, and to enable the community to provide for its social, economic and cultural wellbeing.”

In preparing the Variation significant research and consultation was undertaken. It was considered at that time, from the research and consultation, that it would be better to provide for signs solely through the Proposed District Plan, and provide appropriate guidance to the community via guidelines. The variation took some time to prepare and in the meantime Chapter 18 of the District Plan was made operative. So the variation became a plan change.

The draft plan change was presented to the Strategy Committee on 11 November 2003. The Strategy Committee resolved:

“That the matter be left lying on the table for further information to be gained which will not be to amend the initial report but to come back with regard to suggestions on how the committee can simplify this into something that can be enforced.”

A further report was presented to the Strategy Committee in September 2004 where consideration of controlling all signs under a Bylaw was discussed. The Committee resolved that:

“The Committee approves further work on the Signs Policy Bylaw and Plan Change so that it can be brought back to the committee in November 2004.”

A report was brought back to Committee in November 2004, outlining the benefits associated with controlling signage under a bylaw. Council resolved to:

- *“Recommend to Full Council that a bylaw is the most appropriate way to control signage*
- *That a plan change is initiated to remove all reference to signage in the district plan.*
- *Approve the establishment of a sub committee to assist in the finalisation of the bylaw and development of signs guideline.”*

A sub committee was established and formulated the provisions for the bylaw. This was approved by the Strategy Committee for Special Consultative Procedure with the draft bylaw being publically notified in October 2005. Submissions closed in late December 2005 with 150 submissions being received. The hearings for the Signs Bylaw were held in March 2006.

The hearings panel found that:

- *“The current provisions should be enforced before making further changes.*
- *The Bylaw should be updated to address signage not already covered by the District Plan.*
- *Signage that complies with the District Plan will require a permit under the Bylaw (as is currently the case).*
- *Signage that does not comply with the District Plan provisions will require resource consent (as is currently the case).*
- *A plan change to remove Section 18 Signs from the District Plan should not be progressed at this stage.”*

The Council ratified the Hearing's Panel decisions and adopted the Signs Bylaw 2006. They also authorised the CEO to agree to a compliance strategy for signage. This was to cover approval procedures, priorities for enforcement, costs and the nature of reporting back. Also if illegal signs are discovered once the business has been informed of this in writing the compliance department is given the authority to require the sign to be removed immediately.

They also authorised a concerted, proactive effort be placed on enforcing the current signage provisions. This was to address illegally established signage throughout the district, starting with the town centre zones. They requested that a press release be issued informing the public of this change in policy regarding the enforcement of signage and that a report be brought back to the full council in six months time on the findings of the enforcement program.

In March 2007 a report was taken to Full Council outlining how enforcement of the Queenstown Lakes District Signs Control Bylaw 2006 and the signs rules of the District Plan were progressing. The report also provided a preliminary assessment of the effectiveness of this regulatory framework in achieving the desired outcomes. The Council asked for a final full report on the effectiveness of the Bylaw and enforcement programme as soon as practicable after December 2007. This was because only three months enforcement action had taken place. A year of enforcement action was considered more appropriate as the visual outcome of enforcement would then be more apparent.

3. How the signs provisions work

Currently signs are controlled through a signs bylaw and rules in the district plan. The purpose of the signs bylaw is to provide a process for the permitting of signs that is cheap, quick and convenient. Signs that do not comply with the provisions of the Bylaw need to apply for a resource consent.

The district plan is structured so that any sign that is not listed as a non-complying or prohibited activity and complies with the relevant zone standards (the rules are meant to mimic the provisions of the Signs Bylaw) is a permitted activity. If signs do not meet the zone standards but are not listed specifically as non-complying activities or prohibited activities they are assessed as non-complying activities.

The signs rules are in Appendix 1 of this report.

There has been some criticism of this dual approach - the Signs Bylaw and district plan objectives, policies and rules. The criticisms of the existing approach are summarised as follows:

- Cost
- Time
- Efficiency
- Certainty
- Clarity
- Inflexibility

- Fairness
- Overlap
- Visual clutter and amenity values
- Enforcement

These matters and the high level issue of whether using the bylaw in conjunction with the district plan is appropriate and effective will be considered in the next stage of the review of the signs chapter. A consultation brochure will be produced on this and other issues regarding the provisions of signs chapter of the district plan.

4. What do the Signs provisions seek to achieve?

The Objective is as follows:

Outdoor signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access or on the visual amenities of the District's important landscape, townscape, heritage and water area values.

The objective recognises that signs are necessary but that they should not adversely affect public safety, convenience, access and the visual amenity of the district.

The policies seek to protect the character of different parts of the district (including special provisions for waterfront and outdoor areas and entrances to the district settlements and sites of natural or historical interest) by controlling the number, size and scale and design of signs. One policy outlines the importance of signs in commercial areas by enabling a wide range of sign types provided they are consistent with public safety, access needs and the character of the area. Another policy seeks to ensure that signs do not adversely affect traffic safety through confusion or distraction to or obstructing the views of motorists or pedestrians. There is also a policy that seeks to ensure that signs do not pose a danger to property or people.

Policies

- 1 *To ensure the number, size, location and nature of outdoor signs in different areas are in accordance with the character and amenity of those areas and the community's desire to maintain and/or enhance the environment, appearance or visual amenity through attention to:*
 - *lettering design*
 - *site specific locations*
 - *relationship to background surroundings*
 - *the number, area and height of signs*
 - *ensuring signs are designed in sympathy with local amenity, visual and heritage values*
 - *the effect of illumination on adjoining properties and public places.*
- 2 *To ensure that waterfront signage only provides essential information and directions for people.*

- 3 *To ensure the display of outdoor signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views, of motorists or pedestrians.*
- 4 *To ensure all signs are constructed and placed in a manner which does not pose a danger to property or people.*
- 5 *To ensure outdoor signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.*
- 6 *To enable a wide range of sign types within commercial areas consistent with public safety, access needs and the overall character of the area.*
- 7 *To ensure outdoor signs are limited to those relating to a particular activity, the use of land or buildings, and located on the site of that activity, land or building.*
- 8 *To support the establishment of information signs, and lay-bys, at the entrance to the District's settlements, and at sites of natural or historical interest.*

Implementation Methods

The objective and associated policies will be implemented through a number of methods including:

(i) District Plan

- (a) Through rules in the District Plan.
- (b) Through the implementation of conditions on resource consents for additional controls on the location, number, size and type of outdoor signs.

(ii) Other Methods

- (a) The preparation and implementation of a Council Bylaw relating to the location, number, size and type of outdoor signs.
- (b) The exercise of control as owner and designating authority for all roads in the District, other than State Highways.
- (c) Encouragement to Transit New Zealand for the implementation of Transit New Zealand Bylaw (1987/3) regarding advertising signs on State Highways.
- (d) Through the Annual Plan, as resources are available, to support the establishment of information signs for the District's settlements and for sites of historical and natural interest.

The methods outline that the control of signs is through the signs bylaw and rules in the district plan. Method (ii)(c) seeks to encourage NZTA to enforce the Transit New Zealand Bylaw (1987/3) regarding advertising signs on State Highways. There is also a

method that seeks to secure funding for information signs for the district settlements and for sites of historical and natural interest through the annual plan process.

5. How appropriate is the Objective?

This report will primarily focus on the efficiency and effectiveness of the policies, rules and other methods. However, it is also worth considering whether the objective formulated at the time the District Plan was developed is still appropriate. The single objective for the district is:

Objective 1

Outdoor signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access or on the visual amenities of the District's important landscape, townscape, heritage and water area values.

This objective has a number of components to it which are:

- **signs which convey necessary information**
- **while avoiding or mitigating any adverse effects on public safety**
- **while avoiding or mitigating any adverse effects on convenience and access**
- **while avoiding or mitigating any adverse effects on the visual amenities of the District's important landscape, townscape, heritage and water area values**

It is considered that this objective addresses all the relevant issues for signs. That of the provision of necessary information but the protection of public safety, convenience, access and visual amenities of important landscapes, townscapes, heritage values and water areas. The objective states that signs are necessary but they can have adverse effects.

While the objective is considered appropriate it does need to be reworded.

6. How effective are the Signs Policies and Methods?

It is difficult to assess how effective the district plan has been given the following:

- The dual approach – use of bylaw and district plan
- Lack of enforcement
- Subjective nature of visual assessment

As enforcement for signs is undertaken only on a complaint basis and monitoring of resource consent conditions it is likely that there are as number of illegal signs throughout the district. So it is difficult, for example, to look at the Queenstown town centre, and determine which signs are illegal, which have been approved through the bylaw and have a sign permit and which signs have been through a resource consent application. Based on this the following assessment of the effectiveness of the policies and methods is rather subjective.

6.1 Effectiveness of the Policies

Objective 1 has eight supporting policies. These are set out below with a comment on each.

- 1 *To ensure the number, size, location and nature of outdoor signs in different areas are in accordance with the character and amenity of those areas and the community's desire to maintain and/or enhance the environment, appearance or visual amenity through attention to:*
 - *lettering design*
 - *site specific locations*
 - *relationship to background surroundings*
 - *the number, area and height of signs*
 - *ensuring signs are designed in sympathy with local amenity, visual and heritage values*
 - *the effect of illumination on adjoining properties and public places.*

This policy is generally effective in that signs are usually in accordance with the character and amenity of the area they are within. Therefore the residential areas of the district have very few signs and if they are there they tend to be small and integrate with the area. However the town centres, business and industrial areas have lots of signs which are often large and obtrusive. Signs are very necessary in the town centres, business and industrial areas so it is important to strike a balance between providing information and maintaining amenity values.

- 2 *To ensure that waterfront signage only provides essential information and directions for people.*

This policy is effective in many waterfront parts of the district. However some of the commercial activities along the Queenstown waterfront do have a large numbers of signs or signs with garish colours which creates a very cluttered appearance dominated by signs. Some complaints have been received about signs on the Queenstown waterfront which have resulted in signs being removed.





- 3 *To ensure the display of outdoor signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views, of motorists or pedestrians.*

This policy appears to be effective as there are no obvious signs that adversely affect traffic safety by causing confusion or distraction to, or obstructing the views, of motorists or pedestrians. This is probably because if signs are erected that affect traffic safety complaints are received and the sign is altered or removed.

- 4 *To ensure all signs are constructed and placed in a manner which does not pose a danger to property or people.*

This policy appears to be effective as there are no obvious signs that pose a danger to property or people. This is probably because if signs are erected that pose a danger to property or people complaints are received and the sign is altered or removed. A high proportion of complaints received about signs, especially since 2007, are about sandwich boards on footpaths in the Queenstown and Wanaka town centres.

- 5 *To ensure outdoor signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.*

This policy appears to be effective as there are no obvious signs attached to utilities, community facilities or public reserves that convey anything more than necessary directional, public information or public safety information. However there are signs in public places, such as the waterfront in Queenstown that are advertising rather than signs necessary for direction, public information or public safety. Some of the complaints recorded on the complaints register do relate to signs on reserves and signs at the Queenstown waterfront.

- 6 *To enable a wide range of sign types within commercial areas consistent with public safety, access needs and the overall character of the area.*

There are a wide range of signs in the commercial areas of the district. Not all of these signs consistent with the overall character of the area especially in the Queenstown town centre. Also a number of signs have been erected over the years in the town centres, especially sandwich boards, which impede public access. When complaints are received about these signs they are removed.

7 *To ensure outdoor signs are limited to those relating to a particular activity, the use of land or buildings, and located on the site of that activity, land or building.*

Over the years a number of off site signs have appeared but following complaints have been removed. The policy has been relatively effective.

9 *To support the establishment of information signs, and lay-bys, at the entrance to the District's settlements, and at sites of natural or historical interest.*

There are few information signs, at the entrance to the District's settlements. However there are more signs and interpretation panels being erected at sites of natural or historical interest. For example the information panels on the Ballarat Street Bridge in Queenstown.

Generally signs in the district do convey necessary information and do not impact on public safety, convenience and access. Some complaints have been received about sandwich boards impeding access in the town centres (particularly in Queenstown), illegal signs in the town centres, off site signs and real estate signs across the district. Enforcement has ensured that these signs have been removed where they are unauthorised. Whether signs in the district have adverse effects on the visual amenities of the district's important landscape, townscape, heritage and water values is more difficult to assess. It is very subjective.

Generally signs in the district's town centres do not adversely affect townscape values. Some areas are, however, cluttered with many signs. This is because some retailers consider that more signs are better. It is presumed that many of these signs are illegal.

The Urban Design Panel and Lakes Environmental planners, when considering new development within the town centres, encourage applicants to design appropriate sign platforms at the same time as designing a new building or refurbishing an existing building. As redevelopment continues in the town centres more signs platforms will be included on buildings which will improve the townscape values of the town centres and reduce some clutter.

Overall the policies cover the relevant matters when managing signs. However some re writing is required to provide more clarity and guidance of what is acceptable.

Some images of existing signs relating to these policies are below.







7.3 Effectiveness of the Methods

The methods identified in the district plan are:

Implementation Methods

The objective and associated policies will be implemented through a number of methods including:

(i) District Plan

- (a) Through rules in the District Plan.
- (b) Through the implementation of conditions on resource consents for additional controls on the location, number, size and type of outdoor signs.

(ii) Other Methods

- (a) The preparation and implementation of a Council Bylaw relating to the location, number, size and type of outdoor signs.
- (b) The exercise of control as owner and designating authority for all roads in the District, other than State Highways.
- (c) Encouragement to Transit New Zealand for the implementation of Transit New Zealand Bylaw (1987/3) regarding advertising signs on State Highways.
- (d) Through the Annual Plan, as resources are available, to support the establishment of information signs for the District's settlements and for sites of historical and natural interest.

It is difficult to determine which signs are consented, either through the bylaw or the district plan, and which signs are illegal. So any assessment of the how effective the district plan has been at managing the effects of signs on visual amenity is difficult. Generally the rules combined with the Bylaw have not been completely effective at protecting the visual amenities of the District's important landscape, townscape, heritage and water area values. There is some clutter in the town centres. Some retailers believing that lots of signs are needed where in fact one well designed sign that integrates well with the building would suffice. Many of these signs are probably illegal. However it is important to recognise that signs are a necessary part of commercial, business and industrial areas especially as the district is a destination for tourists. However there is a fine balance that must be struck.

A number of issues with the signs provisions in the district plan have been raised by Lakes Environmental planners and consultant planners to date. Consultation with the community regarding signs provisions is planned. It is anticipated that further issues will be raised through this consultation.

The following issues have been identified, to date, in relation to the signs rules:

General Chapter Wide

- It is difficult to read the long lists of zones to which the sign rules do and do not apply.
- There are no interpretive diagrams for sign types or sizes, e.g. a two storey commercial buildings in town centre showing permitted signage. These are present in the Bylaw but not in District Plan.
- There are no sign rules for some of the Section 12 Special Zones – namely Frankton Flats A and Remarkables Park Activity Area 8.
- Some of the signs rules are poorly worded and are ambiguous.

Definition of signs

- There is a lack of clarity over what is a sign and what is not a sign. Are the following signs?
 - Signs that are visible through or in a shop window
 - Sculptures,
 - A sign draped over a vehicle
 - Signs on parked trailers
 - Corporate colours



- A number of different types of signs are referred to in the district plan signs chapter. Some are defined and some are not. These definitions and types of signs are not consistent between the bylaw and the district plan.

Activity Status

- Sign rules are zone standards and not site standards. This means that any sign which breaches the standards defaults to a non-complying activity. This is not appropriate in zones such as town centre, industrial and business zones where signs are an anticipated part of the character of the area.
- Signs are a 'controlled activity' as part of a new building or alteration to a building in town centre zones but not in other zones like business and industrial.

Size Limits

- In town centre zones the rules limit the total area of signs to 5m² or 15% of the ground floor area of that face of the building, whichever is less. 5m² is not sufficient in town centre locations where there are large buildings often with multiple tenancies. (15% does not apply once 5m² is exceeded). The first tenancies often take up the full 5m² for the building forcing all others tenants in the building to apply for a resource consent for a non-complying activity for their signage. The resource consent process is expensive and time consuming for a sign. This is mainly a problem for older buildings with multiple tenants.
- Related to the above, sign rules are in terms of 'ground floor areas' of a 'building' which does not take into account multiple tenancies.
- Sign rules are generally written per building. These rules do not translate well for the jetties in Queenstown Bay. Is 15% of the ground floor area of the jetty or 5m² of signage appropriate on jetties?
- The plan does not contain any assessment matters or guidance for the appropriate amount of signage for tenancies in a large building where the 5m maximum has already been used up, e.g. 15% of tenancy.

Temporary signs

- Some applicants for temporary signage have reapplied several times for the same sign. The nature of the sign is, therefore, no longer temporary.

Event signs

- Some events signs need to be located off site. The bylaw only allows for this through a dispensation which is an inefficient process given the number of events held in the district.

Two activity status for signs on buildings in Town Centre Zones

- If a sign does not meet the zone standards it must be processed as a non-complying activity. However in all town centre zones rule 10.6.3.2 states that all buildings in respect of external appearance, materials, signage, lighting and impact on the streetscape are a controlled activity. So many signs appear to get processed as a controlled or discretionary activity through this rule rather than through a sign permit or a resource consent for a non-complying activity.

Sign platforms

- Where a building is altered or a new building erected in one of the town centre zones the applicant is encouraged to include signage platforms that identify the location and the size of signs, in their application. This forces designers to think about the location and size of signs at the design phase. However the district plan rules do not require sign platforms on new buildings in town centre zones.

Design guidance

- There is no design guidance for signs within the town centre. This would be useful for retailers, sign writers and planners.

Links to Bylaw

- It is confusing for the public having bylaw and District Plan neither of which are well referenced to each other. There is no single place to look for the rules on signs. This is especially confusing for retailers in the town centre zones and business/industrial areas where signs are anticipated.
- There are inconsistencies between Bylaw standards and District Plan rules. For example for veranda face signs and off site signs
- There is no link to the Signs Bylaw in the signs rules in the district plan. When people read the rules, they determine that their sign is a permitted activity and think that is all they need to do. In fact they need a signs permit under the Signs Bylaw.

Processing of consents for signs

- Where sign platforms are identified on a building in the town centre often the detail of the sign is submitted at a later stage. A condition is usually attached to the controlled activity consent for the building requiring approval from the Council for the plans and specifications of proposed signs. When the details of the sign are submitted to Lakes Environmental and the planner approves the sign a letter is sent to the applicant approving the design of the sign. Subsequent signs, when tenancies change, are processed the same way. There is no cost recovery for this assessment and the applicant has no official consent for the details of the sign.

Bylaw/District plan rules

- The issue of whether the current dual mechanism for managing signs is appropriate is outlined in section 3 of this report. Further work needs to be undertaken to examine what the appropriate mechanism is for the management of signs in the district.

8. How efficiently are Signs rules processed?

An analysis of costs of processing consents for signs has not been undertaken. Due to the range of application types and huge variation in associated costs this information provides little opportunity for meaningful analysis.

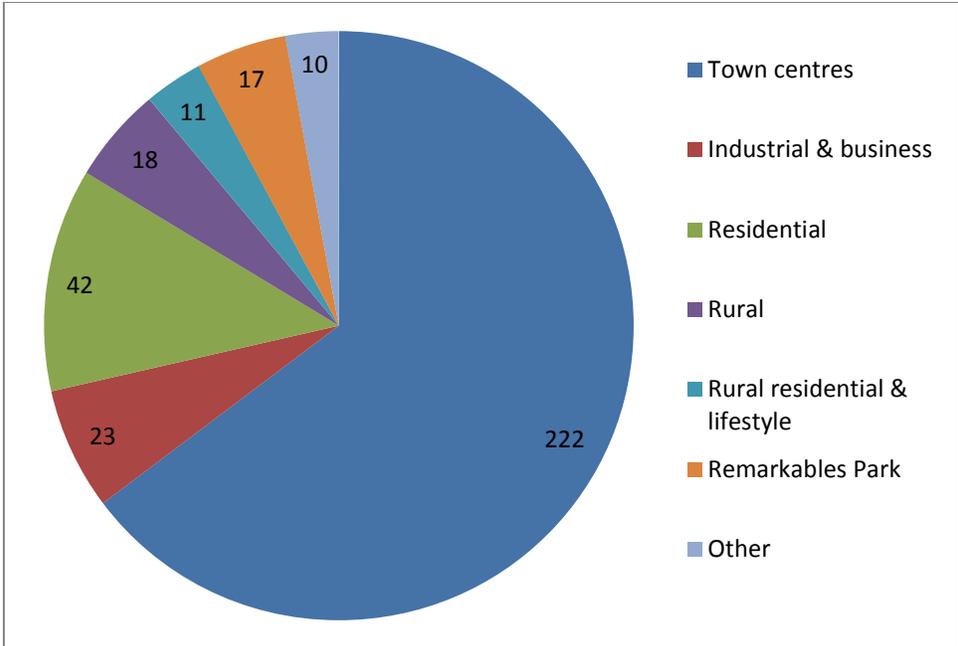
8.1 How many resource consents have been triggered?

The signs rules became operative in October 2003. A desk top review of resource consent applications lodged with Council for signs from 1 November 2003 until 1 February 2012 was undertaken. The records for resource consent applications are limited prior to 2007, with an accurate system for monitoring applications introduced in August 2009. Often signs will be included in an application for the alteration to a building or new building in the town centres but the word sign is not included in the activity description. Therefore this list of resource consents for signs since 2003 may not be a complete list.

Note: Due to the dual approach for the management of signs (the use of the Signs Bylaw and the District Plan) many signs will have received sign permits rather than resource consents. The signs permits are not included in this assessment as this is a monitoring report on the district plan chapter on signs.

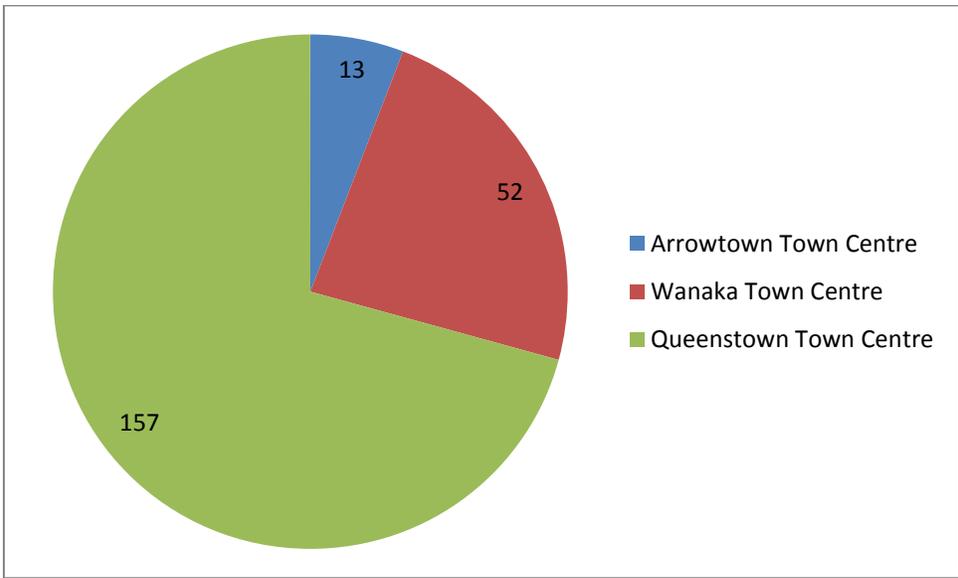
The number of resource consents triggered by the signs rules across the district since November 2003 is 343. This figure includes applications for variations to existing consents.

The analysis of the zones within which these applications for signs are located is below:



Town centres

The majority of resource consent applications for signs are located in the town centres. 222 (64%) of these applications are for signs in the town centre zones. The split within the town centre zones is shown below:



A large proportion of applications for signs consents are within the Queenstown town centre. Most of these applications in the Queenstown town centre are solely for signs and with only 43 (27%) being for change of external appearance of a building and signs. These applications would have been required as the proposed signs did not meet the signs bylaw standards. Just fewer than half the applications in Wanaka Town Centre for signs are for change of external appearance of a building and signs with just over half solely for signs. Only one application in Arrowtown Town Centre for signs is for change

of external appearance and signs with all the rest solely for signs (therefore not complying with the signs bylaw standards).

Business and industrial areas

There were 23 applications for signs in the industrial and business zone with about half in each zone. These applications were for signs on business and industrial activities which did not meet the signs bylaw provisions.

Residential

There were 42 applications for signage within the residential zones with half in the high density zone and half in the low density zone. The applications generally were for signage for existing commercial premises/visitor accommodation, real estate signs, and temporary signage.

Rural

18 of the applications for signs are within the rural zone. These applications are for activities within the rural area such as Wanaka Airport, Cardrona ski field or for temporary events or property sales signs.

8.2 Notification

Only 15 of the applications were publically notified, 5 of which were in the town centres and 4 in the industrial and business zones.

8.3 Summary with regard to efficiency

Although an analysis of costs has not been undertaken it is noted that despite a high proportion of consents falling into the discretionary or non-complying status very few applications in the monitoring period were notified or went to a hearing.

Generally applications for a resource consent for signs cost about \$820 and generally take 20 working days to process. A sign permit costs \$146 and is usually processed in 3 working days (provided all the required information is provided).

Where these resource consent applications are for signs that are outside the parameters of normal signs in a town centre, business or industrial area requiring a resource consent is appropriate. In these situations the process is efficient in terms of cost and timeliness.

However where a person is required to apply for a non-complying activity resource consent for their sign because the permitted sign allowance has been already used by other tenants this system is neither efficient nor equitable. This matter needs to be taken into account when considering the signs provisions through the district plan review.

9. Conclusion

Generally the objective is appropriate and the policies are addressing the relevant matters. However both the objective and the policies need to be reworded to provide more clarity and guidance on what is acceptable.

It is difficult to monitor the effectiveness of the objective, policies and rules as these are used in conjunction with the provisions of the Signs Bylaw. As enforcement is only triggered by a complaint or consent condition monitoring it is difficult to know which signs are legal and a result of the bylaw/district plan and which are not. Also the assessment of the impact of signs on visual amenity is very subjective.

In terms of efficiency this report shows that the current process is not very efficient, particularly in town centre areas, as follows:

- The numbers of applicants who are required to apply for a resource consent for a non-complying activity to erect a standard retail sign in the town centre zones. (Because the permitted area of signs has already been taken up by other tenants in the building).
- The large numbers of resource consent applications for non-complying activity signs in the town centre areas, particularly the Queenstown town centre. These applications are mostly non-notified and are generally approved. This indicates that the current non-complying activity status is inappropriate.
- The probable number of illegal signs due to lack of enforcement.

A number of matters have been identified in this report that if addressed would improve the efficiency of the current provisions. These matters need to be addressed through the District Plan Review process and are as follows:

1. A full analysis of which high level mechanism/s should be used for the management of signs – The Signs Bylaw, the district plan or a combination of the two mechanisms.
2. A rewording of the objective and policies to ensure they are clear and guide the management of signs appropriately.
3. Revising the district plan rules so they:
 - a. are clear
 - b. are easy to understand/use,
 - c. allow for adequate signage on single buildings with multiple tenancies in the town centre, business and industrial zones
 - d. ensure temporary signs are temporary
 - e. require sign platforms on new buildings in the Town Centre zones
 - f. allow for appropriate event signs (that may be off site signs)
 - g. ensure the activity status for signs are clear
 - h. provide/link to design guidance for signs
 - i. cross reference to the Signs Bylaw if the bylaw mechanism is retained
 - j. are consistent with the Signs Bylaw standards
 - k. provide a clear consent process for signs

Appendix 1 – Existing Signs rules

18.2 Signs - Rules

18.2.1 Activities

Any activity which complies with all the relevant zone standards and is not listed as a Controlled Non-Complying or Prohibited Activity, shall be a Permitted Activity.

18.2.2 Controlled Activities

The following shall be **Controlled Activities**

- (a) All signs within the Jacks Point Zone, with the exercise of Council's control limited to:
 - Colour;
 - Design;
 - Consistency with any relevant Council approved development controls and design guidelines; and
 - Consistency with public sign policy and controls throughout the District

- (b) All signs within the Mount Cardrona Station Special Zone, with Council's control limited to:
 - (i) Colour and materials
 - (ii) Design
 - (iii) Location
 - (iv) Size
 - (v) Consistency with the Mount Cardrona Station Design Guidelines (2008)

18.2.3 Non-Complying Activities

The following shall be **Non-Complying Activities**.

- (a) signs on, or attached to, the roof of a building.
- (b) All activities that do not meet the zone standards shall be Non-Complying Activities.

18.2.4 Prohibited Activities

The following shall be **Prohibited Activities**.

- (a) signs projecting above the roofline of the building to which the sign is attached
- (b) flashing signs
- (c) moving signs
- (d) signs creating any optical illusion
- (e) signs attached to any vehicle parked in or visible from any road or public place for the principle purpose of commercial advertising

- (f) signs attached to a tree unless the sign identifies solely the species of tree and/or its classification under the District Plan.

18.2.5 Zone Standards

TOWNSHIP, TOWN CENTRE, (EXCEPT WITHIN THE TOWN CENTRE TRANSITION SUB-ZONE), CORNER SHOPPING CENTRE, AIRPORT MIXED USE, BUSINESS & INDUSTRIAL ZONES, BUSINESS SUBZONE (THREE PARKS ZONE), COMMERCIAL CORE SUBZONE (THREE PARKS ZONE), REMARKABLES PARK ZONE ACTIVITY AREAS 3 AND 5, BALLANTYNE ROAD MIXED USE ZONE ACTIVITY AREAS B AND C AND ACTIVITY AREA 2 OF THE KINGSTON VILLAGE SPECIAL ZONE

(i) Ground Floor Signs

- (a) Ground floor areas with frontage to a road, footpath, service lane or access way: signs on the ground floor areas of each face of a building shall not exceed 5m² in total area or 15% of the ground floor area of that face of the building, whichever is less.

Provided that if the building also has frontage to a road the signs on the face of the building adjacent to the service lane or access way shall not exceed 2% of the ground floor area of the face of the building adjacent to the service lane or access way.

- b) Standards:

Sign Type	Maximum Area	Additional Standards
Wall Signs	2m ²	
Verandah Face Signs	Shall not together with other ground floor signs exceed the area specified in 18.2.5(i)(a) above	Shall not exceed 600mm in depth
Under Verandah Signs	Shall not together with other ground floor signs exceed the area specified in 18.2.5(i)(a) above	Shall be at 2.5m above the surface of the road, footpath, service lane or access way
Free-standing Signs	2m ²	Shall not project over and any road or service lane. Shall not project over a footpath unless it is 2.5m above the level of the footpath and does not project more than a metre over the footpath.
Flatboards	1m ²	Shall be located on the site maximum of two flatboards or one sandwich board per site.

(ii) Other Signs

- (a) Standards:

Sign Type	Maximum Area	Additional
Above Ground Floor Signs	2 m ²	

Sign Type	Maximum Area	Additional
Arcade Directory Sign	3 m ²	Shall list only the names of the occupiers of the arcade. Shall be displayed at the entrances to the arcade only.
Upstairs Entrance Sign	1.5m ²	Shall contain only the name of the activity of the occupier using that entrance.
Above Verandah Signs	2 m ²	

LOW DENSITY RESIDENTIAL, LOW DENSITY AND MEDIUM DENSITY RESIDENTIAL SUBZONES (THREE PARKS ZONE), HIGH DENSITY RESIDENTIAL, THE TOWN CENTRE TRANSITION SUB-ZONE, RESIDENTIAL ARROWTOWN HISTORIC MANAGEMENT, RURAL RESIDENTIAL ZONES, REMARKABLES PARK ZONE (except Activity Areas 3, 5 and 8), BALLANTYNE ROAD MIXED USE ZONE ACTIVITY AREAS D AND E AND ACTIVITY AREAS 1, 3 AND 4 OF THE KINGSTON VILLAGE SPECIAL ZONE

- (i) On any site signage shall:
- have a maximum area of 0.5 m²
 - either be attached to a building or be free-standing
- (ii) If the sign is located at the front of the site it shall:
- not project over any road or service lane
 - not extend over any footpath unless
 - (b) it is at least 2.5 m above the footpath
 - (c) it does not extend more than 1m over a footpath
- (iii) Notwithstanding (i) above signage for recreation grounds, churches, medical facilities, nursing homes, educational institutions and community buildings shall have a maximum of 2m² per site and either by attached or by free-standing
- (iv) Notwithstanding (i) above, visitor accommodation in Residential Zones may have two signs at each separate entrance/exit:
- One sign which identifies the site and has a maximum area of 2m²
 - One sign which contains the words 'vacancy' and 'no and does not exceed 1m x 0.15m in dimension.

RURAL AREAS, HYDRO GENERATION ZONE, RESORT, RURAL VISITOR, BENDEMEER, TOURISM AND COMMUNITY FACILITIES SUBZONE (THREE PARKS ZONE), PENRITH PARK AND RURAL LIFESTYLE ZONES AND REMARKABLES PARK EXCEPT ACTIVITY AREA 3, 8.

- (i) On any site signage shall:
- have a maximum area of 2 m²
 - be located on the site
 - not project over any road or service lane
 - not extend over any footpath unless
 - (a) it is at least 2.5m above the footpath
 - (b) it does not extend more than 1m over a footpath.

DISTRICT WIDE

Event Signs

- (i) Signs shall be:
- erected no more than 2 months before the date an event
 - limited to 2 m² in size
 - removed within 24 hours of the completion of the event
 - limited to 2 signs fronting the State Highway and 2 signs fronting onto other roads.

Banners

- (i) Banners shall be:
- limited to 1 per site
 - erected for a maximum of 2 weeks before a specific event
 - removed within 24 hours of the completion of the event
 - limited to 3 m² in size

Signs in Reserves

- (i) Any signage shall:
- contain only the name of the reserve; and
 - have a maximum area of 1 m²
- (ii) Business Signs Operating in Reserves shall:
- be attached to the building to which it relates or be free-standing
 - have a maximum area of 1 m²
 - be limited to one sign per business operating in a reserve.

Exemptions

The following signs shall be exempt from the above standards:

- (i) Signs required by Acts of Parliament
All signs required to be displayed by any legislation and displayed in accordance with the provisions of that legislation.
- (ii) Real Estate Signs
- (iii) Electioneering Signs

18.3 Assessment Matters

18.3.1 General

- i. The Assessment Matters are other methods or matters included in the District Plan in order to enable the Council to implement the Plan's policies and fulfil its functions and duties under the Act.
- ii. In considering resource consents for land use activities, in addition to the applicable provisions of the Act, the Council shall apply the relevant Assessment Matters set out below.
- iii. In the case of Controlled and Discretionary Activities, where the exercise of the Council's discretion is restricted to the matter(s) specified in a particular standard(s) only, the assessment matters taken into account shall only be those relevant to that/these standard(s).
- iv. In the case of controlled Activities, the assessment matters shall only apply in respect to conditions that may be imposed on a consent.

18.3.2 Assessment Matters

In considering whether or not to grant consent or impose conditions on a resource consent, the Council shall have regard to, but not be limited by, the following assessment matters.

i Controlled Activity - Signs within the Jacks Point Zone

Conditions may be imposed to ensure

- (a) The colour of the sign is sympathetic to the surrounding landscape;
- (b) The design of the sign, including lighting, is consistent with and sympathetic to the surrounding built environment.
- (d) The design of the sign is consistent with any relevant Council approved development.
- (e) The design of the sign is consistent with public sign policy and controls throughout the District.

ii Controlled Activity – Signs within Mount Cardrona Station Special Zone

The extent to which:

- (a) The colour and materials complement the external appearance of surrounding buildings;
- (b) The design, location and size complements the surrounding built environment and does not dominate built form;
- (c) The design is consistent with other signs in the vicinity;
- (d) The size, colour and location do not adversely affect traffic safety;
- (e) The signage is consistent with the Mount Cardrona Station Design Guidelines (2008).

Questions for Discussion at Signs Workshop – 24 February 2011

Documented Problems with Existing District Plan

The following list covers most of the known problems with Section 18 to be addressed through the District Plan review. Are there others?

General Chapter Wide
Difficult to read the long lists of zones to which the sign rules do and do not apply
No interpretive diagrams for sign types or sizes, e.g. a two storey commercial buildings in town centre showing permitted signage. These are present in the Bylaw but not in District Plan.
No sign rules for some of the Section 12 Special Zones – namely Frankton Flats A and Remarkables Park Activity Area 8.
Activity Status
Sign rules are zone standards and not site standards, meaning any sign which breaches limits defaults to non-complying (when signs are an anticipated part of some environments e.g. town centres)
Signs are a 'controlled activity' as part of buildings in Town Centre zone but not in other zones like Business and Industrial.
Size Limits
Total limit of 5m ² is not sufficient in town centre locations where there are large buildings with multiple tenancies. (15% does not apply once 5m ² is exceeded)
First tenant in a larger building often maxes out the 5m ² limit, forcing all others tenants in the building go for a non-complying consent. Mainly a problem for older buildings with multiple tenants, some of whom have got consents and others have not.
Related to the above, sign rules are in terms of 'ground floor areas' of a 'building' which does not take into account multiple tenancies.
Sign rules are generally written per building. For the jetties in Queenstown Bay, they don't always have a 'building', although the jetty itself is a 'building' but you may not want 15% or 5m ² of signage on jetties.
Sign rules are per 'building' and while they provide for a 15% of building or 5m ² maximum, this does not take account of multiple tenancies. No assessment matters or guidance for the appropriate amount of signage for tenancies in a large building where the 5m ² maximum has already been used up, e.g. 15% of tenancy.
Definition
Lack of clarity over when signs within a building that are visible through a window are counted and when they are not. Definition of 'sign' captures them.
Broad definition of 'sign' captures things like sculptures, the bra fence, and even things like merchandise or a mannequin wearing clothes in a shop window.
Links to Bylaw
Confusing for public having bylaw and District Plan, no single place to look.
Inconsistencies between Bylaw and District Plan, e.g. for veranda face signs, section 32.4. (c) of bylaw says Veranda Face Signs – shall have a maximum height of 0.450 metres, but District Plan rule states they shall not exceed 0.6m in depth. Different prohibited signs.
No link to the Signs Bylaw – people read rules, see they comply and think that is all they need to do (permit being missed).

Questions for Consideration

Prohibited Signs

1. Prohibited signs include the following:

- (a) signs projecting above the roofline of the building to which the sign is attached
- (b) flashing signs
- (c) moving signs
- (d) signs creating any optical illusion
- (e) signs attached to any vehicle parked in or visible from any road or public place for the principle purpose of commercial advertising
- (f) signs attached to a tree unless the sign identifies solely the species of tree and/or its classification under the District Plan.

Is this list appropriate, should any other types of signs e.g. buildings painted as signs, be added to the list? Note list of prohibited signs under bylaw includes:

- (a) signs that are flashing, moving, animated or created by the use of unshaded bulbs or strip lighting or that create an optical illusion;
- (b) signs displayed on a roof;
- (c) signs projecting above the roofline of the building to which the sign is attached or, if the sign is not attached to the building, above the roofline of a building to which the sign relates;
- (d) signs displaying any information, words, images or models (human or mannequin) which are sexually explicit, lewd or otherwise offensive.
- (e) signs attached to any trailer or vehicle, parked or visible from any road or public place for the principal purpose of attracting attention.
- (f) signs imitating or attempting to imitate any traffic direction and safety sign as required by Transit New Zealand.
- (g) offsite signs; except for temporary event signs with Council approval and Transit New Zealand, if required.
- (h) sky signs.
- (i) signs not using the English alphabet except for signs permitted or authorised under this Bylaw and containing no more than 20% of their written content in a script other than English alphabet may be displayed in association with ethnic-related activities.
- (j) noise signs;
- (k) illuminated sign where the illumination exceeds 150cd/m².
- (l) Neon lit signs except in the Queenstown and Wanaka Town Centre zones.

Non-Complying Signs

2. Non-complying signs specifically include:

- (a) Signs on or attached to the roof of a building

Is this list appropriate, should any other types of signs e.g. any of the prohibited signs, be added to the list?

3. Currently signs which do not meet the size limits fall into the non-complying category. Feedback has been received that this is an inappropriate category.

What consent category should signs that exceed the relevant limits have?

Controlled Activity Signs

4. All signs within the Jacks Point (Resort) and Mt Cardrona Station Special Zones require a controlled activity consent. Should this approach be replicated for other special zones / all zones with control over size etc?

Permitted Event Signs

5. Signs associated with events include:

- (i) Signs shall be:
- erected no more than 2 months before the date an event
 - limited to 2 m² in size
 - removed within 24 hours of the completion of the event
 - limited to 2 signs fronting the State Highway and 2 signs fronting onto other roads.
- (i) Banners shall be:
- limited to 1 per site
 - erected for a maximum of 2 weeks before a specific event
 - removed within 24 hours of the completion of the event
 - limited to 3 m² in size

Should rules be more permissive for event signs given their temporary nature?

Exempted 'District Wide' Signs

6. The following signs are excluded altogether:

- i. Signs required by Acts of parliament

- ii. Real Estate Signs
- iii. Electioneering Signs

Should any other signs be completely excluded? E.g. DOC signs on conservation land?

Should real estate signs be limited to one per company per site?

Permitted Signs – Commercial Areas

7. The following signs are permitted in commercial areas:

Standards for Ground Floor Signs

(a) *Ground floor areas with frontage to a road, footpath, service lane or access way: signs on the ground floor areas of each face of a building shall not exceed 5m² in total area or 15% of the ground floor area of that face of the building, whichever is less.*

Provided that if the building also has frontage to a road the signs on the face of the building adjacent to the service lane or access way shall not exceed 2% of the ground floor area of the face of the building adjacent to the service lane or access way.

b) *Standards:*

Sign Type	Maximum Area	Additional Standards
Wall Signs	2m ²	
Verandah Face Signs	Shall not together with other ground floor signs exceed the area specified in 18.2.5(i)(a) above	Shall not exceed 600mm in depth
Under Verandah Signs	Shall not together with other ground floor signs exceed the area specified in 18.2.5(i)(a) above	Shall be at 2.5m above the surface of the road, footpath, service lane or access way
Free-standing Signs	2m ²	Shall not project over and any road or service lane. Shall not project over a footpath unless it is 2.5m above the level of the footpath and does not project more than a metre over the footpath.
Flatboards	1m ²	Shall be located on the site maximum of two flatboards or one sandwich board per site.

Standards for other signs (i.e. not ground floor)

Sign Type	Maximum Area	Additional
Above Ground Floor Signs	2 m ²	
Arcade Directory Sign	3 m ²	Shall list only the names of the occupiers of the arcade. Shall be displayed at the entrances to the arcade only.
Upstairs Entrance Sign	1.5m ²	Shall contain only the name of the activity of the occupier

		using that entrance.
Above Verandah Signs	2 m ²	

Are these size limits appropriate?

Permitted Signs – Rural type Areas

8. The following signs are permitted in rural type areas:

RURAL AREAS, HYDRO GENERATION ZONE, RESORT, RURAL VISITOR, BENDEMEER, TOURISM AND COMMUNITY FACILITIES SUBZONE (THREE PARKS ZONE), PENRITH PARK AND RURAL LIFESTYLE ZONES AND REMARKABLES PARK EXCEPT ACTIVITY AREA 3, 8.

(i) On any site signage shall:

- have a maximum area of 2 m²
- be located on the site
- not project over any road or service lane
- not extend over any footpath unless
 - (a) it is at least 2.5m above the footpath
 - (b) it does not extend more than 1m over a footpath.

Are these size limits appropriate?

Permitted Signs – District Wide

Event Signs

(i) Signs shall be:

- erected no more than 2 months before the date an event
- limited to 2 m² in size
- removed within 24 hours of the completion of the event
- limited to 2 signs fronting the State Highway and 2 signs fronting onto other roads.

Banners

(i) Banners shall be:

- limited to 1 per site
- erected for a maximum of 2 weeks before a specific event
- removed within 24 hours of the completion of the event
- limited to 3 m² in size

Signs in Reserves

- (i) Any signage shall:
- contain only the name of the reserve; and
 - have a maximum area of 1 m²
- (ii) Business Signs Operating in Reserves shall:
- be attached to the building to which it relates or be free-standing
 - have a maximum area of 1 m²
 - be limited to one sign per business operating in a reserve.

Are these size limits appropriate?

What about signs for other activities in reserves that are not businesses? E.g. sports clubs

Should signs in reserves be limited to just containing the name of the reserve? What about interpretation panels?

Signs Issues and Options

Summary

We think the District Plan rules need revising so they:

- 1 are clear
- 2 are easy to understand and use
- 3 allow for adequate signage on single buildings with multiple tenancies in the town centre, business and industrial zones
- 4 require sign platforms on new buildings in the Town Centre zones
- 5 allow for appropriate event signs (including off site signs)
- 6 ensure the activity status for signs are clear
- 7 link to design guidance for signs
- 8 provide a clear consent process for signs

What do you think?

Please send your comments to:
Policy & Planning
Queenstown Lakes District Council
Private Bag 50072, Queenstown 9348

Email services@qldc.govt.nz

Or comment online at
www.qldc.govt.nz/district_plan_review

Comments should be received by 30 November 2012 although feedback on these issues will be welcome at any time during the review process.

What are we doing?

We're currently reviewing the District Plan and looking at what works well and what needs to be changed. As part of this process we've been monitoring the provisions for the management of signs and how they are working.

This has helped us identify some areas that we think can be improved and we'd like your feedback.

You can see the full monitoring report at www.qldc.govt.nz/monitoring.

The Current Situation

Signs are controlled through the Signs Bylaw and the District Plan. If a sign complies with the provisions of the Bylaw a sign permit alone is required (cost \$146).

However if a sign does not comply with the provisions of the Bylaw a resource consent for a non complying activity is required (currently an initial deposit of \$820).

What Mechanism to Use?

The current dual system of the Signs Bylaw and the District Plan can be confusing, time consuming and costly. This is frustrating for retailers in the town centre, business and industrial zones where signs are anticipated. We recognise that whatever system is used it needs to be clear, simple and cost effective.

District Plan (Council's preferred option) Signs could be managed solely under the District Plan (removing the Bylaw). Typical signs would be a permitted activity (meaning no resource consent or signs permit and no cost). If the sign does not meet the permitted standards a resource consent for a discretionary activity would be required.

We recognise that the current rules need changing to allow typical signs, especially in town centre, business and industrial zones with only those outside the standards requiring a resource consent.

Signs Bylaw Alternatively we can stay with the current system of requiring a signs permit for a sign and if these sign bylaw limits are exceeded a resource consent (non-complying activity) is required.

Proposed Changes

The monitoring report on signs identified a number of possible amendments to the current District Plan.

Definition of signs Revise the definition of a sign so it is clear and easy to understand. Should any of the following be defined as signs?



Signs that are visible through or in a shop window



Sculptures



A sign draped over a vehicle



Signs on parked trailers



Corporate colours

Activity Status Currently if signs don't comply with permitted activity standards they become a non-complying activity which makes it hard to get a resource consent. We believe this is too onerous and that they should become a discretionary activity which would simplify the consent process.

Size Limits Currently the signs rules are structured so that tenants in multi tenanted buildings often have to apply for a resource consent for a standard sign. This is expensive, time consuming and inefficient. Permitted sign rules in town centres, industrial, and business areas need to be amended to enable an allowance for all tenancies in multi tenanted buildings.

Event Signs Some events signs need to be located off site. The Bylaw only allows this through a dispensation which is an inefficient process. We think that the event signs rules need to be amended to allow for off-site signs.

Sign Platforms Where a building is altered or a new building erected in one of the town centre zones the applicant is encouraged to include signage platforms. This ensures that designers think about the location and size of signs at the design phase. However the District Plan rules do not require this. Should the rules be amended to require signage platforms on new buildings in the town centre zones?

Design Guidance Would informal design guidance for signs in town centres be useful for retailers, sign writers and planners?

What do you think?

18. Signs

18.1 Objectives and Policies

18.1.1 Purpose

~~The purpose of signs is to provide information to the general public. However, signs may have adverse environmental effects, particularly on visual amenity, and may conflict with traffic and pedestrian safety.~~

The purpose of signs is to provide information to the general public and to assist to create a sustainable and vibrant community. There are significant positive effects associated with enabling signage to achieve these outcomes. However, signs may have adverse environmental effects and may conflict with traffic and pedestrian safety.

The standard of visual amenity varies in different parts of the District, and is generally defined by the range and nature of land use. In areas where the development is more diverse, such as commercial and industrial areas, the potential adverse effects of signs on visual amenity may be more limited due to the existing mix of development within those areas. In residential and rural areas, signs have the potential to create adverse effects on visual amenity due to the more sensitive nature of these areas.

Because of the differing visual sensitivity and signage needs of the various areas of the District, it is appropriate that different standards for signage apply to the different areas.

18.1.3.1 Objective and Policies

Objective 1 –Signs

~~Signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access and on the District's important landscape, streetscape, cultural heritage and water area visual amenity values.~~

Signs which convey necessary information and assist in creating a sustainable and vibrant community, while avoiding or mitigating any adverse effects on; public safety, convenience, access, the District's important landscape, streetscape, cultural heritage and water area visual amenity values.

Policies:

- 1 To ensure the number, size, location and design of signs in different areas are compatible with the character and amenity of those areas.
- 2 When located on buildings, to ensure the design and display of signs is consistent with and complementary to the overall design of the building through attention to:
 - lettering design
 - location on the building
 - relationship to the architectural features of the building and any adjacent buildings
 - the number, area and height of signs
 - ensuring signs are designed in a way that is compatible with and sympathetic to the amenity, visual, heritage and streetscape values of the surrounding area
 - the effect of illumination on adjoining properties and public places.
- 3 To ensure the design and display of signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views of, motorists or pedestrians.
- 4 To ensure all signs are constructed and located in a manner that does not pose a danger to property and/or obstruction to pedestrians.
- 5 To ensure signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are

limited to signs necessary for direction, public information or public safety.

- 6 *To enable a diversity of sign types within commercial areas that provide for effective communication of business information and enable commercial individuality whilst maintaining public safety, access needs and the overall character of the area.*
- 7 *To ensure signs are limited to those relating to a particular activity and/or the use of land or buildings, and are located on the site of that activity, land or building.*
- 8 *To support the establishment of information signs and lay-bys at the entrance to the District's settlements and at sites of natural, historical or tangata whenua interest.*
- 9 *To support the use of traditional Kai Tahu (tangata whenua) place names within the District.*
- 10 *To promote the identification of signage platforms so that signage is considered at the time of building design and to streamline changes in signs associated with changing tenants through the life of a building.*
- 11 *To provide, in limited, temporary circumstances, for off site signs where it is not practical to display the sign on the site where the activity occurs.*
- 12 *To provide, in limited circumstances, for signs on commercial buildings of a size or dimension which exceeds that otherwise anticipated in the area where the increased size is visually compatible with the surrounding environment and the scale and character of the building to which it relates*
- 13 *To manage the extent of signage on windows to promote passive surveillance of streets and encourage visual interest for pedestrians.*

Objective 2 – Signs on Waterfronts, Wharves and Jetties

Signs located on waterfronts, wharves and jetties (including signs on buildings on wharves and jetties) that convey necessary information while preserving a high standard of amenity and public views.

Policies

- 1 *To provide for signs that convey information regarding commercial activities and services that operate from or adjacent to the wharf, jetty or waterfront on which the sign is located.*
- 2 *To ensure that waterfront signs provide only essential information directly associated with activities based on the surface of lakes and rivers or undertaken within buildings located on wharves and jetties and/or the waterfront*
3. *To ensure that signs on wharves, jetties and waterfronts do not detract from the views and amenity of the foreshore and of the lakes and rivers through inappropriate placement, size and colour.*

18.2 Signs - Rules

18.2.1 Structure of the Rules Section

Three Activity Tables 'Commercial', 'Residential' and 'Other' group the District Plan zones. Each Activity Table contains rules relevant to the listed zones, and establishes the activity status for signs in each zone.

In addition, Activity Table 4 contains District Wide rules that apply to signs in any Zone. [Signs must not breach standards in any Table \(1 – 4\), if they are to be considered a Permitted Activity under this Section.](#)

[Freestanding signs, sandwich boards, flat boards, flags and banners may be double sided, with only one side being counted towards the sign area. All other signs will be assessed on a single sided basis.](#)

18.2.2 Activities

18.2.3 Permitted Activities

Any activity which is listed as a **Permitted** Activity (PER) in Tables 1 – 4 or is not listed as a Controlled Activity (CON), Discretionary Activity (DIS) or Prohibited Activity (PRO) in Tables 1- 4.

18.2.4 Controlled Activities

Any activity which is listed as a **Controlled** Activity (CON) in Tables 1 -4

The exercise of Council's control shall be limited [\(subject to RMA Section 104A\)](#) to:

- Colour [and materials](#)
- ~~Materials~~
- Design and content
- Location

- Access and safety
- [Compliance with the relevant design guidelines](#)

18.2.5 Discretionary Activities

Any activity which is listed as a **Discretionary** Activity (DIS) in Tables 1 – 4, or signage that is not specifically covered in Tables 1 - 4.

Any activity that does not comply with a Permitted or Controlled Activity.

18.2.6 Prohibited Activities

Any activity which is listed as **Prohibited** (PRO) in any of Activity Tables 1 – 4.

[18.2.7 Non-Notification](#)

[Any application for resource consent for the following matters shall not require the written consent of other persons and shall not be notified or limited-notified:](#)

- [Controlled Activities](#)

ACTIVITY TABLE 1 – COMMERCIAL AREAS

		Commercial Precincts within the Township Zone	Town Centre Zone (including Town Centre Transition Sub-Zone)	Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E2E4	Queenstown Airport Mixed Use Zone	Corner Shopping Centre Zone	Business & Industrial Zone	Three Parks Zone (Business & Commercial Core Sub-Zones)	Remarkables Park Zone (Activity Areas 3, 5 and 8)	Ballantyne Road Mixed Use Zone (Activity Areas B and C)	Kingston Village Special Zone (Activity Area 2)
1.	Identification of Signage Platforms that comply with the size requirements for 3-6 below.	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON
2.	All <u>new and replacement</u> signs located within an <u>approved</u> Signage Platform. in accordance with an approved resource consent.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
3.	Arcade Directory Signs that do not exceed 3m ² in area <u>limited to</u> and one per arcade.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
4.	Upstairs Entrance Signs that do not exceed 1.5m ² in area <u>per building</u> .	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
5.	All signs located within the Ground Floor Area of a building which do not cumulatively exceed a total area of 15% of the Ground Floor Area provided that: <u>(i)</u> Where a building contains more than one commercial tenancy on the ground floor each commercial tenancy shall not display signs larger than 15% of the Ground Floor Area that tenancy occupies, and , <u>(ii)</u> Signs attached to glazing shall not exceed 50% coverage of that glazing. This applies to individual or partitioned glazed areas located within the Ground Floor Area. <u>Signs not attached to glazing, or sited anywhere within the enclosed interior of a building, and visible or not, are excluded from this figure.</u> Note: Arcade Directory, Upstairs Entrance Signs and signs located behind the glazing are not included within the Ground Floor Area	CON	CON	CON PER	CON PER	CON	CON PER	CON PER	CON PER	CON PER	CON

signage allowance.

~~Note: Only one face of an Under Verandah Sign shall be counted toward any allowance under this rule.~~

ACTIVITY TABLE 1 – COMMERCIAL AREAS (Continued)

		Commercial Precincts within the Township Zone	Town Centre Zone (including Town Centre Transition Sub-Zone)	Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E24	Queenstown Airport Mixed Use Zone	Corner Shopping Centre Zone	Business & Industrial Zone	Three Parks Zone (Business & Commercial Core Sub-Zones)	Remarkables Park Zone (Activity Areas 3, 5 and 8)	Ballantyne Road Mixed Use Zone (Activity Areas B and C)	Kingston Village Special Zone (Activity Area 2)
6.	Above Ground Floor Signs that cumulatively do do not exceed 2m ² in area per building <u>or 1m² per tenancy up to a maximum of 3m² per building.</u>	CON	CON	CON <u>PER</u>	CON <u>PER</u>	CON	CON <u>PER</u>	CON <u>PER</u>	CON <u>PER</u>	CON <u>PER</u>	CON
7.	Any sign <u>or sign platform</u> that does not comply with any of 1 - 6 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS

ACTIVITY TABLE 2 – RESIDENTIAL AREAS

		Low & High Density Residential Zones	Three Parks Zone (Low and Medium Density Residential Sub-Zones)	Township Zones (excluding Commercial Precincts)	Quail Rise, Meadow Park & Shotover Country Special Zones	Residential Arrowtown Historic Management Zone	Rural Residential Zones	Remarkables Park Zone (excluding Activity Areas 3, 5 & 8)	Ballantyne Road Mixed Use Zone (activity Areas D & E)	Kingston Village Special Zone (Activity Areas 1, 3 and 4)	Penrith Park Zone	Frankton Flats Special Zone B Area C2
1.	One sign per site with a maximum area of 0.5m ²	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
2.	Signs for recreation grounds, churches, medical facilities, nursing homes, educational institutions and community buildings with a maximum area of 2m ² per site and which are attached to a building or free standing.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
3.	Signs for Visitor Accommodation comprising no more than two signs, one identifying the Visitor accommodation and measuring no more than 2m ² in area and the other containing only the words 'No' and "Vacancy" and measure no more than 0.15m ² in area.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
4.	Any sign or sign platform that does not comply with 1-3 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS

ACTIVITY TABLE 3 – OTHER AREAS

		Rural General & Gibbston Character Zone	Rural Lifestyle Zone	Hydro Generation Zone	Rural Visitor Zones	Bendemeer Zone	Three Parks Zone (Tourism and Community Facilities Sub-Zone)	Open Space Zone, Frankton Flats Special Zone B Area A	Jacks Point & Henley Downs	Mt Cardrona Station Special Zone
1.	Up to 2m ² of signage per site with no illumination or artificial lighting.	PER	PER	PER	PER	PER	PER			
2.	Up to 1m ² of signage per site with no illumination or artificial lighting.							CON		
3.	Signage that complies with the relevant design guidelines for the specific Zone.								CON	CON
4.	Signage that does not comply with the relevant design guidelines for the specific Zone.								DIS	DIS
5.	Any sign that does not comply with 1 or 2 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS		

ACTIVITY TABLE 4. – DISTRICT WIDE

1.	Flags – provided that: a) There is only 1 per site depicting corporate colours or logo of the business provided it does not exceed 1.8m x 0.9m in size; and, b) Any number of flags depicting national colours and logos provided that each flag does not exceed 1.8m x 0.9m in dimension; and, c) Only one flag of each nationality is erected.	PER
2.	Temporary Event signs provided that: a) They are established no more than two months prior to the date of the event; and, b) They have an area no greater than 2m ² or 3m ² if a Banner; and, c) Are removed within 24 hours of completion of the event; and, d) Are limited to two signs fronting any State Highway and two signs fronting other roads.	PER
3.	Signs in Reserves provided that: a) They have an area no greater than 1m ² . b) Only relate to businesses operating in the reserve ; c) They are located where the business operates from ; d) They are limited to one sign per business.	PER
4.	Real Estate Signs (including auction signs) provided that: a) They are located on the site to which they relate; and, b) They have an area no greater than 1.62m ² ; and, c) No more than 1 sign per agency is erected.	PER
5.	Temporary Sale Signs erected for no more than 14 days, provided that there are no more than 4 occurrences per site, per year :-	PER
6.	Construction Signs provided that: a) There is are no more than four one signs per site. b) They each have an area no greater than 1.62m ² . c) They are erected for no more than 30 days prior to works commencing. d) They are removed within 14 days of completion of the work. e) Safety and hazard signs are exempt.	PER
7.	Any sign which does not comply with the requirements of 1 - 6 above.	DIS
8.	Free Standing Signs a) That exceed 3.5m in height; and/or b) That are less than 2.5m above the footpath; and/or c) That extend more than 1 metre over any footpath d) That have an area greater than 2m ²	DIS
9.	Sandwich or Flat Board Signs a) That have an area greater than 1m ² ; and/or	DIS

	b) That are not located on private land. Note: For the purpose of measuring the area of sandwich boards only one face of the board shall be counted.	
10.	Under Verandah Signs that are less than 2.5m above the footpath.	DIS
11.	Signs on Wharves and Jetties (including on buildings established on wharves and jetties).	DIS
12.	Off-site signs.	DIS
13.	Signs exceeding 150cd/m ² of illumination.	DIS
14.	Flashing, moving, animated signs and signs that create an optical illusion.	PRO DISC
15.	Signs displayed on a roof or projecting above the roof line of the building to which is attached and/or relates.	PRO DISC
16.	Signs displaying sexually explicit, lewd or otherwise offensive content.	PRO
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.	DIS
18.	Signs imitating any traffic direction and safety sign as required by New Zealand Transport Agency.	PRO
19.	Signs required by acts of Parliament.	PER
19 20.	Signs required by acts of Parliament, legislation or statutory requirements.	PER
20 21.	Electioneering Signs.	PER
21.	Signs on or in any Category 3 feature in the Inventory of Protected Features	CON
22.	Signs on or in any Category 1 or 2 feature in the Inventory of Protected Features	DIS

NOTE – For assistance refer to Appendix 4 Interpretative Diagrams Signs

18.3 Signs - Assessment Matters

18.3.1 Assessment Matters

In considering whether or not to grant consent or impose conditions on a resource consent, the Council shall have regard to, but not be limited by, the following assessment matters.

i Controlled Activity – Signs in All Zones

~~(a)~~ Whether the proposed signage:

Colour and materials

- a. Incorporates colours and materials that complement the external appearance of the building and/or surrounding buildings.
- b. Incorporates colours and materials that are sympathetic to the surrounding landscape.

Design and content

- c. Design, including lighting, is consistent with and sympathetic to the surrounding environment.
- d. Whether there are any effects on heritage buildings, or on buildings and structures in heritage precincts, and whether any Conservation advice has been obtained.
- e. When considering Signage Platforms, the extent that The platforms have been considered within the overall design of the building and specifically the architectural features of the building.

Location

f. Has been located to integrate with the design of the building and does not obscure the architectural features of the building.

g. The requirements of multiple tenants within a building have been provided for.

Access and safety

h. Adversely affects public pedestrian access through inappropriate location, design or type of sign.

Compliance with the design guidelines

i. The level of compliance with any relevant specific zone design guidance

- ~~(i) Incorporates colours and materials that complement the external appearance of the building and/or surrounding buildings;~~
- ~~(ii) Incorporates colours and materials that are sympathetic to the surrounding landscape;~~
- ~~(iii) Design, including lighting, is consistent with and sympathetic to the surrounding environment;~~
- ~~(iv) Complies with the relevant design guidelines (if applicable) for the specific Zone.~~
- ~~(v) Adversely affects public pedestrian access through inappropriate location, design or type of sign.~~
- ~~(vi) Has been located to integrate with the design of the building and does not obscure the architectural features of the building.~~

~~(b) Whether there are any effects on heritage buildings, or on buildings and structures in heritage precincts, and whether any Conservation advice has been obtained.~~

~~(c) When considering Signage Platforms the extent that:~~

~~The platforms have been considered within the overall design of the building and specifically the architectural features of the building and/or~~

~~(i) The requirements of multiple tenants within a building have been provided for.~~

~~(d) If Signage Platforms are not proposed how it has been demonstrated that the matters in (c) above have been addressed in respect to signage.~~

ii Discretionary Activity – Signs within Commercial Areas (Activity Table 1)

- (a) The extent to which:
 - (i) The size of the signage is visually compatible with the scale and character of the building to which it relates and the surrounding environment.
 - (ii) The design, location and size of the proposed signage complements the surrounding built environment and does not dominate built form;
 - (iii) The design is consistent with other signs in the vicinity;
 - (iv) The size, colour and location do not adversely affect traffic and/or pedestrian safety;
 - (v) The placement, size and choice of materials has considered the architectural features of the building on which the sign is to be erected; and

(vi) Any signage on windows will retain the function of the window to provide interest, activity and passive surveillance on the street.

(b) Whether the cumulative effects of the proposed signage (and all that which can be anticipated to be established on the same building) will adversely affect the streetscape and visual amenity of the surrounding environment.

(iii) Discretionary Activity – Signs within Residential Areas (Activity Table 2)

- (a) Compatibility with amenity values of the surrounding environment considering the visual amenity of the street and neighbouring properties and:
 - (i) Whether the design, location and size of the proposed signage will detract from the residential character of the site and/or building on which it is situated.
 - (ii) Whether the proposed signage dominates the streetscape and wider residential character of the area in which it is located.
 - (iii) The size, colour and location of the signage do not adversely affect traffic and/or pedestrian safety.

(iv) Discretionary Activity – Signs within Other Areas (Activity Table 3)

- (a) The extent to which:
 - (i) The design, colours and materials of the proposed signage are appropriate within the rural context.
 - (ii) The extent to which the proposed signage is compatible with the character of the surrounding environment.
- (b) Any adverse effects of the proposed signage in terms of:

- (i) Lighting;
- (ii) The extent to which the proposed signage may cause a visual distraction to drivers;
- (iii) Location with special regard to skylines, ridges, hills and prominent slopes.

(v) Discretionary Activity – District Wide Signs (Activity Table 4)

- (a) Whether the period the signage is to be erected is necessary for the event being advertised.
- (b) Whether the size of the sign and/or number of signs are compatible with the size of the site on which they are located.
- (c) The extent to which the proposed signage is compatible with the character of the surrounding environment.
- (d) Whether signs located on wharves and jetties (including buildings on wharves and jetties):
 - (i) are directly related to commercial activities and services that operate from, adjacent to or on the wharf, jetty or water front on which the sign is located;
 - (ii) detract from the views and amenity of the surrounding environment through inappropriate placement, size and colour of signage
 - (iii) are of a design, colour and material base appropriate to the specific location of the wharf or jetty to which it is attached.
- (~~iv~~) Whether the design, colours and materials of the proposed signage, including any lighting, are consistent with and sympathetic to the surrounding environment.

(~~ve~~) Whether the size, colour and location adversely affect traffic and/or pedestrian safety.

(e) Whether the design, location and size of the proposed signage will detract from the heritage values of any Protected Feature.

(f) Whether the method of attachment of the proposed sign or sign platform will damage heritage fabric as identified in the Inventory of Protected Features.

The proposed deletions are shown as ~~strike through~~ and proposed additions are shown as underlined.

GROUND FLOOR AREA (FOR SIGNS)	<p>Shall be measured:</p> <p>a) horizontally by the length of the building along the road, footpath, access way or service lane to which it has frontage.</p> <p>b) vertically by the height from the surface of the road, footpath, access way or service lane or, as the case may be, to the point at which the <u>top of the verandah</u>, if any, meets the wall of the building or to a height of 3m above the surface of the road, footpath, access way or service lane, whichever is less.</p> <p>Refer to Appendix 4 Interpretative Diagrams Signs (b) for assistance</p>
SIGN and SIGNAGE	<p><u>Means:</u></p> <p>a) <u>any external name, figure, character, outline, display, delineation, announcement, design, logo, mural or other artwork, poster, handbill, banner, captive balloon, flag, flashing sign, flatboard, free-standing sign, illuminated sign, moving signs, roof sign, sandwich board, streamer, hoarding or any other thing of a similar nature which is:</u></p> <p style="padding-left: 40px;">i) <u>intended to attract attention; and</u></p> <p style="padding-left: 40px;">ii) <u>visible from a road or any public place; and</u></p> <p>b) <u>all material and components comprising the sign, its frame, background, structure, any support and any means by which the sign is attached to any other thing.</u></p> <p>c) <u>Includes any sign written vehicle/trailer or any advertising media attached to a vehicle/trailer</u></p> <p><u>Note: This does include corporate colour schemes.</u></p> <p>Sign Area:</p> <p><u>The area of a sign means the surface area of a sign and the area of a sign includes all the area actually or normally enclosed, as the case may be, by the outside of a line drawn around the sign and enclosing the sign</u></p> <p>Refer to Appendix 4 Interpretative Diagrams Signs (d) for assistance</p> <p>Sign Types:</p> <p><u>Above Ground Floor Sign</u></p> <p>means a sign attached to a building above the verandah or above 3</p>

metres in height from the ground but excluding the face of the verandah.(refer to Interpretative Diagram 13 Signs (a))

Arcade Directory Sign

means a sign which identifies commercial activities that are accessed internally within a building or arcade

Banner

means any sign made of flexible material, suspended in the air and supported on more than one side by poles or cables.

Flag

means any sign made of flexible material attached by one edge to a staff or halyard and includes a flagpole.

Flashing Sign

means an intermittently illuminated sign.

Flat Board Sign

Means a portable flat board sign which is not self-supporting.

Free Standing Sign

means any sign which has a structural support or frame that is directly connected to the ground and which is independent of any other building or structure for its support; and includes a sign on a fence.

Moving Sign

means a sign other than a flag or a banner that is intended to move or change whether by reflection or otherwise.

Off Site Sign

means a sign which does not relate to goods or services available at the Site where the sign is located or an event at the Site where the sign is located.

means a sign which does not relate to goods or services available at the Site where the sign is located.

Roof Sign

means any sign painted on or attached to a roof.

Sandwich Board

means a self-supporting and portable sign.

Signage Platform

Means a physical area identified for the purpose of signage.

Temporary Event Sign

means any Sign established for the purpose of advertising or announcing a single forthcoming temporary event, function or occurrence including carnivals, fairs, galas, market days, meetings exhibitions, parades, rallies, filming, sporting and cultural events, concerts, shows, musical and theatrical festivals and entertainment; but does not include election signs, real estate signs, construction signs, Temporary Sale Signs or Temporary Event Banners.

Temporary Sale Sign

means any Sign established for the purpose of advertising or announcing the sale of products at special prices.

Under Verandah Sign

means a sign attached to the underside of a verandah.

Upstairs Entrance Sign

means a sign which identifies commercial activities that are located upstairs within a building

Wall Sign

means a sign attached to the wall of a building

Refer to Appendix 4 Interpretative Diagrams Signs for assistance.

SIGN

Means:—

a) any name, figure, character, outline, display, delineation,

~~announcement, design, logo, mural or other artwork, poster, handbill, banner, captive balloon, flag, flashing sign, flatboard, free-standing sign, illuminated sign, moving signs, roof sign, sandwich board, streamer, hoarding or any other thing of a similar nature which is:—~~

- ~~i) intended to attract attention; and~~
- ~~ii) visible from a road or any public place; and~~

~~b) all material and components comprising the sign, its frame, background, structure, any support and any means by which the sign is attached to any other thing.~~

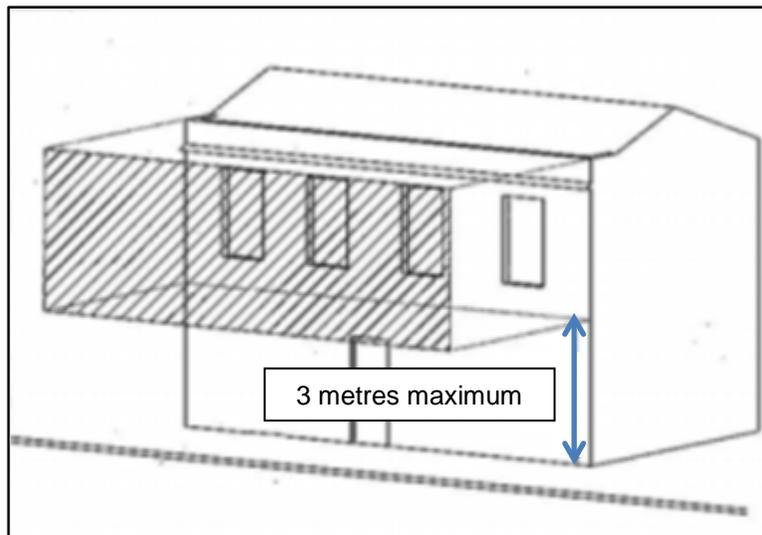
Appendix 4

Interpretative Diagrams

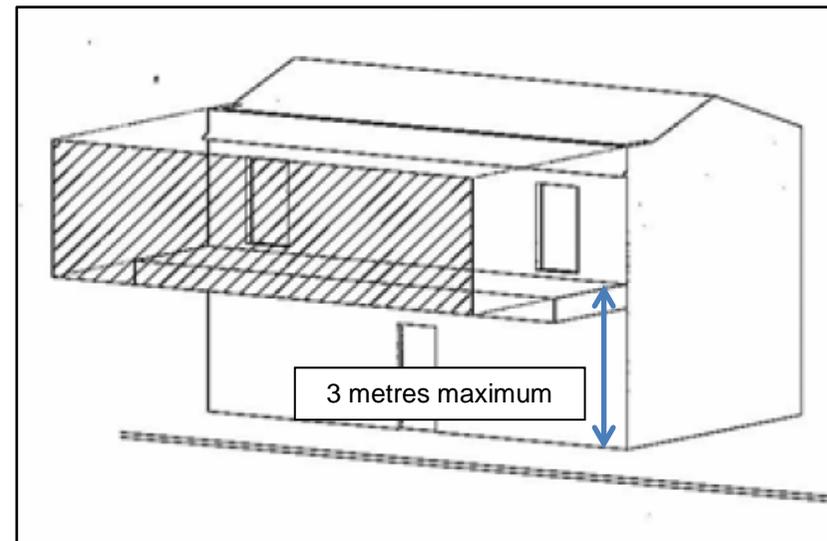
Add the following interpretative diagrams to the current end page.

13. Signs – Interpretative Diagrams

a) Above Ground Floor Signs

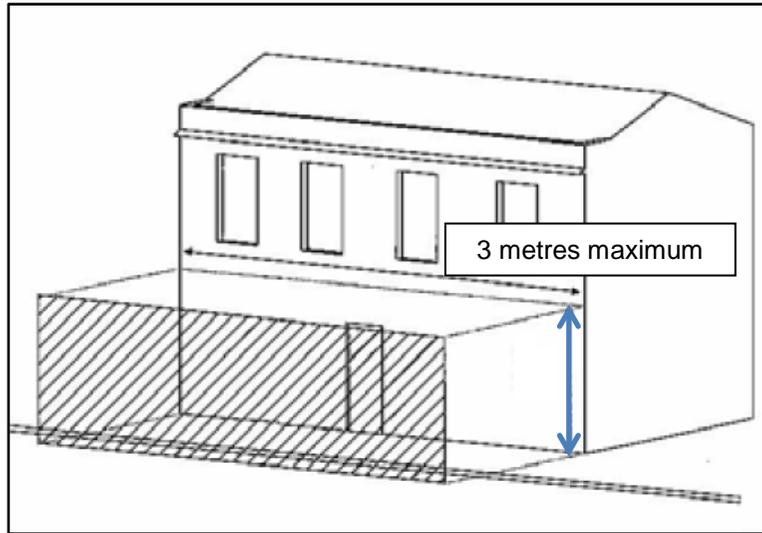


For buildings without a verandah

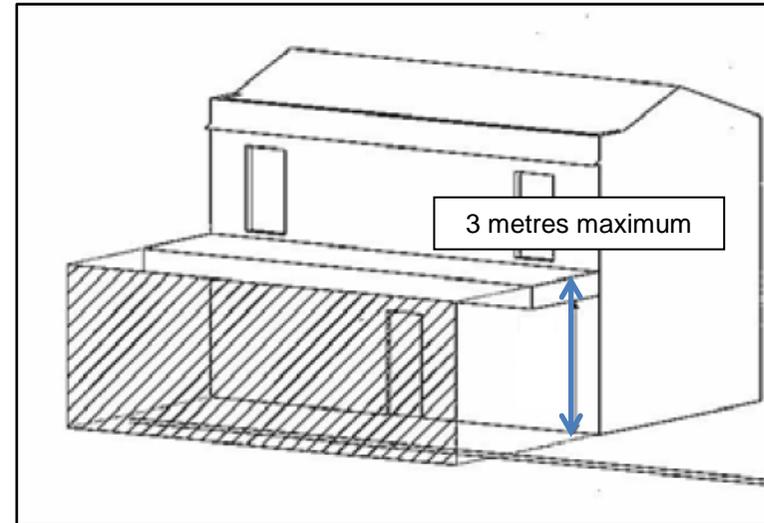


For buildings with a verandah

b) Ground Floor Area (for signs)

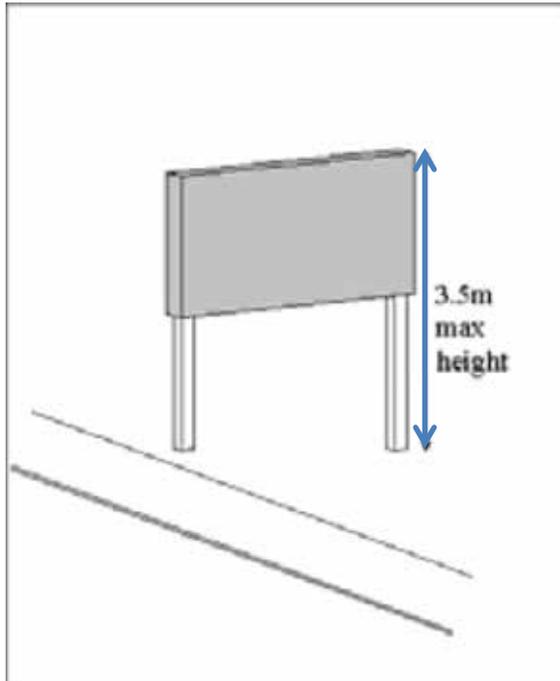


For buildings without a verandah



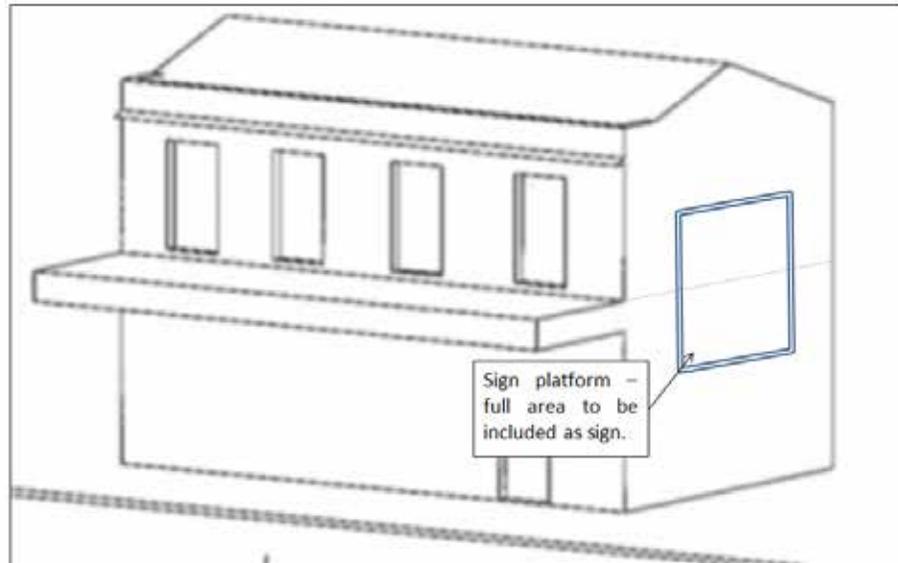
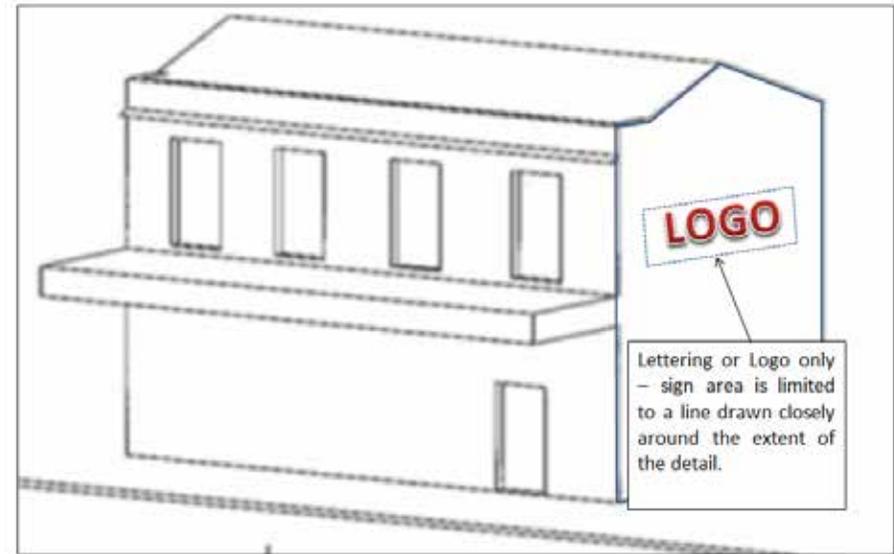
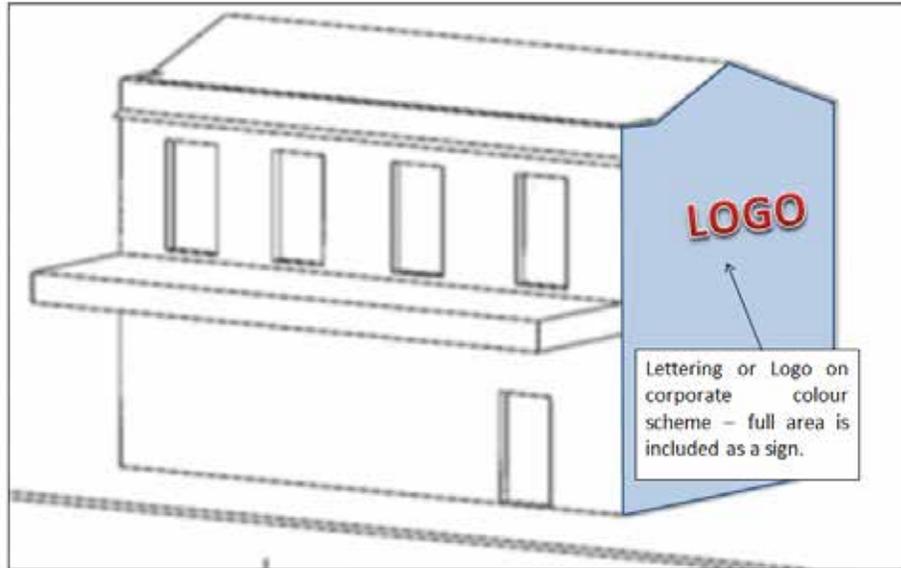
For buildings with a verandah

c) Freestanding Signs

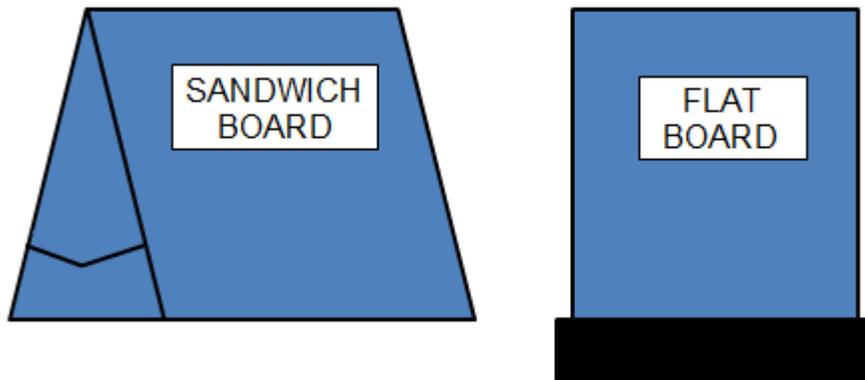


Maximum of 2m² in area and minimum 2.5m in height above any footpath

d) Sign Area



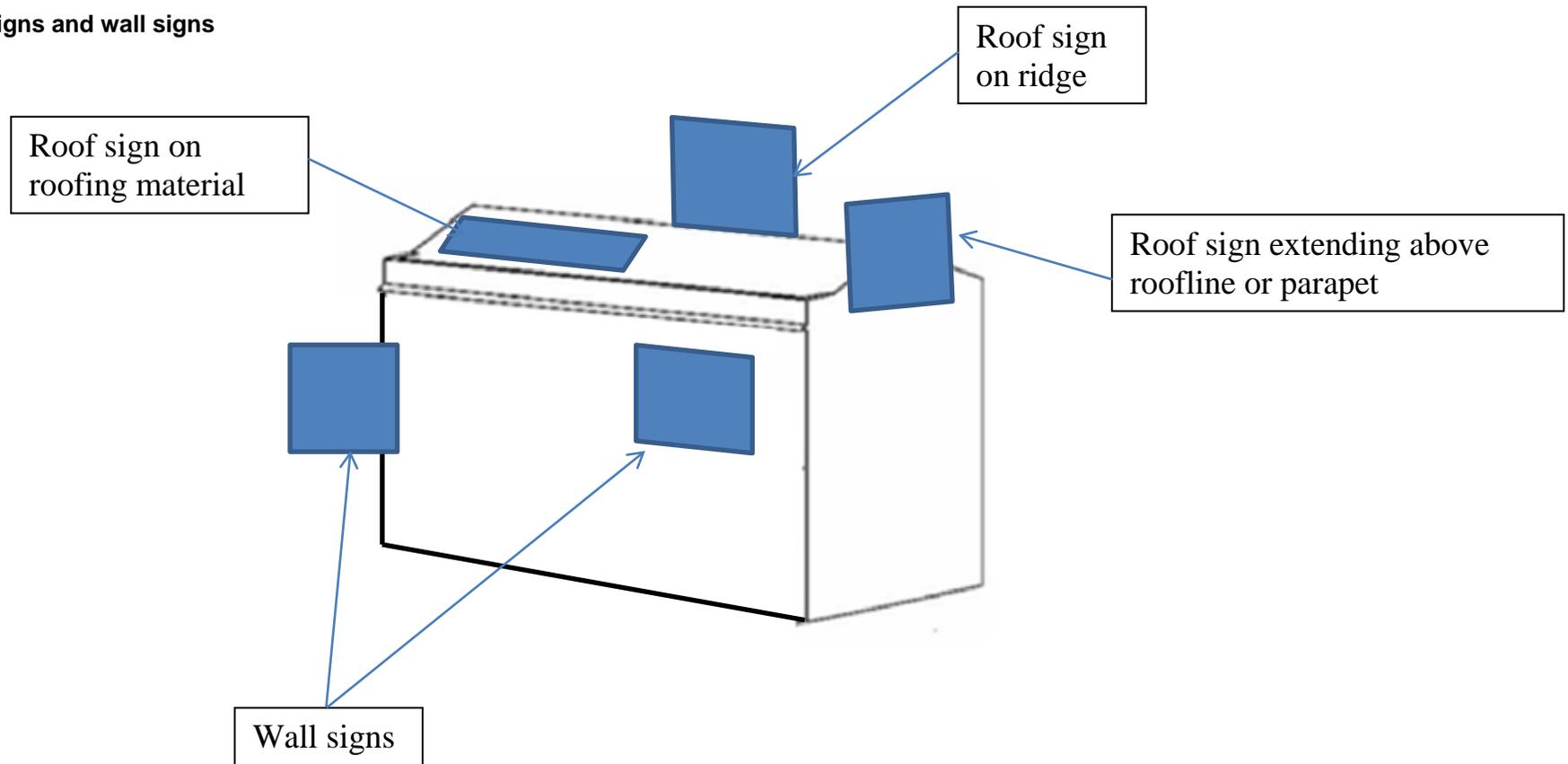
e) Flat Boards and Sandwich Boards



Maximum of 1m² in area; and

Maximum of 2 flat boards or 1 sandwich board per site

f) Roof signs and wall signs

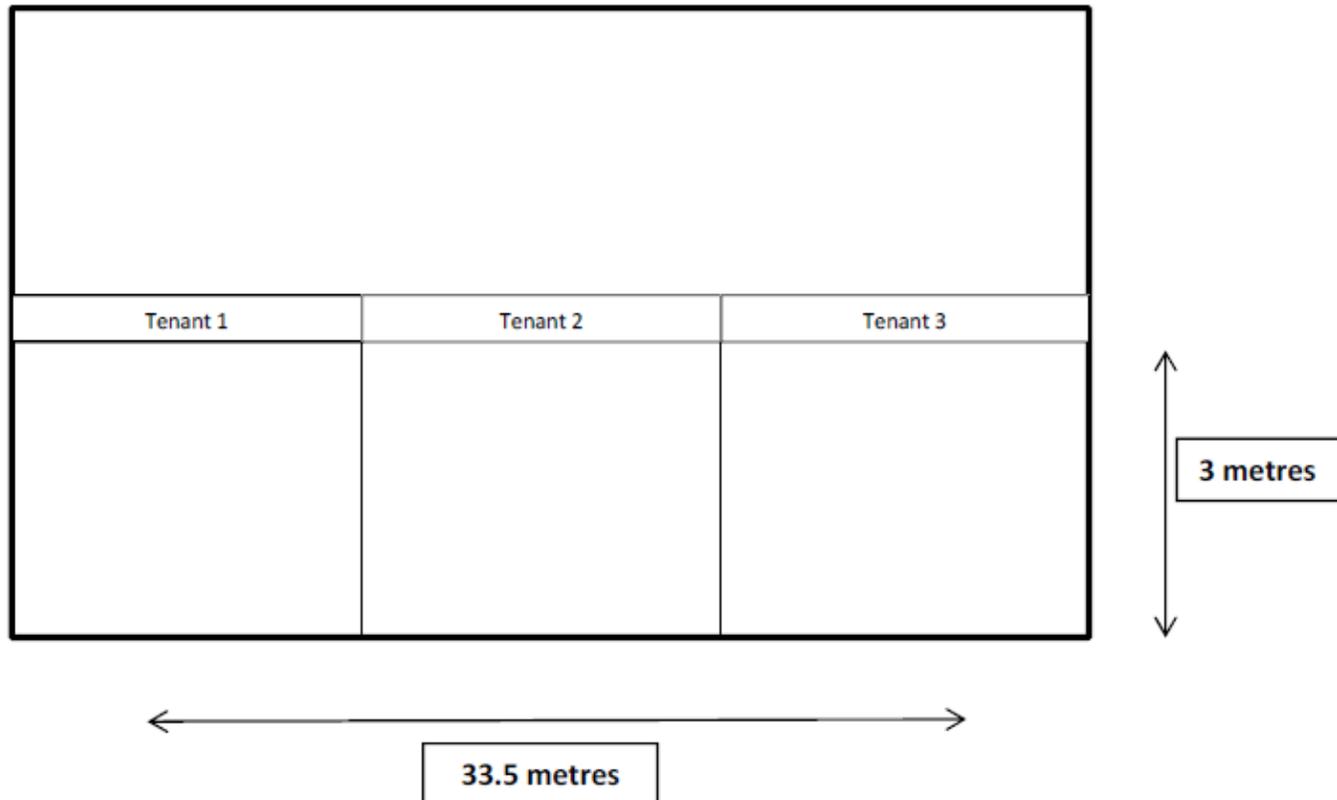


Example 1.

Total Ground Floor Area = 100.5m^2

Maximum 15% Sign Area = 15m^2

Divided by number of
Tenancies = 5m^2 / tenant



Example 2.

Total Ground Floor Area	= 90m ²
Maximum Building Signage Area	= 13.5m ²
Tenancy 1	= 2.25m ²
Tenancy 2	= 11.25m ²



18. Signs

18.1 Objectives and Policies

18.1.1 Purpose

The purpose of signs is to provide information to the general public. However, signs may have adverse environmental effects, particularly on visual amenity, and may conflict with traffic and pedestrian safety.

The standard of visual amenity varies in different parts of the District, and is generally defined by the range and nature of land use. In areas where the development is more diverse, such as commercial and industrial areas, the potential adverse effects of signs on visual amenity may be more limited due to the existing mix of development within those areas. In residential and rural areas, signs have the potential to create adverse effects on visual amenity due to the more sensitive nature of these areas.

Because of the differing visual sensitivity and signage needs of the various areas of the District, it is appropriate that different standards for signage apply to the different areas.

18.1.3.1 Objective and Policies

Objective 1 –Signs

Signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access and on the District's important landscape, streetscape, cultural heritage and water area visual amenity values.

Policies:

- 1 *To ensure the number, size, location and design of signs in different areas are compatible with the character and amenity of those areas.*

- 2 *When located on buildings, to ensure the design and display of signs is consistent with and complementary to the overall design of the building through attention to:

 - *lettering design*
 - *location on the building*
 - *relationship to the architectural features of the building and any adjacent buildings*
 - *the number, area and height of signs*
 - *ensuring signs are designed in a way that is compatible with and sympathetic to the amenity, visual, heritage and streetscape values of the surrounding area*
 - *the effect of illumination on adjoining properties and public places.**
- 3 *To ensure the design and display of signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views of, motorists or pedestrians.*
- 4 *To ensure all signs are constructed and located in a manner that does not pose a danger to property and/or obstruction to pedestrians.*
- 5 *To ensure signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.*
- 6 *To enable a diversity of sign types within commercial areas that provide for effective communication of business information and enable commercial individuality whilst maintaining public safety, access needs and the overall character of the area.*

- 7 *To ensure signs are limited to those relating to a particular activity and/or the use of land or buildings, and are located on the site of that activity, land or building.*
- 8 *To support the establishment of information signs and lay-bys at the entrance to the District's settlements and at sites of natural, historical or tangata whenua interest.*
- 9 *To support the use of traditional Kai Tahu (tangata whenua) place names within the District.*
- 10 *To promote the identification of signage platforms so that signage is considered at the time of building design and to streamline changes in signs associated with changing tenants through the life of a building.*
- 11 *To provide, in limited circumstances, for offsite signs where it is not practical to display the sign on the site where the activity occurs.*
- 12 *To provide, in limited circumstances, for signs on commercial buildings of a size or dimension which exceeds that otherwise anticipated in the area where the increased size is visually compatible with the surrounding environment and the scale and character of the building to which it relates*
- 13 *To manage the extent of signage on windows to promote passive surveillance of streets and encourage visual interest for pedestrians.*

Objective 2 – Signs on Waterfronts, Wharves and Jetties

Signs located on waterfronts, wharves and jetties (including signs on buildings on wharves and jetties) that convey necessary information while preserving a high standard of amenity and public views

Policies

- 1 *To provide for signs that convey information regarding commercial activities and services that operate from or adjacent to the wharf, jetty or waterfront on which the sign is located.*
- 2 *To ensure that waterfront signs provide only essential information directly associated with activities based on the surface of lakes and rivers or undertaken within buildings located on wharves and jetties and/or the waterfront*
3. *To ensure that signs on wharves, jetties and waterfronts do not detract from the views and amenity of the foreshore and of the lakes and rivers through inappropriate placement, size and colour.*

18.2 Signs - Rules

18.2.1 Structure of the Rules Section

Three Activity Tables 'Commercial', 'Residential' and 'Other' group the District Plan zones. Each Activity Table contains rules relevant to the listed zones, and establishes the activity status for signs in each zone.

In addition Activity Table 4 contains District Wide rules that apply to signs in any Zone.

18.2.2 Activities

18.2.3 Permitted Activities

Any activity which is listed as a **Permitted** Activity (PER) in Tables 1 – 4 or is not listed as a Controlled Activity (CON), Discretionary Activity (DIS) or Prohibited Activity (PRO) in Tables 1- 4.

18.2.4 Controlled Activities

Any activity which is listed as a **Controlled** Activity (CON) in Tables 1 -4

The exercise of Council's control shall be limited to:

- Colour
- Materials
- Design and content
- Location
- Access and safety
- Compliance with the relevant design guidelines (if applicable) for the specific Zone.

18.2.5 Discretionary Activities

Any activity which is listed as a **Discretionary** Activity (DIS) in Tables 1 – 4, or signage that is not specifically covered in Tables 1 - 4.

Any activity that does not comply with a Permitted or Controlled Activity.

18.2.6 Prohibited Activities

Any activity which is listed as **Prohibited** (PRO) in any of Activity Tables 1 – 4.

ACTIVITY TABLE 1 – COMMERCIAL AREAS

		Commercial Precincts within the Township Zone	Town Centre Zone (including Town Centre Transition Sub-Zone)	Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E4	Queenstown Airport Mixed Use Zone	Corner Shopping Centre Zone	Business & Industrial Zone	Three Parks Zone (Business & Commercial Core Sub-Zones)	Remarkables Park Zone (Activity Areas 3, 5 and 8)	Ballantyne Road Mixed Use Zone (Activity Areas B and C)	Kingston Village Special Zone (Activity Area 2)
1.	Identification of Signage Platforms that comply with the size requirements for 3-6 below.	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON
2.	All signs located within a Signage Platform in accordance with an approved resource consent.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
3.	Arcade Directory Signs that do not exceed 3m ² in area and one per arcade.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
4.	Upstairs Entrance Signs that do not exceed 1.5m ² in area.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
5.	<p>All signs located within the Ground Floor Area of a building which do not cumulatively exceed a total area of 15% of the Ground Floor Area provided that:</p> <p>(i) Where a building contains more than one commercial tenancy on the ground floor each commercial tenancy shall not display signs larger than 15% of the Ground Floor Area that tenancy occupies, and,</p> <p>(ii) Signs attached to glazing shall not exceed 50% coverage of that glazing. This applies to individual or partitioned glazed areas located within the Ground Floor Area.</p> <p>Note: Arcade Directory Upstairs Entrance Signs and signs located behind the glazing are not included within the Ground Floor Area signage allowance. Note: Only one face of an Under Verandah Sign shall be counted toward any allowance under this rule.</p>	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON

ACTIVITY TABLE 1 – COMMERCIAL AREAS (Continued)

		Commercial Precincts within the Township Zone	Town Centre Zone (including Town Centre Transition Sub-Zone)	Frankton Flats Special Zone A and Special Zone B Areas C1, D, E1 – E4	Queenstown Airport Mixed Use Zone	Corner Shopping Centre Zone	Business & Industrial Zone	Three Parks Zone (Business & Commercial Core Sub-Zones)	Remarkables Park Zone (Activity Areas 3, 5 and 8)	Ballantyne Road Mixed Use Zone (Activity Areas B and C)	Kingston Village Special Zone (Activity Area 2)
6.	Above Ground Floor Signs that cumulatively do not exceed 2m ² in area per building.	CON	CON	CON	CON	CON	CON	CON	CON	CON	CON
7.	Any sign that does not comply with any of 1 - 6 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS

ACTIVITY TABLE 2 – RESIDENTIAL AREAS

	Low & High Density Residential Zones	Three Parks Zone (Low and Medium Density Residential Sub-Zones)	Township Zones (excluding Commercial Precincts)	Quail Rise, Meadow Park & Shotover Country Special Zones	Residential Arrowtown Historic Management Zone	Rural Residential Zones	Remarkables Park Zone (excluding Activity Areas 3, 5 & 8)	Ballantyne Road Mixed Use Zone (activity Areas D & E)	Kingston Village Special Zone (Activity Areas 1, 3 and 4)	Penrith Park Zone	Frankton Flats Special Zone B Area C2
1. One sign per site with a maximum area of 0.5m ²	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
2. Signs for recreation grounds, churches, medical facilities, nursing homes, educational institutions and community buildings with a maximum area of 2m ² per site and which are attached to a building or free standing.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
3. Signs for Visitor Accommodation comprising no more than two signs, one identifying the Visitor accommodation and measuring no more than 2m ² in area and the other containing only the words 'No' and 'Vacancy' and measure no more than 0.15m ² in area.	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER	PER
4. Any sign that does not comply with 1-3 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS	DIS

ACTIVITY TABLE 3 – OTHER AREAS

		Rural General & Gibbston Character Zone	Rural Lifestyle Zone	Hydro Generation Zone	Rural Visitor Zones	Bendemeer Zone	Three Parks Zone (Tourism and Community Facilities Sub-Zone)	Open Space Zone, Frankton Flats Special Zone B Area A	Jacks Point & Henley Downs	Mt Cardrona Station Special Zone
1.	Up to 2m ² of signage per site with no illumination or lighting.	PER	PER	PER	PER	PER	PER			
2.	Up to 1m ² of signage per site with no illumination or lighting.							CON		
3.	Signage that complies with the relevant design guidelines for the specific Zone.								CON	CON
4.	Signage that does not comply with the relevant design guidelines for the specific Zone.								DIS	DIS
5.	Any sign that does not comply with 1 or 2 above.	DIS	DIS	DIS	DIS	DIS	DIS	DIS		

ACTIVITY TABLE 4. – DISTRICT WIDE

1.	Flags – provided that: a) There is only 1 per site depicting corporate colours or logo of the business provided it does not exceed 1.8m x 0.9m in size; and, b) Any number of flags depicting national colours and logos provided that each flag does not exceed 1.8m x 0.9m in dimension; and, c) Only one flag of each nationality is erected.	PER
2.	Temporary Event signs provided that: a) They are established no more than two months prior to the date of the event; and, b) They have an area no greater than 2m ² or 3m ² if a Banner; and, c) Are removed within 24 hours of completion of the event; and, d) Are limited to two signs fronting any State Highway and two signs fronting other roads.	PER
3.	Signs in Reserves provided that: a) They have an area no greater than 1m ² . b) Only relate to businesses operating in the reserve ; c) They are located where the business operates from ; d) They are limited to one sign per business.	PER
4.	Real Estate Signs (including auction signs) provided that: a) They are located on the site to which they relate; and, b) They have an area no greater than 1.62m ² ; and, c) No more than 1 sign per agency is erected.	PER
5.	Temporary Sale Signs erected for no more than 14 days.	PER
6.	Construction Signs provided that: a) There is no more than one sign per site. b) They have an area no greater than 1.62m ² . c) They are erected for no more than 30 days prior to works commencing. d) They are removed within 14 days of completion of the work.	PER
7.	Any sign which does not comply with the requirements of 1 - 6 above.	DIS
8.	Free Standing Signs a) That exceed 3.5m in height; and/or b) That are less than 2.5m above the footpath; and/or c) That extend more than 1 metre over any footpath d) That have an area greater than 2m ²	DIS
9.	Sandwich or Flat Board Signs a) That have an area greater than 1m ² ; and/or b) That are not located on private land. Note: For the purpose of measuring the area of sandwich boards only one face of the board shall be counted.	DIS

10.	Under Verandah Signs that are less than 2.5m above the footpath.	DIS
11.	Signs on Wharves and Jetties (including on buildings established on wharves and jetties).	DIS
12.	Off-site signs.	DIS
13.	Signs exceeding 150cd/m ² of illumination.	DIS
14.	Flashing, moving, animated signs and signs that create an optical illusion.	PRO
15.	Signs displayed on a roof or projecting above the roof line of the building to which is attached and/or relates.	PRO
16.	Signs displaying sexually explicit, lewd or otherwise offensive content.	PRO
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.	DIS
18.	Signs imitating any traffic direction and safety sign as required by New Zealand Transport Agency.	PRO
19.	Signs required by acts of Parliament.	PER
20.	Signs required by acts of Parliament, legislation or statutory requirements.	PER
21.	Electioneering Signs.	PER

NOTE – For assistance refer to Appendix 4 Interpretative Diagrams Signs

18.3 Signs - Assessment Matters

18.3.1 Assessment Matters

In considering whether or not to grant consent or impose conditions on a resource consent, the Council shall have regard to, but not be limited by, the following assessment matters.

i Controlled Activity – Signs in All Zones

- (a) Whether the proposed signage:
 - (i) Incorporates colours and materials that complement the external appearance of the building and/or surrounding buildings;
 - (ii) Incorporates colours and materials that are sympathetic to the surrounding landscape;
 - (iii) Design, including lighting, is consistent with and sympathetic to the surrounding environment;
 - (iv) Complies with the relevant design guidelines (if applicable) for the specific Zone.
 - (v) Adversely affects public pedestrian access through inappropriate location, design or type of sign.
 - (vi) Has been located to integrate with the design of the building and does not obscure the architectural features of the building.
- (b) Whether there are any effects on heritage buildings, or on buildings and structures in heritage precincts, and whether any Conservation advice has been obtained.
- (c) When considering Signage Platforms the extent that:

- (i) The platforms have been considered within the overall design of the building and specifically the architectural features of the building and/or
- (ii) The requirements of multiple tenants within a building have been provided for.
- (d) If Signage Platforms are not proposed how it has been demonstrated that the matters in (c) above have been addressed in respect to signage.

ii Discretionary Activity – Signs within Commercial Areas (Activity Table 1)

- (a) The extent to which:
 - (i) The size of the signage is visually compatible with the scale and character of the building to which it relates and the surrounding environment.
 - (ii) The design, location and size of the proposed signage complements the surrounding built environment and does not dominate built form;
 - (iii) The design is consistent with other signs in the vicinity;
 - (iv) The size, colour and location do not adversely affect traffic and/or pedestrian safety;
 - (v) The placement, size and choice of materials has considered the architectural features of the building on which the sign is to be erected; and
 - (vi) Any signage on windows will retain the function of the window to provide interest, activity and passive surveillance on the street.
- (b) Whether the cumulative effects of the proposed signage (and all that which can be anticipated to be established on the same

building) will adversely affect the streetscape and visual amenity of the surrounding environment.

(iii) Discretionary Activity – Signs within Residential Areas (Activity Table 2)

- (a) Compatibility with amenity values of the surrounding environment considering the visual amenity of the street and neighbouring properties and:
 - (i) Whether the design, location and size of the proposed signage will detract from the residential character of the site and/or building on which it is situated.
 - (ii) Whether the proposed signage dominates the streetscape and wider residential character of the area in which it is located.
 - (iii) The size, colour and location of the signage do not adversely affect traffic and/or pedestrian safety.

(iv) Discretionary Activity – Signs within Other Areas (Activity Table 3)

- (a) The extent to which:
 - (i) The design, colours and materials of the proposed signage are appropriate within the rural context.
 - (ii) The extent to which the proposed signage is compatible with the character of the surrounding environment.
- (b) Any adverse effects of the proposed signage in terms of:
 - (i) Lighting;
 - (ii) The extent to which the proposed signage may cause a visual distraction to drivers;

- (iii) Location with special regard to skylines, ridges, hills and prominent slopes.

(v) Discretionary Activity – District Wide Signs (Activity Table 4)

- (a) Whether the period the signage is to be erected is necessary for the event being advertised.
- (b) Whether the size of the sign and/or number of signs are compatible with the size of the site on which they are located.
- (c) The extent to which the proposed signage is compatible with the character of the surrounding environment.
- (d) Whether signs located on wharves and jetties (including buildings on wharves and jetties):
 - (i) are directly related to commercial activities and services that operate from, adjacent to or on the wharf, jetty or water front on which the sign is located;
 - (ii) detract from the views and amenity of the surrounding environment through inappropriate placement, size and colour of signage
 - (iii) are of a design, colour and material base appropriate to the specific location of the wharf or jetty to which it is attached.
- (d) Whether the design, colours and materials of the proposed signage, including any lighting, are consistent with and sympathetic to the surrounding environment.
- (e) Whether the size, colour and location adversely affect traffic and/or pedestrian safety.

The proposed deletions are shown as ~~strikethrough~~ and proposed additions are shown as underlined.

GROUND FLOOR AREA (FOR SIGNS)	<p>Shall be measured:</p> <p>a) horizontally by the length of the building along the road, footpath, access way or service lane to which it has frontage.</p> <p>b) vertically by the height from the surface of the road, footpath, access way or service lane or, as the case may be, to the point at which the verandah, if any, meets the wall of the building or to a height of 3m above the surface of the road, footpath, access way or service lane, whichever is less.</p> <p>Refer to Appendix 4 Interpretative Diagrams Signs (b) for assistance</p>
SIGN and SIGNAGE	<p>Means:</p> <p>a) <u>any external name, figure, character, outline, display, delineation, announcement, design, logo, mural or other artwork, poster, handbill, banner, captive balloon, flag, flashing sign, flatboard, free-standing sign, illuminated sign, moving signs, roof sign, sandwich board, streamer, hoarding or any other thing of a similar nature which is:</u></p> <p style="padding-left: 40px;">i) <u>intended to attract attention; and</u></p> <p style="padding-left: 40px;">ii) <u>visible from a road or any public place; and</u></p> <p>b) <u>all material and components comprising the sign, its frame, background, structure, any support and any means by which the sign is attached to any other thing.</u></p> <p>c) <u>Includes any sign written vehicle/trailer or any advertising media attached to a vehicle/trailer</u></p> <p>Sign Area:</p> <p><u>The area of a sign means the surface area of a sign and the area of a sign includes all the area actually or normally enclosed, as the case may be, by the outside of a line drawn around the sign and enclosing the sign</u></p> <p>Refer to Appendix 4 Interpretative Diagrams Signs (d) for assistance</p> <p>Sign Types:</p> <p><u>Above Ground Floor Sign</u></p> <p><u>means a sign attached to a building above the verandah or above 3 metres in height from the ground but excluding the face of the verandah.(refer to Interpretative Diagram 13 Signs (a))</u></p>

Arcade Directory Sign

means a sign which identifies commercial activities that are accessed internally within a building or arcade

Banner

means any sign made of flexible material, suspended in the air and supported on more than one side by poles or cables.

Flag

means any sign made of flexible material attached by one edge to a staff or halvard and includes a flagpole.

Flashing Sign

means an intermittently illuminated sign.

Flat Board Sign

Means a portable flat board sign which is not self-supporting.

Free Standing Sign

means any sign which has a structural support or frame that is directly connected to the ground and which is independent of any other building or structure for its support; and includes a sign on a fence.

Moving Sign

means a sign other than a flag or a banner that is intended to move or change whether by reflection or otherwise.

Off Site Sign

means a sign which does not relate to goods or services available at the Site where the sign is located or an event at the Site where the sign is located.

Roof Sign

means any sign painted on or attached to a roof.

Sandwich Board

means a self-supporting and portable sign.

Signage Platform

Means a physical area identified for the purpose of signage.

Temporary Event Sign

means any Sign established for the purpose of advertising or announcing a single forthcoming temporary event, function or occurrence including carnivals, fairs, galas, market days, meetings exhibitions, parades, rallies, filming, sporting and cultural events, concerts, shows, musical and theatrical festivals and entertainment; but does not include election signs, real estate signs, construction signs, Temporary Sale Signs or Temporary Event Banners.

Temporary Sale Sign

means any Sign established for the purpose of advertising or announcing the sale of products at special prices.

Under Verandah Sign

means a sign attached to the underside of a verandah.

Upstairs Entrance Sign

means a sign which identifies commercial activities that are located upstairs within a building

Wall Sign

means a sign attached to the wall of a building

Refer to Appendix 4 Interpretative Diagrams Signs for assistance.

SIGN

Means:—

- a) any name, figure, character, outline, display, delineation, announcement, design, logo, mural or other artwork, poster, handbill, banner, captive balloon, flag, flashing sign, flatboard, free standing sign, illuminated sign, moving signs, roof sign, sandwich board, streamer, hoarding or any other thing of a similar nature which is:—

- ~~i) intended to attract attention; and~~
- ~~ii) visible from a road or any public place; and~~
- ~~b) all material and components comprising the sign, its frame, background, structure, any support and any means by which the sign is attached to any other thing.~~

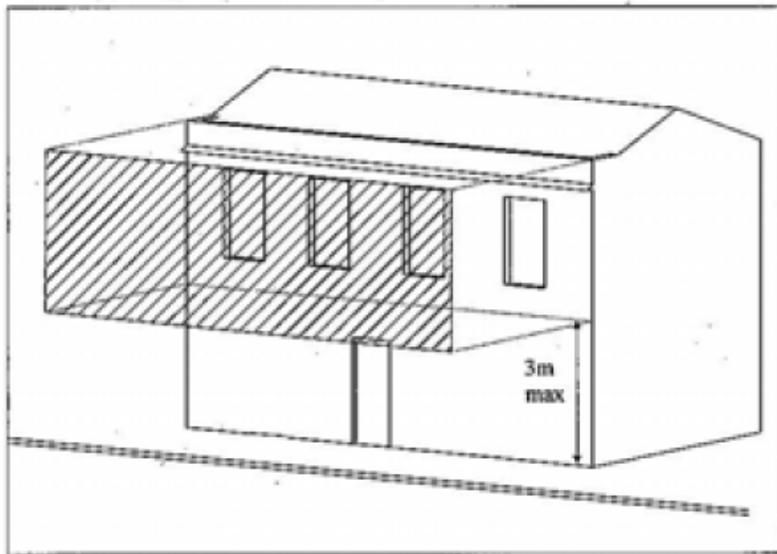
Appendix 4

Interpretative Diagrams

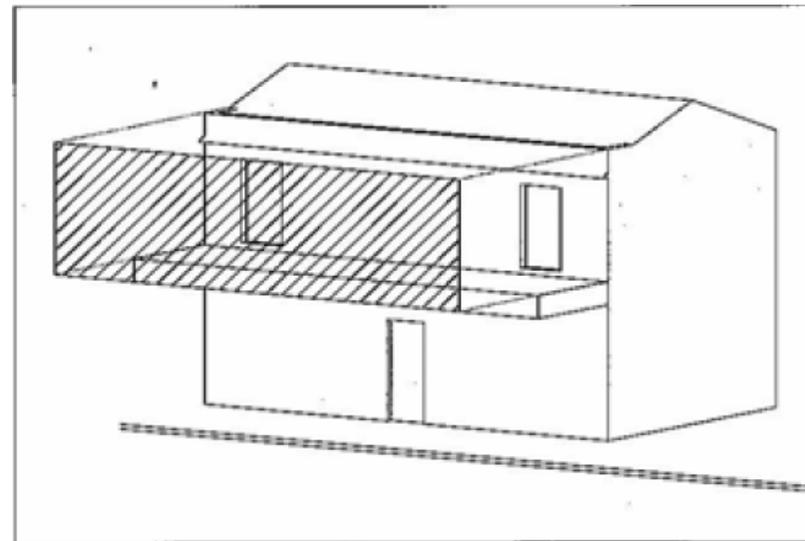
Add the following interpretative diagrams to the current end page.

13. Signs – Interpretative Diagrams

a) Above Ground Floor Signs

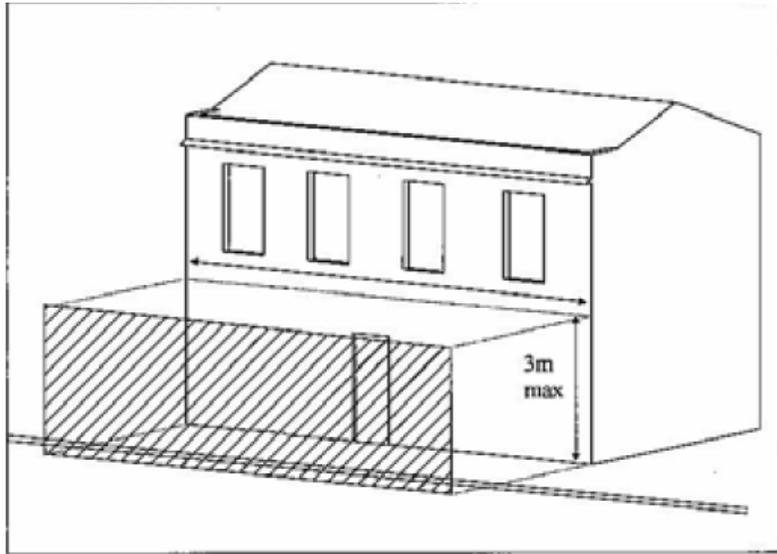


For buildings without a verandah

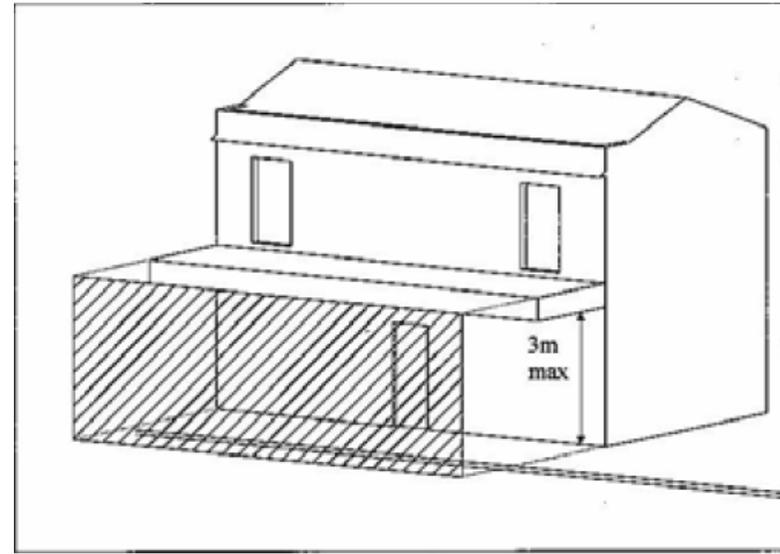


For buildings with a verandah

b) Ground Floor Area

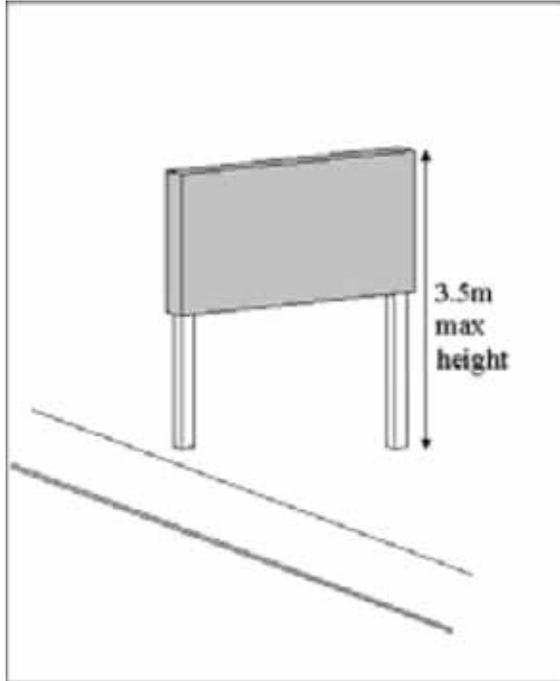


For buildings without a verandah



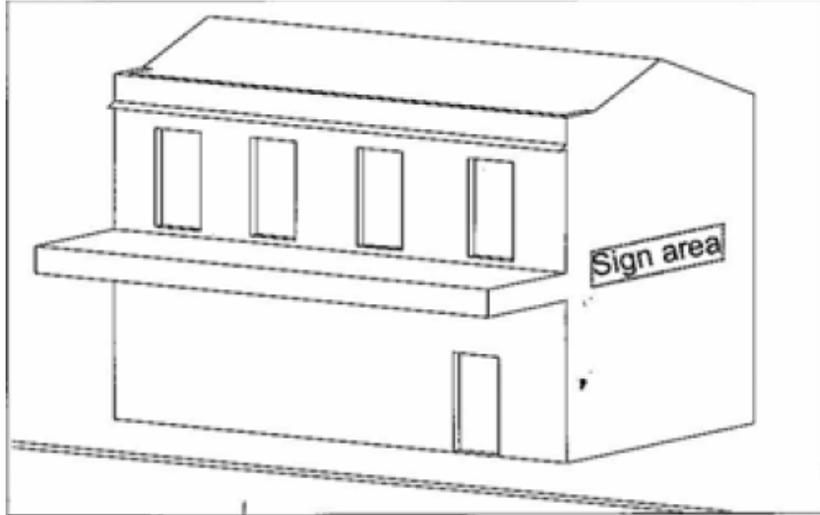
For buildings with a verandah

c) Freestanding Signs

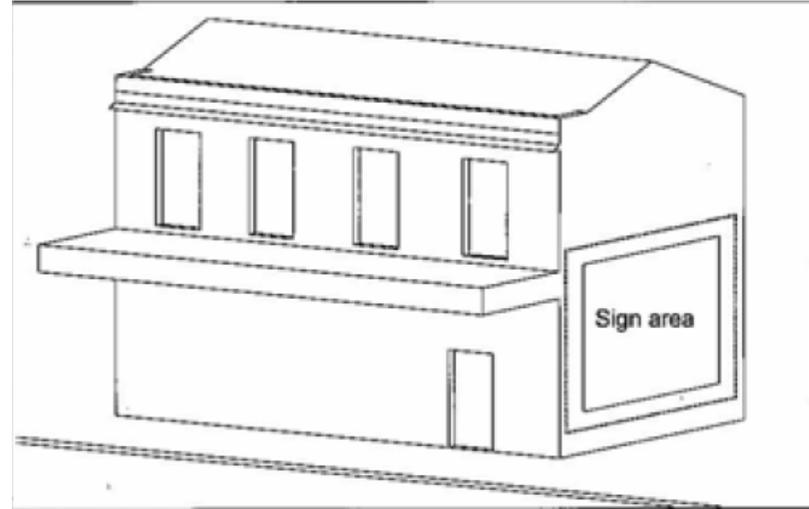


Maximum of 2m² in area and minimum 2.5m in height above any footpath

d) Sign Area

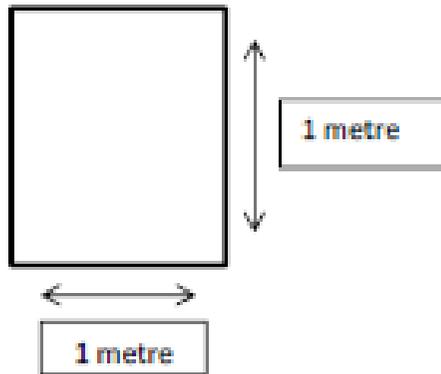


Outside line drawn around and enclosing the sign



Sign with backdrop differentiating the sign from the building

e) Flat Boards and Sandwich Boards



Maximum of 1m² in area; and

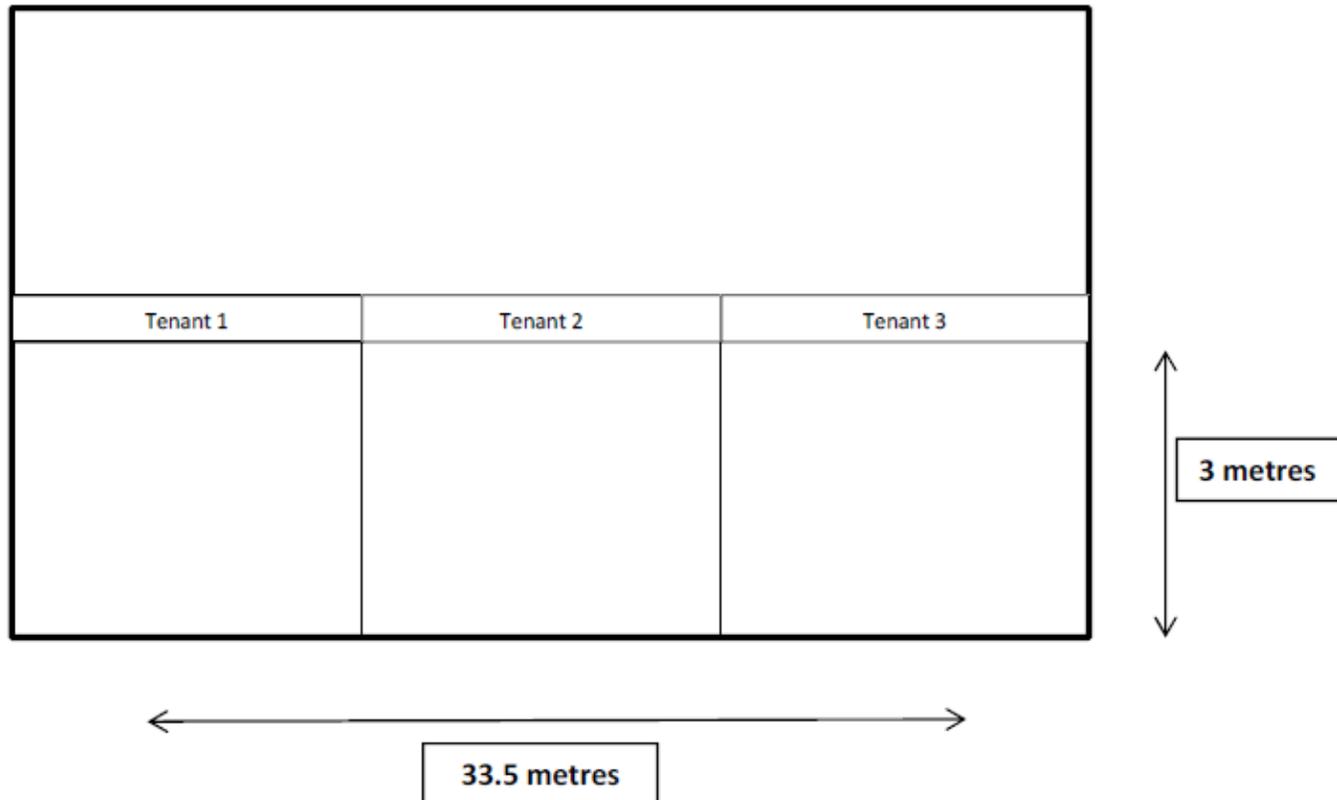
Maximum of 2 flat boards or 1 sandwich board per site

Example 1.

Total Ground Floor Area = 100.5m²

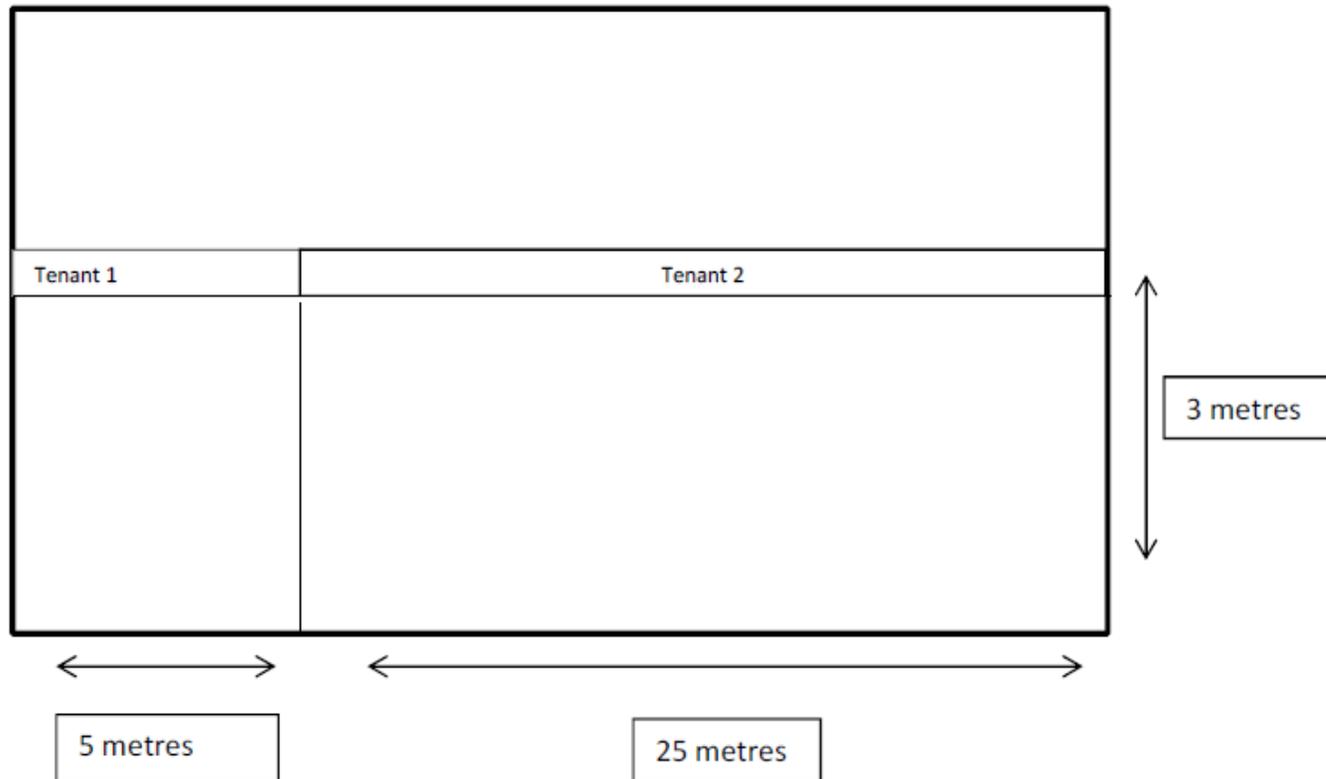
Maximum 15% Sign Area = 15m²

Divided by number of
Tenancies = 5m² / tenant



Example 2.

Total Ground Floor Area	= 90m ²
Maximum Building Signage Area	= 13.5m ²
Tenancy 1	= 2.25m ²
Tenancy 2	= 11.25m ²



Plan Change 48 – Signs

Proposed deletions as notified 12 March 2014

The proposed deletions are shown as ~~strikethrough~~.

1. ~~Delete the existing Chapter 18 Signs:~~

~~18. Signs~~

~~18.1 Issues, Objectives and Policies~~

~~18.1.1 Resources, Activities and Values~~

~~The purpose of signs is to provide information to the general public. There is a possibility that signs may have adverse environmental effects, particularly on visual amenity, and may conflict with traffic and pedestrian safety.~~

~~The standard of visual amenity varies in different parts of the District, and is generally defined by the range and nature of land use. In areas where the visual amenity is more diverse, such as commercial or industrial areas, the potential adverse effect of signs is limited by the existing mix of visual amenity. Because of the range in needs and the visual sensitivity of different parts of the District, both rural and urban, consideration needs to be given to different standards for signage in different areas.~~

~~18.1.2 Issues~~

~~In order to protect people's safety and well being some control of signs is required. The Council is also required to avoid, remedy, or mitigate any potential adverse effects on the environment which may arise from the use of signs.~~

~~i Safety~~

~~The most significant potential adverse effects of signage are on traffic safety, and on visual amenity.~~

~~In respect of a traffic safety viewpoint, careful consideration needs to be given to advertising along State Highways and major arterial routes, where the potential for conflicts with traffic safety are highest. The potential adverse effects of signs on traffic safety include:~~

- ~~• distraction of drivers' attention due to inappropriateness of the location, design, size, or type of sign.~~
- ~~• poor location or design of sign causing impulsive driver action, such as stopping or sudden turning movements without giving an adequate warning signal.~~

~~All signage situated within a State Highway is subject to the controls specified in the Transit New Zealand Bylaw 1987/3. State Highways and roads are designated for their transportation purpose, therefore all activities, including signs, for State Highway or road purposes are permitted as an integral part of the road designation. Any other activities, which are proposed to be undertaken within the State Highway or road, including signs, require the approval of the designating authority, either Transit New Zealand in the case of State Highways or the Council for other roads. Signs located within or along State Highways and other designated roads, other than for roading purposes, have the same potential adverse effects on traffic safety as on-site signs, and therefore may need to be controlled. The Council also controls signboards on roads within the towns by way of a Bylaw and considers it appropriate to continue to do so.~~

~~ii Visual Amenity~~

~~The need for controls on signs in the District is also important to ensure the potential visual effects of signs do not adversely affect the amenities of the District. Because of their different characteristics, residential and rural areas are more susceptible than commercial and industrial areas to the potential impacts of signs. Therefore different forms of control are required to maintain and enhance the visual amenities of different areas and to have regard to the cumulative effect of signs over time.~~

~~— The high visual quality of the landscape, townscape, the compatibility of buildings and structures in that landscape is an important factor in the social and economic well being of the District's inhabitants and businesses. As such the appropriateness of any signs needs to be assessed in terms of the visual environment and the effect they may have on the image of the District.~~

iii ~~Water Area Values~~

~~— Because of the intensity of use and popularity of the District's lakes and rivers there is potential for conflict between the various activities and facilities, including signs which are established on or along the perimeter of the major lakes and rivers.~~

18.1.3.1 ~~Objective and Policies~~

~~Objective 1 – Outdoor Signs~~

~~— **Outdoor signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access or on the visual amenities of the District's important landscape, townscape, heritage and water area values.**~~

~~Policies:~~

~~1 — To ensure the number, size, location and nature of outdoor signs in different areas are in accordance with the character and amenity of those areas and the community's desire to maintain and/or enhance the environment, appearance or visual amenity through attention to:~~

- ~~— • *lettering design*~~
- ~~— • *site specific locations*~~
- ~~— • *relationship to background surroundings*~~
- ~~— • *the number, area and height of signs*~~

~~— • *ensuring signs are designed in sympathy with local amenity, visual and heritage values*~~

~~— • *the effect of illumination on adjoining properties and public places.*~~

~~2 — To ensure that waterfront signage only provides essential information and directions for people.~~

~~3 — To ensure the display of outdoor signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views, of motorists or pedestrians.~~

~~4 — To ensure all signs are constructed and placed in a manner which does not pose a danger to property or people.~~

~~5 — To ensure outdoor signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.~~

~~6 — To enable a wide range of sign types within commercial areas consistent with public safety, access needs and the overall character of the area.~~

~~7 — To ensure outdoor signs are limited to those relating to a particular activity, the use of land or buildings, and located on the site of that activity, land or building.~~

~~8 — To support the establishment of information signs, and lay-bys, at the entrance to the District's settlements, and at sites of natural or historical interest.~~

~~Implementation Methods~~

~~The objective and associated policies will be implemented through a number of methods including:~~

~~(i) District Plan~~

~~— (a) Through rules in the District Plan.~~

~~— (b) Through the implementation of conditions on resource consents for additional controls on the location, number, size and type of outdoor signs.~~

~~(ii) Other Methods~~

~~— (a) The preparation and implementation of a Council Bylaw relating to the location, number, size and type of outdoor signs.~~

~~— (b) The exercise of control as owner and designating authority for all roads in the District, other than State Highways.~~

~~— (c) Encouragement to Transit New Zealand for the implementation of Transit New Zealand Bylaw (1987/3) regarding advertising signs on State Highways.~~

~~— (d) Through the Annual Plan, as resources are available, to support the establishment of information signs for the District's settlements and for sites of historical and natural interest.~~

~~(i) Adequate signage to convey the information necessary for the social, economic and cultural well being of the community.~~

~~(ii) Minimal adverse effects of signs on traffic and pedestrian safety.~~

~~(iii) Maintenance and enhancement of the visual amenity.~~

~~(iv) Colourful and vibrant signage within the commercial areas of the District while still having significant regard to the visual amenity of these areas and pedestrian safety in particular.~~

Explanation and Principal Reasons for Adoption

The control of outdoor signs generally varies according to the scrutiny of the environment within which they are located. Within the District a number of areas have been identified as being of special significance in terms of their heritage or visual importance. The District contains rural and urban visual characteristics which are integral to the well being of not just the District, but also the region and the country. Because of the overriding objective of protecting and enhancing the visual character of the area, signs, whether it be in terms of their individual or cumulative effect, require control in terms of number, size and scale.

Those aspects of signs, which cause the greatest concerns, often relate to their design and placement. The combination of Bylaws and District Plan rules provide appropriate regulations on these matters, and seek to minimise any detraction from the appearance of buildings, neighbourhoods, town centres, landscape or water features.

18.1.3.2 Environmental Results Anticipated

18.2 Signs - Rules

18.2.1 Activities

Any activity which complies with all the relevant zone standards and is not listed as a Controlled Non-Complying or Prohibited Activity, shall be a Permitted Activity.

18.2.2 Controlled Activities

The following shall be **Controlled Activities**

(a) All signs within the Jacks Point Zone, with the exercise of Council's control limited to:

§ Colour;

§ Design;

§ Consistency with any relevant Council approved development controls and design guidelines; and

§ Consistency with public sign policy and controls throughout the District

(b) All signs within the Mount Cardrona Station Special Zone, with Council's control limited to:

(i) Colour and materials

(ii) Design

(iii) Location

(iv) Size

(v) Consistency with the Mount Cardrona Station Design Guidelines (2008)

18.2.3 Non-Complying Activities

The following shall be **Non-Complying Activities**.

(a) signs on, or attached to, the roof of a building.

(b) All activities that do not meet the zone standards shall be Non-Complying Activities.

18.2.4 Prohibited Activities

The following shall be **Prohibited Activities**.

(a) signs projecting above the roofline of the building to which the sign is attached

(b) flashing signs

(c) moving signs

(d) signs creating any optical illusion

(e) signs attached to any vehicle parked in or visible from any road or public place for the principle purpose of commercial advertising

(f) signs attached to a tree unless the sign identifies solely the species of tree and/or its classification under the District Plan.

18.2.5 Zone Standards

~~TOWNSHIP, TOWN CENTRE, (EXCEPT WITHIN THE TOWN CENTRE TRANSITION SUB-ZONE), CORNER SHOPPING CENTRE, AIRPORT MIXED USE, BUSINESS & INDUSTRIAL ZONES, BUSINESS SUBZONE (THREE PARKS ZONE), COMMERCIAL CORE SUBZONE (THREE PARKS ZONE), REMARKABLES PARK ZONE ACTIVITY AREAS 3 AND 5, BALLANTYNE ROAD MIXED USE ZONE ACTIVITY AREAS B AND C AND ACTIVITY AREA 2 OF THE KINGSTON VILLAGE SPECIAL ZONE~~

(i) Ground Floor Signs

(a) Ground floor areas with frontage to a road, footpath, service lane or access way: signs on the ground floor areas of each face of a

building shall not exceed 5m² in total area or 15% of the ground floor area of that face of the building, whichever is less.

Provided that if the building also has frontage to a road the signs on the face of the building adjacent to the service lane or access way shall not exceed 2% of the ground floor area of the face of the building adjacent to the service lane or access way.

b) Standards:

Sign Type	Maximum Area	Additional Standards
Wall Signs	2m ²	
Verandah Face Signs	Shall not together with other ground floor signs exceed the area specified in 18.2.5(i)(a) above	Shall not exceed 600mm in depth
Under Verandah Signs	Shall not together with other ground floor signs exceed the area specified in 18.2.5(i)(a) above	Shall be at 2.5m above the surface of the road, footpath, service lane or access way
Free-standing Signs	2m ²	Shall not project over and any road or service lane. Shall not project over a footpath unless it is 2.5m above the level of the footpath and does not project more than a metre over the footpath.
Flatboards	1m ²	Shall be located on the site maximum of two flatboards or one sandwich board per site.

(ii) Other Signs

(a) Standards:

Sign Type	Maximum Area	Additional
Above Ground Floor Signs	2 m ²	
Arcade Directory Sign	3 m ²	Shall list only the names of the occupiers of the arcade. Shall be displayed at the entrances to the arcade only.

Upstairs Entrance Sign	1.5m ²	Shall contain only the name of the activity of the occupier using that entrance.
Above Verandah Signs	2 m ²	

~~LOW DENSITY RESIDENTIAL, LOW DENSITY AND MEDIUM DENSITY RESIDENTIAL SUBZONES (THREE PARKS ZONE), HIGH DENSITY RESIDENTIAL, THE TOWN CENTRE TRANSITION SUB-ZONE, RESIDENTIAL ARROWTOWN HISTORIC MANAGEMENT, RURAL RESIDENTIAL ZONES, REMARKABLES PARK ZONE (except Activity Areas 3, 5 and 8), BALLANTYNE ROAD MIXED USE ZONE ACTIVITY AREAS D AND E AND ACTIVITY AREAS 1, 3 AND 4 OF THE KINGSTON VILLAGE SPECIAL ZONE~~

(i) On any site signage shall:

- have a maximum area of 0.5 m²
- either be attached to a building or be free-standing

(ii) If the sign is located at the front of the site it shall:

- not project over any road or service lane
- not extend over any footpath unless

(b) it is at least 2.5 m above the footpath

(c) it does not extend more than 1m over a footpath

(iii) Notwithstanding (i) above signage for recreation grounds, churches, medical facilities, nursing homes, educational institutions and community buildings shall have a maximum of 2m² per site and either by attached or by free-standing

(iv) Notwithstanding (i) above, visitor accommodation in Residential Zones may have two signs at each separate entrance/exit:

One sign which identifies the site and has a maximum area of 2m²

- One sign which contains the words ‘vacancy’ and ‘no and does not exceed 1m x 0.15m in dimension.

~~RURAL AREAS, HYDRO GENERATION ZONE, RESORT, RURAL VISITOR, BENDEMEER, TOURISM AND COMMUNITY FACILITIES SUBZONE (THREE PARKS ZONE), PENRITH PARK AND RURAL LIFESTYLE ZONES AND REMARKABLES PARK EXCEPT ACTIVITY AREA 3, 8.~~

(i) On any site signage shall:

- • have a maximum area of 2 m²
- • be located on the site
- • not project over any road or service lane
- • not extend over any footpath unless
 - (a) it is at least 2.5m above the footpath
 - (b) it does not extend more than 1m over a footpath.

DISTRICT WIDE

Event Signs

- (i) Signs shall be:
 - erected no more than 2 months before the date an event
 - limited to 2 m² in size
 - removed within 24 hours of the completion of the event
 - limited to 2 signs fronting the State Highway and 2 signs fronting onto other roads.

Banners

- (i) Banners shall be:
 - limited to 1 per site
 - erected for a maximum of 2 weeks before a specific event
 - removed within 24 hours of the completion of the event
 - limited to 3 m² in size

Signs in Reserves

- (i) Any signage shall:
 - contain only the name of the reserve; and
 - have a maximum area of 1 m²
- (ii) Business Signs Operating in Reserves shall:
 - be attached to the building to which it relates or be free-standing
 - have a maximum area of 1 m²
 - be limited to one sign per business operating in a reserve.

Exemptions

The following signs shall be exempt from the above standards:

- (i) Signs required by Acts of Parliament
 - All signs required to be displayed by any legislation and displayed in accordance with the provisions of that legislation.
- (ii) Real Estate Signs
- (iii) Electioneering Signs

18.3 Assessment Matters

18.3.1 General

- i. ~~The Assessment Matters are other methods or matters included in the District Plan in order to enable the Council to implement the Plan's policies and fulfil its functions and duties under the Act.~~
- ii. ~~In considering resource consents for land use activities, in addition to the applicable provisions of the Act, the Council shall apply the relevant Assessment Matters set out below.~~
- iii. ~~In the case of Controlled and Discretionary Activities, where the exercise of the Council's discretion is restricted to the matter(s) specified in a particular standard(s) only, the assessment matters taken into account shall only be those relevant to that/these standard(s).~~
- iv. ~~In the case of controlled Activities, the assessment matters shall only apply in respect to conditions that may be imposed on a consent.~~

18.3.2 Assessment Matters

~~In considering whether or not to grant consent or impose conditions on a resource consent, the Council shall have regard to, but not be limited by, the following assessment matters.~~

~~i. Controlled Activity – Signs within the Jacks Point Zone~~

~~Conditions may be imposed to ensure~~

- ~~(a) The colour of the sign is sympathetic to the surrounding landscape;~~
- ~~(b) The design of the sign, including lighting, is consistent with and sympathetic to the surrounding built environment.~~
- ~~(d) The design of the sign is consistent with any relevant Council approved development.~~

- ~~(e) The design of the sign is consistent with public sign policy and controls throughout the District.~~

~~ii. Controlled Activity – Signs within Mount Cardrona Station Special Zone~~

~~The extent to which:~~

- ~~(a) The colour and materials complement the external appearance of surrounding buildings;~~
- ~~(b) The design, location and size complements the surrounding built environment and does not dominate built form;~~
- ~~(c) The design is consistent with other signs in the vicinity;~~
- ~~(d) The size, colour and location do not adversely affect traffic safety;~~
- ~~(e) The signage is consistent with the Mount Cardrona Station Design Guidelines (2008).~~

18. Signs

18.1 Issues, Objectives and Policies

18.1.1 Resources, Activities and Values

The purpose of signs is to provide information to the general public. There is a possibility that signs may have adverse environmental effects, particularly on visual amenity, and may conflict with traffic and pedestrian safety.

The standard of visual amenity varies in different parts of the District, and is generally defined by the range and nature of land use. In areas where the visual amenity is more diverse, such as commercial or industrial areas, the potential adverse effect of signs is limited by the existing mix of visual amenity. Because of the range in needs and the visual sensitivity of different parts of the District, both rural and urban, consideration needs to be given to different standards for signage in different areas.

18.1.2 Issues

In order to protect people's safety and well being some control of signs is required. The Council is also required to avoid, remedy, or mitigate any potential adverse effects on the environment which may arise from the use of signs.

i Safety

The most significant potential adverse effects of signage are on traffic safety, and on visual amenity.

In respect of a traffic safety viewpoint, careful consideration needs to be given to advertising along State Highways and major arterial routes, where the potential for conflicts with traffic safety are highest. The potential adverse effects of signs on traffic safety include:

- distraction of drivers' attention due to inappropriateness of the location, design, size, or type of sign.

- poor location or design of sign causing impulsive driver action, such as stopping or sudden turning movements without giving an adequate warning signal.

All signage situated within a State Highway is subject to the controls specified in the Transit New Zealand Bylaw 1987/3. State Highways and roads are designated for their transportation purpose, therefore all activities, including signs, for State Highway or road purposes are permitted as an integral part of the road designation. Any other activities, which are proposed to be undertaken within the State Highway or road, including signs, require the approval of the designating authority, either Transit New Zealand in the case of State Highways or the Council for other roads. Signs located within or along State Highways and other designated roads, other than for roading purposes, have the same potential adverse effects on traffic safety as on-site signs, and therefore may need to be controlled. The Council also controls signboards on roads within the towns by way of a Bylaw and considers it appropriate to continue to do so.

ii Visual Amenity

The need for controls on signs in the District is also important to ensure the potential visual effects of signs do not adversely affect the amenities of the District. Because of their different characteristics, residential and rural areas are more susceptible than commercial and industrial areas to the potential impacts of signs. Therefore different forms of control are required to maintain and enhance the visual amenities of different areas and to have regard to the cumulative effect of signs over time.

The high visual quality of the landscape, townscape, the compatibility of buildings and structures in that landscape is an important factor in the social and economic well being of the District's inhabitants and businesses. As such the appropriateness of any signs needs to be assessed in terms of the visual environment and the effect they may have on the image of the District.

iii Water Area Values

Because of the intensity of use and popularity of the District's lakes and rivers there is potential for conflict between the various activities and facilities, including signs which are established on or along the perimeter of the major lakes and rivers.

18.1.3.1 Objective and Policies

Objective 1 – Outdoor Signs

Outdoor signs which convey necessary information, while avoiding or mitigating any adverse effects on public safety, convenience and access or on the visual amenities of the District's important landscape, townscape, heritage and water area values.

Policies:

- 1 *To ensure the number, size, location and nature of outdoor signs in different areas are in accordance with the character and amenity of those areas and the community's desire to maintain and/or enhance the environment, appearance or visual amenity through attention to:*
 - *lettering design*
 - *site specific locations*
 - *relationship to background surroundings*
 - *the number, area and height of signs*
 - *ensuring signs are designed in sympathy with local amenity, visual and heritage values*
 - *the effect of illumination on adjoining properties and public places.*
- 2 *To ensure that waterfront signage only provides essential information and directions for people.*

- 3 *To ensure the display of outdoor signs does not adversely affect traffic safety by causing confusion or distraction to, or obstructing the views, of motorists or pedestrians.*
- 4 *To ensure all signs are constructed and placed in a manner which does not pose a danger to property or people.*
- 5 *To ensure outdoor signs in or over public places or attached to utilities, community facilities or public reserves, other than in business areas, are limited to signs necessary for direction, public information or public safety.*
- 6 *To enable a wide range of sign types within commercial areas consistent with public safety, access needs and the overall character of the area.*
- 7 *To ensure outdoor signs are limited to those relating to a particular activity, the use of land or buildings, and located on the site of that activity, land or building.*
- 8 *To support the establishment of information signs, and lay-bys, at the entrance to the District's settlements, and at sites of natural or historical interest.*

Implementation Methods

The objective and associated policies will be implemented through a number of methods including:

(i) District Plan

- (a) Through rules in the District Plan.
- (b) Through the implementation of conditions on resource consents for additional controls on the location, number, size and type of outdoor signs.

(ii) Other Methods

- (a) The preparation and implementation of a Council Bylaw relating to the location, number, size and type of outdoor signs.

- (b) The exercise of control as owner and designating authority for all roads in the District, other than State Highways.
 - (c) Encouragement to Transit New Zealand for the implementation of Transit New Zealand Bylaw (1987/3) regarding advertising signs on State Highways.
 - (d) Through the Annual Plan, as resources are available, to support the establishment of information signs for the District's settlements and for sites of historical and natural interest.
- (iv) Colourful and vibrant signage within the commercial areas of the District while still having significant regard to the visual amenity of these areas and pedestrian safety in particular.

Explanation and Principal Reasons for Adoption

The control of outdoor signs generally varies according to the scrutiny of the environment within which they are located. Within the District a number of areas have been identified as being of special significance in terms of their heritage or visual importance. The District contains rural and urban visual characteristics which are integral to the well being of not just the District, but also the region and the country. Because of the overriding objective of protecting and enhancing the visual character of the area, signs, whether it be in terms of their individual or cumulative effect, require control in terms of number, size and scale.

Those aspects of signs, which cause the greatest concerns, often relate to their design and placement. The combination of Bylaws and District Plan rules provide appropriate regulations on these matters, and seek to minimise any detraction from the appearance of buildings, neighbourhoods, town centres, landscape or water features.

18.1.3.2 Environmental Results Anticipated

- (i) Adequate signage to convey the information necessary for the social, economic and cultural well being of the community.
- (ii) Minimal adverse effects of signs on traffic and pedestrian safety.
- (iii) Maintenance and enhancement of the visual amenity.

18.2 Signs - Rules

18.2.1 Activities

Any activity which complies with all the relevant zone standards and is not listed as a Controlled Non-Complying or Prohibited Activity, shall be a Permitted Activity.

18.2.2 Controlled Activities

The following shall be **Controlled Activities**

- (a) All signs within the Jacks Point Zone, with the exercise of Council's control limited to:
 - § Colour;
 - § Design;
 - § Consistency with any relevant Council approved development controls and design guidelines; and
 - § Consistency with public sign policy and controls throughout the District
- (b) All signs within the Mount Cardrona Station Special Zone, with Council's control limited to:
 - (i) Colour and materials
 - (ii) Design
 - (iii) Location
 - (iv) Size
 - (v) Consistency with the Mount Cardrona Station Design Guidelines (2008)

18.2.3 Non-Complying Activities

The following shall be **Non-Complying Activities**.

- (a) signs on, or attached to, the roof of a building.
- (b) All activities that do not meet the zone standards shall be Non-Complying Activities.

18.2.4 Prohibited Activities

The following shall be **Prohibited Activities**.

- (a) signs projecting above the roofline of the building to which the sign is attached
- (b) flashing signs
- (c) moving signs
- (d) signs creating any optical illusion
- (e) signs attached to any vehicle parked in or visible from any road or public place for the principle purpose of commercial advertising
- (f) signs attached to a tree unless the sign identifies solely the species of tree and/or its classification under the District Plan.

18.2.5 Zone Standards

TOWNSHIP, TOWN CENTRE, (EXCEPT WITHIN THE TOWN CENTRE TRANSITION SUB-ZONE), CORNER SHOPPING CENTRE, AIRPORT MIXED USE, BUSINESS & INDUSTRIAL ZONES, BUSINESS SUBZONE (THREE PARKS ZONE), COMMERCIAL CORE SUBZONE (THREE PARKS ZONE), REMARKABLES PARK ZONE ACTIVITY AREAS 3 AND 5, BALLANTYNE ROAD MIXED USE ZONE ACTIVITY AREAS B AND C AND ACTIVITY AREA 2 OF THE KINGSTON VILLAGE SPECIAL ZONE

(i) Ground Floor Signs

- (a) Ground floor areas with frontage to a road, footpath, service lane or access way: signs on the ground floor areas of each face of a

building shall not exceed 5m² in total area or 15% of the ground floor area of that face of the building, whichever is less.

Provided that if the building also has frontage to a road the signs on the face of the building adjacent to the service lane or access way shall not exceed 2% of the ground floor area of the face of the building adjacent to the service lane or access way.

b) Standards:

Sign Type	Maximum Area	Additional Standards
Wall Signs	2m ²	
Verandah Face Signs	Shall not together with other ground floor signs exceed the area specified in 18.2.5(i)(a) above	Shall not exceed 600mm in depth
Under Verandah Signs	Shall not together with other ground floor signs exceed the area specified in 18.2.5(i)(a) above	Shall be at 2.5m above the surface of the road, footpath, service lane or access way
Free-standing Signs	2m ²	Shall not project over and any road or service lane. Shall not project over a footpath unless it is 2.5m above the level of the footpath and does not project more than a metre over the footpath.
Flatboards	1m ²	Shall be located on the site maximum of two flatboards or one sandwich board per site.

(ii) Other Signs

(a) Standards:

Sign Type	Maximum Area	Additional
Above Ground Floor Signs	2 m ²	
Arcade Directory Sign	3 m ²	Shall list only the names of the occupiers of the arcade. Shall be displayed at the entrances to the arcade only.

Upstairs Entrance Sign	1.5m ²	Shall contain only the name of the activity of the occupier using that entrance.
Above Verandah Signs	2 m ²	

LOW DENSITY RESIDENTIAL, LOW DENSITY AND MEDIUM DENSITY RESIDENTIAL SUBZONES (THREE PARKS ZONE), HIGH DENSITY RESIDENTIAL, THE TOWN CENTRE TRANSITION SUB-ZONE, RESIDENTIAL ARROWTOWN HISTORIC MANAGEMENT, RURAL RESIDENTIAL ZONES, REMARKABLES PARK ZONE (except Activity Areas 3, 5 and 8), BALLANTYNE ROAD MIXED USE ZONE ACTIVITY AREAS D AND E AND ACTIVITY AREAS 1, 3 AND 4 OF THE KINGSTON VILLAGE SPECIAL ZONE

(i) On any site signage shall:

- have a maximum area of 0.5 m²
- either be attached to a building or be free-standing

(ii) If the sign is located at the front of the site it shall:

- not project over any road or service lane
- not extend over any footpath unless

(b) it is at least 2.5 m above the footpath

(c) it does not extend more than 1m over a footpath

(iii) Notwithstanding (i) above signage for recreation grounds, churches, medical facilities, nursing homes, educational institutions and community buildings shall have a maximum of 2m² per site and either by attached or by free-standing

(iv) Notwithstanding (i) above, visitor accommodation in Residential Zones may have two signs at each separate entrance/exit:

- One sign which identifies the site and has a maximum area of 2m²

- One sign which contains the words 'vacancy' and 'no and does not exceed 1m x 0.15m in dimension.

RURAL AREAS, HYDRO GENERATION ZONE, RESORT, RURAL VISITOR, BENDEMEER, TOURISM AND COMMUNITY FACILITIES SUBZONE (THREE PARKS ZONE), PENRITH PARK AND RURAL LIFESTYLE ZONES AND REMARKABLES PARK EXCEPT ACTIVITY AREA 3, 8.

- (i) On any site signage shall:
- have a maximum area of 2 m²
 - be located on the site
 - not project over any road or service lane
 - not extend over any footpath unless
 - (a) it is at least 2.5m above the footpath
 - (b) it does not extend more than 1m over a footpath.

DISTRICT WIDE

Event Signs

- (i) Signs shall be:
- erected no more than 2 months before the date an event
 - limited to 2 m² in size
 - removed within 24 hours of the completion of the event
 - limited to 2 signs fronting the State Highway and 2 signs fronting onto other roads.

Banners

- (i) Banners shall be:
- limited to 1 per site
 - erected for a maximum of 2 weeks before a specific event
 - removed within 24 hours of the completion of the event
 - limited to 3 m² in size

Signs in Reserves

- (i) Any signage shall:
- contain only the name of the reserve; and
 - have a maximum area of 1 m²
- (ii) Business Signs Operating in Reserves shall:
- be attached to the building to which it relates or be free-standing
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The following signs shall be exempt from the above standards:

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All signs required to be displayed by any legislation and displayed in accordance with the provisions of that legislation.
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18.3 Assessment Matters

18.3.1 General

- i. The Assessment Matters are other methods or matters included in the District Plan in order to enable the Council to implement the Plan's policies and fulfil its functions and duties under the Act.
- ii. In considering resource consents for land use activities, in addition to the applicable provisions of the Act, the Council shall apply the relevant Assessment Matters set out below.
- iii. In the case of Controlled and Discretionary Activities, where the exercise of the Council's discretion is restricted to the matter(s) specified in a particular standard(s) only, the assessment matters taken into account shall only be those relevant to that/these standard(s).
- iv. In the case of controlled Activities, the assessment matters shall only apply in respect to conditions that may be imposed on a consent.

18.3.2 Assessment Matters

In considering whether or not to grant consent or impose conditions on a resource consent, the Council shall have regard to, but not be limited by, the following assessment matters.

i Controlled Activity - Signs within the Jacks Point Zone

Conditions may be imposed to ensure

- (a) The colour of the sign is sympathetic to the surrounding landscape;
- (b) The design of the sign, including lighting, is consistent with and sympathetic to the surrounding built environment.
- (d) The design of the sign is consistent with any relevant Council approved development.

- (e) The design of the sign is consistent with public sign policy and controls throughout the District.

ii Controlled Activity – Signs within Mount Cardrona Station Special Zone

The extent to which:

- (a) The colour and materials complement the external appearance of surrounding buildings;
- (b) The design, location and size complements the surrounding built environment and does not dominate built form;
- (c) The design is consistent with other signs in the vicinity;
- (d) The size, colour and location do not adversely affect traffic safety;
- (e) The signage is consistent with the Mount Cardrona Station Design Guidelines (2008).