

**BEFORE THE HEARINGS PANEL
FOR THE QUEENSTOWN LAKES PROPOSED DISTRICT PLAN**

IN THE MATTER of the Resource
Management Act 1991

AND

IN THE MATTER of Hearing Stream 15

**REBUTTAL EVIDENCE OF AMANDA JANE LEITH
ON BEHALF OF QUEENSTOWN LAKES DISTRICT COUNCIL**

CHAPTER 31: SIGNS

22 August 2018

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1. INTRODUCTION

- 1.1 My full name is Amanda Jane Leith. I am a resource management consultant employed by Southern Planning Group since 2018.
- 1.2 My qualifications and experience are set out in my statement of evidence in chief dated 23 July 2018.
- 1.3 I confirm that I have read the Code of Conduct for Expert Witnesses contained in the Environment Court Practice Note 2014 and that I agree to comply with it. I confirm that I have considered all the material facts that I am aware of that might alter or detract from the opinions that I express, and that this evidence is within my area of expertise except where I state that I am relying on the evidence of another person.

2. SCOPE

- 2.1 My rebuttal evidence is provided in response to the following evidence filed on behalf of various submitters:
- (a) Mr Chris Ferguson on behalf of Darby Planning LP (2376), Henley Downs Farm Holdings Ltd and Henley Downs Land Holdings Ltd (2381), Mount Christina Limited (2383), Glendhu Bay Trustees Limited (2382), Glencoe Station Limited (2379), Soho Ski Area Limited, Blackmans Creek No. 1 LP (2384) and Treble Cone Investments Ltd (2373) (hereon referred to as **Treble Cone et al. (2373)**);
 - (b) Ms Erin Quin on behalf of Books & Toys (Wanaka) Limited (2510);
 - (c) Mr Andrew MacLennan for QMS Media Limited (2557);
 - (d) Mr Michael Gray on behalf of Go Media Limited (2516);
 - (e) Ms Denise Anderson on behalf of Heritage New Zealand Pouhere Taonga (2446);
 - (f) Mr Anthony MacColl on behalf of the NZ Transport Agency (2538);
 - (g) Ms Fiona Black and Mr Ben Farrell on behalf of Real Journeys Limited and its subsidiary companies (2466/2760, 2581/2752,

2594/2753, 2494 and 2492/2800 (hereon referred to as **Go Orange et al 2581**);

- (h) Mr John McCall on behalf of the Oil Companies (2484); and
- (i) Mr John Edmonds on behalf of Millbrook Country Club Limited (2295).

2.2 My evidence has the following attachments:

- (a) **Appendix A:** Revised Chapter 31.

2.3 Throughout my evidence I refer to the following versions of the PDP text, as follows:

- (a) **Decision:** to refer to the PDP Stage 1 Decisions version, dated 5 May 2018; and
- (b) **S42A Provision 31.X.X:** to refer to the recommended version of a Stage 2 provision, as included in Appendix 1 to my s42A Report (i.e. S42A Rule 31.5.1).

3. MR FERGUSON FOR TREBLE CONE ET AL (2372) – JACKS POINT / SKI AREAS

Jacks Point Signage

3.1 Mr Ferguson has filed evidence in relation to signage within Jacks Point Village on behalf of Treble Cone et al (2372). Mr Ferguson states that the Jacks Point Village (**Village**) activity area is very similar to the Local Shopping Centre zone¹ and having read his evidence and compared the objectives, policies and standards of the two zones, I agree that there is a similarity in the function and scale of development.

3.2 Decision Policy 41.2.1.17 contemplates the Village activity area comprising a range of activities including “*a small local shopping centre that services the needs of Jacks Point residents and provides for small scale destination shopping and open space*”. High and medium density housing, visitor accommodation, education, community, healthcare, commercial recreation and technology and innovation businesses are

¹ Paragraphs 131 - 137

also enabled by this policy. The policies in Decision Chapter 15 – Local Shopping Centre Zone also enable and provide for a similar scale and function of activity.

- 3.3** However, the Local Shopping Centre zones are surrounded by residential zoned land (being an urban environment), whereas the Jacks Point zone is an integrated zoning that includes activity areas surrounded by open space and recreational amenities which take into account landscape and visual amenity values. This is identified in Decision Objective 41.2.1 and Decision Policy 41.2.1.1 which seek the establishment of an integrated community in accordance with the approved Structure Plan which takes into account landscape and amenity values, and within a framework of open space and recreation amenities. Accordingly, I consider that the Village activity area is potentially more of a sensitive environment than the Local Shopping Centre example provided by Mr Ferguson.
- 3.4** On the basis of the above, I partially support the relief proposed by Mr Ferguson. I recommend that the Village activity area be added to Table 31.7 and excluded from Table 31.9, as shown in the updated S42A Provisions **attached** as Appendix 1 to this statement.
- 3.5** I disagree with Mr Ferguson in relation to replicating the activity status of signage within the Local Shopping Centre Zone for the Village activity area. I recommend that the activity status for s42A Rules 31.7.1, 31.7.5 and 31.7.6 be restricted discretionary given that landscape and visual amenity values should be a consideration for the Village activity area, and that the level of signage specified in s42A Rules 31.7.5 and 31.7.6 may not be suitable in all situations within the Village activity area. As a consequential amendment I have recommended new Rule 31.X be included, which outlines the applicable matters of discretion for these rules.
- 3.6** With the addition of a restricted discretionary activity within Table 31.7, I also recommend a consequential amendment to 42A Rule 31.5.1.
- 3.7** I acknowledge that these amendments will create an inconsistency between the treatment of signage in the Village activity areas in Jacks

Point and the Millbrook and Waterfall Park zones, however I do not consider that the submissions provide scope to make the same amendments to those other zones, and therefore I have not evaluated those potential amendments any further.

Ski Area Sub-Zone Signage

3.8 Mr Ferguson also considers that the shading that is used within Table 31.9, which is used to identify those rules which are not applicable to certain zones, could lead to interpretation issues and it would be clearer if 'not applicable' were used in the relevant cell². I also note that I have recommended an inconsistent approach to this within Table 31.7. I support the relief proposed by Mr Ferguson for both Tables 31.7 and 31.9. I have therefore recommended changes to the table in 31.4.1 to incorporate an 'NA' abbreviation and have included NA within the relevant cells in Tables 31.7 and 31.9.

4. MS QUIN FOR BOOKS & TOYS (WANAKA) LTD (2510)

Signage Platforms

4.1 Ms Quin on behalf of Books & Toys (Wanaka) Limited (2510) recommends, in paragraph 2.5 of her evidence that an additional Rule be included to address a perceived ambiguity with replacement signage within an approved signage platform, which arises as a result of s42A Rule 31.5.1. I do not agree that s42A Rule 31.5.1 as amended is ambiguous as it expressly excludes the signage types listed as permitted, controlled or restricted discretionary within Tables 31.7 – 31.9. Within these tables, s42A Rules 31.7.2 and 31.9.10 both permit the installation of all new and replacement signage located within an approved signage platform. Consequently, I do not agree with Ms Quinn's recommendation in this regard.

Display Signage

4.2 Ms Quin also recommends a change to the definition of 'sign and signage' and an addition to Rule 31.7.5(b), in relation to the display of

² Paragraph 137

posters. I do not support the requested relief as 'posters' are already specifically included in the definition of 'sign and signage' and therefore the proposed relief could result in confusion. I also consider that the potential effects of large posters within a shopfront display could be the same as a sign (being a two dimensional static drawing) and should not be treated the same as a display of physical products.

5. MR MCLENNAN FOR QMS MEDIA LTD (2557) AND MR GRAY FOR GO MEDIA LTD (2516) – BILLBOARD SIGNS

5.1 Mr McLennan and Mr Gray oppose the prohibited activity status for billboard signs. Mr McLennan is more specific than Mr Gray in outlining how these signs could be accommodated by Chapter 31, seeking that they be provided for as discretionary activities; while Mr Gray opposes the prohibited activity status only.

5.2 Having read the evidence filed by Mr MacLennan and Mr Gray, I remain concerned about the impact that this type of sign could have on the Queenstown Lakes District's commercial zones (Town Centres, Local Shopping Centres and Business Mixed Use). These zones are consolidated areas in which signage already makes up a significant component of the streetscape. To enable the installation of billboard signs advertising goods and services that are unrelated to the activity occurring on the site has the potential to result in increased levels of visual clutter, dominance and adverse amenity effects. I consider that if billboard signs were to be provided with a consenting pathway, a rationalisation of the size requirements for signage within the commercial zones may be required to off-set the potential cumulative adverse proliferation or dominance effects within streetscapes.

5.3 Consequently, I recommend that the activity status for billboard signs should remain prohibited.

6. MS ANDERSON FOR HERITAGE NEW ZEALAND POUHERE TAONGA (2446) – SIGNAGE ON ARCHAEOLOGICAL SITES

Ms Anderson disagrees³ with the s42A recommendation in relation to signage within the setting or extent of place of a scheduled archaeological site being covered by an archaeological authority process under the *Heritage New Zealand Pouhere Taonga Act 2014*. In error I originally assessed the submission as seeking that s42A Rule 31.5.22 include archaeological sites themselves, not signage within the setting or extent of place of an archaeological site. Having reviewed the submission again, I now support the relief sought by Ms Anderson that s42A Rule 31.5.2 should also apply to signage within the setting or extent of place of an archaeological site on the basis that the assessment is not already covered by alternative legislation. I have therefore updated this rule in **Appendix 1** to this effect.

7. MR MACCOL FOR NZTA (2538) – SIGNAGE ALONG STATE HIGHWAYS

7.1 Mr MacColl on behalf of the NZ Transport Agency (2538) has picked up a typographical error in s42A Rule 31.6.12(d) and I have rectified this in the attached **Appendix A**.

8. MS BLACK AND MR FARRELL FOR GO ORANGE ET AL (2581)

Ski Area Sub-Zone Signage

8.1 Ms Black and Mr Farrell request that the PDP signage provisions “*unambiguously permit temporary and sponsorship signage*”⁴ within the SASZ. Ms Black provides visual examples of such signage. As outlined in my s42A⁵ report, signage that is not visible from a road or any public place is not defined as a ‘sign or signage’ pursuant to the proposed definition of the term. Having reviewed the examples, it appears unlikely that the temporary sponsorship signage would be visible from any public places or road and therefore would not trigger the need for resource consent.

3 Paragraph 4.3

4 Paragraph 55 of Ms Black’s evidence

5 Paragraph 17.8

- 8.2** Ms Black also opposes the permitted level of signage in Rule 31.9.13 and suggests that it is onerous and unworkable⁶. However, this also only relates to signage which is visible from any public place or road and excludes any operational, directional and safety signage permitted by recommended Rule 31.9.12. Taking these matters into account I consider that the 4m² limit for permitted signage is appropriate. Should additional signage be required, resource consent will be required.
- 8.3** Mr Farrell has recommended a re-wording of s42A Policy 31.2.7.2 in order to focus decision makers on maintaining views and amenity from surrounding public places, rather than directing signs to be of a limited size and installed at a suitable location. I prefer Mr Farrell's wording and therefore support his proposed relief in this regard.

Miscellaneous Relief

- 8.4** Ms Black and Mr Farrell also seek the ready establishment of information, interpretation and direction signs on private and public land⁷. In reviewing the examples put forward by Ms Black, I consider that such signage would already be enabled by Chapter 31. As outlined in my s42A⁸ report, signage that is not visible from a road or any public place is not defined as a 'sign or signage' pursuant to the proposed definition of the term. Consequently, signage located within the Cardona Alpine Resort or on Walter Peak that would not be visible from any public place or road would not be caught by the consenting requirements of Chapter 31.
- 8.5** For those signs that are located on public land, which would be similar to Ms Black's example regarding "interpretation" signage at the Te Anau Glow Worm Caves or any signage at Walter Peak that may be visible from Lake Wakatipu, I consider that the District Wide provisions within Tables 31.5 and 31.6 would adequately cover such examples, particularly the provisions relating to "free standing signs". Free standing signs are proposed to be defined as follows:

"means any sign which has a structural support or frame that is directly connected to the ground and which is independent of any

6 Paragraph 56

7 Paragraph 49 of Ms Black's evidence and paragraph 25 of Mr Farrell's evidence

8 Paragraph 17.8

other building or structure for its support; and includes a sign on a fence (excludes temporary construction signs).”

8.6 Within the notified Chapter 31, free standing signs are a permitted activity provided the standards within Rule 31.6.7 are complied with. These standards state:

- a. *“shall have a maximum height of 3.5m;*
- b. *if located above a footpath, shall be elevated a minimum height of 2.5m above the footpath;*
- c. *shall not extend more than 1 metre over any footpath; and*
- d. *shall have a maximum area of 2m² (both faces of the sign can be sign-written).”*

8.7 I consider that these provisions would therefore provide for the types of signage which Ms Black seeks to allow for and therefore have not recommended any further changes to Chapter 31 in this regard.

8.8 In relation to Rule 31.6.2(d), Ms Black contends that a maximum of two signs visible from any State Highway and two signs visible from any other road is insufficient⁹. Related to this, Ms Black is concerned about the size requirements for signage visible from State Highways in proposed Rule 31.6.12. As noted within Rule 31.6.12, the provisions within this rule do not apply to Event Signage permitted by Rule 31.6.2 therefore the secondary matter is already addressed by the proposed provisions.

8.9 The proposed increase in the number of temporary event signs visible from State Highways and other roads that Ms Black requests is in order for companies to be rewarded for their sponsorship through increased visibility of the signage¹⁰. The current restrictions according to Ms Black will restrict the ability of community groups to obtain funding from business sponsors. I consider that there needs to be a balance between potential adverse effects on the environment, in terms of visual clutter and dominance, and the need for event signage to advertise upcoming events and/or to acknowledge a sponsor. To allow for up to eight event signs as a permitted activity around roads in the

9 Paragraph 25

10 Paragraphs 57 and 60 of Ms Black’s evidence

District as sought by Go Orange et al. (2581) would potentially result in a proliferation of signs along the District's busiest roads. As a result, I do not recommend any amendments to the rules in this regard.

8.10 Ms Black also recommends the deletion of (c) in Rule 31.5.18 given the intent is covered by (d). Having read (c) and (d), I agree with Ms Black. Notwithstanding, I have checked the Go Orange et al (2581) submissions and note that this relief was not sought. Therefore I do not consider that there is scope to do this via submission, however this could fall within the scope of a Clause 16 minor amendment on the basis that (d) already covers the matter. I therefore make this recommendation in **Appendix 1**.

8.11 Lastly, in relation to Table 31.6: District Wide Rules, Ms Black suggests that a restricted discretionary activity status for the activities within the table would be more suitable than the notified discretionary activity status. I also consider that this amendment is not within the scope of the Go Orange et al (2581) submissions and therefore have not considered this matter further.

9. MR MCCALL FOR OIL COMPANIES (2484) – SAFETY SIGNAGE

9.1 Mr McCall on behalf of the Oil Companies (2484) has responded to the advice note I recommended be inserted into s42A Rule 31.5.20 and pointed out that the advice note has no legal standing and that this may result in future issues of interpretation. Upon further consideration of the matter, I agree with Mr McCall and support the relief recommended within his evidence. I have recommended an amendment to Chapter 31 accordingly in **Appendix A**.

9.2 I note that I have also recommended advice notes within a number of other rules within Chapter 31 in my s42A report, including within Rules 31.5.15, 31.5.24, 31.7.1 and 31.7.8. There are also advice notes in the notified Rules 31.6.7, 31.6.8, 31.7.5, 31.7.6, 31.9.4 and 31.9.10. Where advice notes are used within the chapter for information purposes only, as opposed to being required for the interpretation of a rule, I consider that they can remain in the plan as they do not have any statutory status and are non-binding. However, for those such as Rule 31.5.20,

as outlined by McCall, I consider that their content should be incorporated within the associated rule. On this basis, I have recommended the following:

- (a) deletion of the recommended advice note within Rule 31.5.15 and relocation of the content to the definition of 'moving sign';
- (b) deletion of the recommended advice note within Rule 31.5.24 and incorporation of the content into the rule;
- (c) retention of advice note (1) within Rule 31.6.2 as it is advisory only referring the reader to also consider Chapter 35 for temporary activities;
- (d) retention of the advice notes in Rules 31.6.7, 31.7.8, 31.7.5 and 31.7.6 as they refer to the interpretative diagrams within the chapter and therefore are advisory only;
- (e) relocation of the content of the s42A advice notes within Rules 31.7.1 and 31.7.8 to Rule 31.7.5;
- (f) retention of the advice notes within Rules 31.7.2 and 31.9.10 as they are advisory only in referring the reader to review any relevant conditions on the resource consent which granted approval to the signage platforms; and
- (g) retention of advice note (1) in 31.9.4 as it refers the reader to another relevant rule.

9.3 Where changes are recommended I have updated the draft Chapter 31 in **Appendix A** accordingly.

10. MR EDMONDS ON BEHALF OF MILLBROOK COUNTRY CLUB LIMITED (2295) – MILLBROOK SIGNS

10.1 In relation to visitor accommodation signage Mr Edmonds seeks¹¹ that either s42A Rule 31.9.8 or Rule 31.9.5 should be amended to permit signage within the Millbrook Resort Zone (MRZ), rather than relying upon s42A Rule 31.9.6.

11 In paragraph 29

10.2 The difference between these rules is as follows:

Rule 31.9.5	Rule 31.9.6	Rule 31.9.8
Maximum of two signs per business or activity.	One sign permitted.	No more than two signs.
Maximum area of each sign 1m ² .	Maximum area of 0.5m ² .	One sign identifying the visitor accommodation measuring no more than 2m ² ; and One containing only the words "No" and "Vacancy" being no more than 0.15m ² .
To be located on the same site as the activity.	No internal or external illumination.	
Controlled activity in the MRZ.	Permitted activity in the MRZ.	Rule currently not applicable for the MRZ but MCCL seek a permitted activity status.

10.3 In considering the above, I note that Rules 31.9.5 and 31.9.8 both allow a greater cumulative signage size and allow for illumination compared to that permitted by Rule 31.9.6.

10.4 I agree with Mr Edmonds¹² that the core of the MRZ is setback from public roads and acknowledge that the MCCL have an internal design control process to assess development within the MRZ.

10.5 Given the distance between the properties within the MRZ and the surrounding public roads, I consider that any potential adverse visibility or dominance effects created by visitor accommodation signage would be unlikely. Therefore, I consider that the permitted level of signage for visitor accommodation activities could be greater than that permitted by Rule 31.9.6.

10.6 I therefore recommend an amendment to s42A Rule 31.9.5 as proposed by Mr Edmonds to include signage for visitor accommodation within the MRZ. This change is shown in **Appendix 1**. I only make this

12 Paragraph 28

recommendation in relation to the MRZ however as I do not consider there to be scope to also make this amendment for all of the other zones specified within the rule.

10.7 I consider that the standards in Rule 31.9.5 rather than Rule 31.9.8 are more akin with the established size of signage located within the MRZ, but it still allows for up to two signs as a controlled activity which will provide flexibility in case a property has a dual frontage. Rule 31.9.5 also states that the signage has to be located within the site the activity is location which Rule 31.9.8 does not.

10.8 Mr Edmonds also seeks that Rule 31.6.9 be amended to relate to public roads only on the basis that the rule primarily relates to the height of such signs above footpaths. I disagree with the relief sought by Mr Edmonds as I consider that the potential safety effect related to the height of these signs is the same notwithstanding if the land underneath the sign is private or public.



Amanda Jane Leith
22 August 2018

APPENDIX 1
REBUTTAL RECOMMENDED CHAPTER 31 SIGNS & VARIED PROVISIONS

Appendix 1

Rebuttal Recommended Chapter 31 Signs & Varied Provisions, 22 August 2018

Key:

S42A report dated 29 May 2018: Recommended changes to notified chapters are shown in red for additions and ~~red~~ for deletions.

Rebuttal report dated 21 August: Recommended changes to notified chapter is shown in blue for additions and ~~blue~~ for deletions.

Any black underlined or strike through text reflects the notified variation.

31. Signs

31.1 Purpose

Signs provide information to the general public and can assist with creating a sustainable and vibrant community. There are significant benefits associated with enabling signage to achieve these outcomes. However, signs can have adverse environmental effects particularly on visual amenity, and could conflict with traffic and pedestrian safety. Managing the number, type, location, appearance and design of signs helps to minimise these adverse effects and maintain a quality environment.

Visual amenity values vary across the District, and are influenced by the nature of land use, including land use and associated development anticipated by the various District Plan Zones. In commercial areas signs can improve the flow of people and traffic, helping people get where they want to go and directing them to amenities. In residential and rural areas, signs have greater potential to create adverse effects on visual amenity due to the more sensitive nature of these areas.

Because of these variations, it is appropriate that different standards for signage apply to different areas. Signs are managed in relation to their suitability for different areas, and the sign types are defined in Chapter 2 - Definitions.

There is flexibility for temporary event signs, recognising the community benefits of events, the importance of signs for way-finding within event sites, and the limited duration of the adverse effects of such signs. Off-site signs have more restrictive rules, acknowledging that these can cause significant adverse effects if they are not appropriately managed.

Pursuant to Section 86(B)(3) of the RMA, the following rule which relates to historic heritage has immediate legal effect:

- **Rule 31.5.22.**

31.2 Objectives and Policies

31.2.1 Objective - The location, size, design and appearance of signs are managed to assist with maintaining appropriate levels of amenity and enhancing appropriate levels of access.

Commented [a1]: 2242, 2455

Policies

31.2.1.1 Ensure the number, size, location, design and appearance of signs maintain the character and amenity values anticipated for the site, street scene and surrounding environment.

31.2.1.2 When considering the character and amenity values that apply to the site and surrounding environment, consider the character and amenity values anticipated by any relevant District Plan Zone, or in the case of signs proposed within the road, apply the nearest adjoining Zone.

31.2.1.3 Encourage signs to be located on the site of the related activity.

31.2.1.4 Ensure that any lighting in conjunction with signs will not lead to adverse effects on the receiving environment.

31.2.1.5 Support the establishment of information and direction signs that:

- a. assist with improving the legibility of and knowledge of public access to public spaces; and
- b. assist with achieving Crime Prevention Through Environmental Design (CPTED) principles.

Commented [a2]: 2242, 2455

31.2.1.6 In District Plan Zones that are primarily for commercial or mixed use activities:

- a. provide for a diverse range of sign types that facilitate effective communication of business information and commercial individuality within the context of the wider commercial area;
- b. limit the number and size of signs enabled per commercial tenancy, and cumulatively on buildings that have multiple tenancies, to avoid, remedy or mitigate adverse effects on the visual amenity values of the site and the surrounding environment; and
- c. encourage the incorporation of freestanding signs into the overall design of the site to achieve good integration with any pedestrian or vehicle access arrangements, car parking and/or landscaping layout.

31.2.1.7 Ensure signs in public places or attached to utilities or buildings for community activities are generally limited to signs necessary for direction, public information or public safety, and provide for signs for other purposes in limited circumstances.

31.2.1.8 Avoid, remedy or mitigate the adverse effects of signs located on an Outstanding Natural Feature or within an Outstanding Natural Landscape apply the relevant assessment matters in part 21.7 of the District Plan.

31.2.1.9 Encourage efficient management of signs through the establishment of signage platforms to reduce the need for a new resource consent each time the sign content is altered and ensure that any resource consent conditions that apply to the signage platform also apply to any subsequent changes to the sign content.

- 31.2.1.10 Avoid ~~adverse effects from~~ the following signs and sign types:
- flashing, moving or animated signs and signs that create an optical illusion;
 - roof signs;
 - ~~hearings billboard signs;~~
 - signs displaying sexually explicit, lewd or otherwise offensive content;
 - stationary sign-written trailers, vehicles or permanently moored vessels or signs attached to stationary trailers, vehicles or permanently moored vessels which are visible from any road or public place for the purpose of advertising; and
 - signs imitating any traffic direction and safety sign as required by the New Zealand Transport Agency.

Commented [a13]: 2538

Commented [a14]: Consequential amendment

~~Advice Note: Digital signage in accordance with Rule 31.7.9 is not a moving sign.~~

Commented [a15]: Consequential amendment

- 31.2.1.11 Manage the effects of signs on heritage values having particular regard to:
- the design, location and size of signs and the method of attachment; and
 - any Council design guideline, being either the Queenstown Town Centre Special Character Area Design Guidelines 2015, Wanaka Town Centre Character Guideline 2011, or the Arrowtown Design Guidelines 2016.
 - ~~the benefits of the sign~~
 - ~~the function of the sign~~

Commented [a16]: 2581 et al

Advice Note: any relevant objectives and provisions of Chapter 26 – Historic Heritage will also apply.

31.2.2 Objective – The adverse effects of signs are managed to limit the impact on public safety, including the safety of pedestrians and users of the roading network.

Policies

- 31.2.2.1 Avoid adverse effects of signs that obstruct access to or through a pedestrian thoroughfare or the roading network.
- 31.2.2.2 Ensure the design and location of signs does not adversely affect traffic safety by causing confusion or distraction, or obstructing the sight lines of road users.
- 31.2.2.3 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.
- 31.2.2.4 Support the use of traditional Ngāi Tahu (tangata whenua) place names on signs within the District.
- 31.2.2.5 Ensure that any lighting in conjunction with signs does not adversely affect pedestrian and traffic safety.

31.2.3 Objective - Signs are complementary to, and do not detract from, the design values of the building they are attached to and are sympathetic to the design values of nearby developments and public places.

Policies

31.2.3.1 Ensure the design and display of signs is consistent with and complementary to the overall design of the building through attention to:

- a. the number, size, height and elevation of signs;
- b. lettering design;
- c. colours and materials;
- d. location of the sign on the building;
- e. relationship of the sign to any architectural features of the building and any adjacent buildings or development; and
- f. the effect of illumination of the sign on the host site, adjoining sites and public places (including roads).

31.2.3.2 Ensure the design of signs attached to buildings is compatible with and sympathetic to the amenity, visual, heritage, landscape and streetscape values of the site and surrounding environment.

31.2.3.3 For signs attached to buildings that exceed the sign size or dimension limits specified in this chapter, only provide approval when the sign:

- a. is well integrated into the building design;
- b. is compatible with the character of surrounding development;
- c. is consistent with the relevant Council design guidelines, being either the Queenstown Town Centre Special Character Area Design Guidelines 2015, Wanaka Town Centre Character Guideline 2011, or the Arrowtown Design Guidelines 2016;
- d. does not create adverse effects on the quality of a streetscape or a public place, including creating visual dominance; and
- e. is visually compatible with the wider surrounding environment.

31.2.3.4 Manage the extent of signage on windows to promote passive surveillance of streets and public places, and to encourage visual interest for pedestrians.

31.2.3.5 In instances when a new or altered building will have accompanying signage, encourage the identification of signage platforms so that signs are integrated into building design.

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

Policies

- 31.2.4.1 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.
- 31.2.4.2 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.
- 31.2.4.3 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.
- 31.2.5 Objective – Signs promoting temporary events for a limited duration are enabled so long as they are managed to minimise adverse effects on traffic, pedestrian and public safety and visual amenity.**

Policies

- 31.2.5.1 Recognise the contribution that temporary events make to the social, economic and cultural wellbeing of the District by:
- enabling temporary event signs to be erected on the event site, but limit the size of signs and the duration of time that they are displayed; and
 - enabling temporary event signs to be erected outside the event site, but limit the number and size of signs and the duration of time they are displayed.
- 31.2.5.2 When considering temporary event signs, have particular regard to the effects on traffic, pedestrian and public safety and visual amenity.
- 31.2.5.3 Limit the number of temporary event signs that are designed and located to attract the attention of users of the roading transport network.
- 31.2.6 Objective –Off-site signs are provided for in limited circumstances.**

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Policies

- 31.2.6.1 Restrict the establishment of off-site signs, having particular regard to:
- whether it is not practical to display the information on the site where the activity and/or use of land or buildings occurs;
 - visual amenity values;
 - any cumulative adverse visual effects, including visual clutter; and
 - any adverse effects on the safety of the roading network.
- 31.2.6.2 Acknowledge that off-site signs that convey information to assist the public or to convey public notices, rather than being for the purpose of commercial advertising, can have social and cultural benefits.

31.2.6.3 Limit the number of off-site signs that are designed and located to attract the attention of users of the reading transport network, however enable off-site signs erected by a road controlling authority or the harbourmaster that are for the purpose of assisting road users of the road, lakes and rivers and promoting traffic safety.

Commented [a18]: 2581 et al.

31.2.6.4 Limit the duration of off-site signs when future landuse and/or transport network changes are likely to result in the off-site sign being inappropriate from a site development and/or traffic safety perspective.

31.2.7 Objective - Signs located within Ski Area Sub-Zones convey necessary operational, directional and safety information and limited commercial signage while preserving a high standard of amenity and public views.

Policies

31.2.7.1 Provide for signage within Ski Area Sub-Zones that convey operational, directional and safety information regarding ski field activities.

31.2.7.2 Ensure that signs advertising commercial activities within Ski Area Sub-Zones are of limited size and are suitably located so not to detract from the views and amenity of surrounding public places. Manage signs advertising commercial activities within Ski Area Sub-Zones so that views and amenity values of surrounding public places can be maintained.

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Commented [a110]: 2581 et al

31.3 Other Provisions and Rules

31.3.1 District Wide

Attention is drawn to the following District Wide chapters.

1 Introduction	2 Definitions	3 Strategic Direction
4 Urban Development	5 Tangata Whenua	6 Landscapes
25 Earthworks	26 Historic Heritage	27 Subdivision and Development
28 Natural Hazards	29 Transport	30 Energy and Utilities
32 Protected Trees	33 Indigenous Vegetation and Biodiversity	34 Wilding Exotic Trees
35 Temporary Activities and Relocated Buildings	36 Noise	37 Designations
		Planning Maps

31.4 Clarification

31.4.1 Advice Notes - General

- a. For the purpose of determining activity status, where an activity does not comply with a standard listed in a standards table, the activity status identified by the 'Non-Compliance Status' column applies. Where an activity breaches more than one standard, the most restrictive status applies.
- b. The following abbreviations are used within this Chapter.

P	Permitted	C	Controlled
RD	Restricted Discretionary	D	Discretionary
NC	Non Complying	PR	Prohibited
NA	Not Applicable		

Commented [a11]: Clarification

- c. Chapter 2 of the District Plan contains definitions of the various sign types used within this Chapter.
- d. Freestanding signs, sandwich boards, flat board signs, under verandah signs, 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.
- e. The Diagrams in section 31.13 of this Chapter illustrate how some standards are to be applied, illustrate some sign types, and provide an example of how to calculate the maximum area of Ground Floor Signs in commercial areas (Rule 31.7.5).
- f. Any sign located on or over Council land will require the approval of the Council as landowner.
- g. Any sign located on or over State Highway will require the approval of the New Zealand Transport Agency as landowner.
- h. The rules in this chapter do not apply to signage located in the Airport Zone which complies with Rule 17.4.2, 17.4.5 and 17.6.4.

Commented [a12]: Moved from Rules 31.5.23, 31.6.2, 31.6.7, 31.6.9, 31.9.3-31.9.5

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31.4.2 Advice Notes - Rule Structure

- a. Table 31.5 sets out the District wide activity status for specific types of signs.
- b. Table 31.6 sets out the District wide standards for signs.
- c. Table 31.7 sets out the specific standards for signs in specified commercial zones.
- d. Table 31.8 sets out specific standards for signs in specified residential zones.
- e. Table 31.9 sets out specific standards for signs other specified zones.
- f. Permitted signs must be identified in Table 31.5 as a permitted activity and must comply with all standards, including the standards for the relevant zone. Signs not otherwise identified in Table 31.5 are a discretionary activity pursuant to Rule 31.5.1.

31.5 District Wide Rules- Activities

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	Table 31.5 –Activity Status	Activity status
31.5.1	Signs which are not listed in this table excluding those signage types listed as permitted (P) or controlled (c) or restricted discretionary (RD) within Tables 31.7 – 31.9]	D
31.5.2	Signs which are listed in this table as permitted (P) and comply with all relevant standards in Standards Tables 31.6 to 31.9 in this Chapter	P
31.5.3	Flags	P
31.5.4	Temporary event signs	P
31.5.5	Real estate signs (including auction signs)	P
31.5.6	Temporary land development signs	P
31.5.7	Temporary sale signs	P
31.5.8	Temporary construction signs	P
31.5.9	Free standing signs	P
31.5.10	Sandwich or flat board signs	P
31.5.11	Under verandah signs, including under verandah signs within the road where these are related to any overhanging building	P
31.5.12	Signs on wharves and jetties (including on buildings established on wharves and jetties)	D
31.5.13	Off-site signs, including off-site signs located within or above roads, but excluding: <ol style="list-style-type: none"> under verandah signs above a footpath where these are related to any overhanging building; and the part of a freestanding sign located above a footpath 	D
31.5.14	Heardings Billboard signs, including heardings billboard signs located within or above roads	PR
31.5.15	Flashing, moving, animated signs and signs that create an optical illusion Advice Note: Digital signage in accordance with Rule 31.7.9 is not a moving sign.	PR
31.5.16	Roof signs	PR
31.5.17	Signs displaying sexually explicit, lewd or otherwise offensive content	PR
31.5.18	Any of the following signs which are located so as to be visible from any road or public place for the purpose of advertising:	PR

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Commented [a18]: Consequential amendment

Commented [a19]: Consequential amendment

Commented [a20]: Relocated to the definition of moving sign

	<ul style="list-style-type: none"> a. any stationary sign-written trailer or vehicle; b. any sign attached to any stationary trailer or vehicle; c. any permanently moored vessel; and d. any sign attached to a permanently moored vessel. 	
31.5.19	Signs imitating any traffic direction and safety sign as required by the New Zealand Transport Agency	PR
31.5.20	Signs required by acts of Parliament, legislation or statutory requirements that are permitted by this rule are not subject to any of the other rules within Chapter 31. Advice Note: Signage permitted by this rule is not subject to any of the other rules within Chapter 31.	P
31.5.21	Electioneering signs	P
31.5.22	Signs on any Category 1, 2 or 3 item or within the setting or extent of place of any Category 1, 2 or 3 item in the Inventory of Protected Features in Chapter 26 Historic Heritage or archaeological site.	D
31.5.23	<p>The following signs on or above roads:</p> <ul style="list-style-type: none"> a. Any sign associated with a road network activity, education activity or public amenities, including: <ul style="list-style-type: none"> (i) traffic and direction signs; (ii) road name signs; (iii) interactive warning signs; (iv) speed limit signs; (v) parking restriction signs; and (vi) public information boards and associated directional signs. b. Under verandah signs; c. The part of a freestanding sign located above a footpath in a road and complying with Rule 31.6.7; d. Signs for temporary events and temporary filming; e. Signs required by acts of Parliament, legislation or statutory requirements; and f. Electioneering signs. <p>Advice Note: Any sign located on or over Council land will require the approval of the Council as landowner.</p>	P

Commented [al21]: Clause 16 deletion

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Commented [al23]: 2455 – content moved into the rule above

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31.5.24	<p>Subject to the size requirements specified in Tables 31.6 – 31.9 for the zone, the following signs in or above public pedestrian and cycle trails are permitted:</p> <ul style="list-style-type: none"> (i) traffic and direction signs; (ii) road / trail name signs; (iii) interactive warning signs; (iv) speed limit signs; (v) parking restriction signs; and (vi) public information boards and associated directional signs. <p>Advice Note: These signs are subject to the size requirements specified in Tables 31.6 – 31.9 pertaining to the zoning of the land within which the sign is to be located.</p>	P
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Commented [al30]: 2575

Commented [al29]: Incorporation of the recommended advice note into the rule

31.6 District Wide Rules – General Standards

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	Table 31.6 – General Standards	Non-compliance status
31.6.1	<p>Flags</p> <p>All flags are able to contain sign content on both sides of the flag and shall comply with the following standards:</p> <ul style="list-style-type: none"> a. maximum of 1 flag per site depicting corporate colours or the logo of a business, with a maximum area of 1.8m x 0.9m in size; and b. any number of flags depicting national colours of a state or country provided that each flag does not exceed 1.8m x 0.9m in dimension, that are not for commercial purposes, and only 1 flag of each nationality is erected per site. 	D
31.6.2	<p>Temporary Event Signs</p> <p>Temporary event signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. signs shall not be erected more than two months prior to the date of the temporary event; b. signs shall have an area no greater than 2m², or no greater than 3m² if the sign is a banner (both faces of the banner may be sign-written); c. signs shall be removed within 24 hours of completion of the event; and 	D

	Table 31.6 – General Standards	Non-compliance status
	<p>d. signs are able to be erected off the site of the event, however the number of signs erected off the event site must not exceed a maximum of two signs visible from any State Highway and a maximum of two signs visible from any other road. The maximum sign areas prescribed in Rule 31.6.2(b) apply.</p> <p>Advice Notes:</p> <p>1. Chapter 35: Temporary Activities and Relocated Buildings also applies to temporary events.</p> <p>2. Any sign located on or over Council land will require the approval of the Council as landowner.</p>	
31.6.3	<p>Real Estate Signs (including Auction signs)</p> <p>Real estate signs (including auction signs) shall comply with the following standards:</p> <ul style="list-style-type: none"> a. signs shall be located on the site to which they relate; b. signs shall have an area no greater than 1.62m²; c. maximum limit of 1 sign per agency; d. real estate signs shall be removed within 14 days of an unconditional agreement for sale and purchase being made; and e. auction signs shall be removed within 7 days of the auction irrespective of whether the site or development is sold. 	D
31.6.4	<p>Temporary Land Development Signs</p> <p>Temporary land development signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. maximum limit of 1 sign per development; b. the sign shall relate to a land development that involves a minimum of 6 allotments or units; c. the sign shall be located on the site of the development to which it relates; d. the sign shall have a maximum area of 8.64m²; and e. the sign shall be removed within 7 days of unconditional agreements for sale and purchase being made with respect to all allotments or units in the development. 	D
31.6.5	<p>Temporary Sale Signs</p>	D

Commented [a132]: Relocated to 31.4.1

	Table 31.6 – General Standards	Non-compliance status
	<p>Temporary sale signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. shall be located on the site of the temporary sale; b. shall be limited to 1 sign per temporary sale; and c. shall be erected or displayed for a maximum of 4 occurrences per site, per year, and each occurrence shall not exceed 14 days at a time and there shall be a minimum of 14 days between the display of temporary sale signage at the tenancy. 	
31.6.6	<p>Temporary Construction Signs</p> <p>Temporary construction signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. maximum of 4 per site; b. each sign shall have an area no greater than 2m² 4.62m²; and c. the signs may be erected for no more than 30 days prior to works commencing and shall be removed within 14 days of completion of the works. 	D
31.6.7	<p>Free Standing Signs</p> <p>Freestanding signs shall comply with the following standards:</p> <ul style="list-style-type: none"> a. shall have a maximum height of 3.5m; b. if located above a footpath, shall be elevated a minimum height of 2.5m above the footpath; c. shall not extend more than 1 metre over any footpath; and d. shall have a maximum area of 2m² (both faces of the sign can be sign-written). <p>Advice Notes:</p> <p>1. Part 31.13 of this Chapter has a diagram which illustrates the application of this rule.</p> <p>2. Any sign located on or over Council land will require the approval of the Council as landowner.</p>	D
31.6.8	<p>Sandwich Boards and Flat Board Signs</p> <p>Sandwich boards and flat board signs shall comply with the following standards:</p>	D

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Commented [al35]: Relocated to 31.4.1

	Table 31.6 – General Standards	Non-compliance status
	<p>a. the maximum area of a sandwich board or flat board sign shall not exceed 1m² (both faces of the sign may be sign-written);</p> <p>b. maximum of 2 flat board signs or 1 sandwich board per site; and</p> <p>c. sandwich boards and flat board signs must be located wholly within the site where the goods and services advertised are available.</p> <p>Advice Note: Part 31.13 of this Chapter has a diagram which illustrates the application of this rule.</p>	
31.6.9	<p>Under Verandah Signs</p> <p>Under verandah signs shall be elevated a minimum distance of 2.5m above the footpath, and both sides of the sign can be sign-written.</p> <p>Advice Note: Any sign located on or over Council land will require the approval of the Council as landowner.</p>	D
31.6.10	<p>Electioneering Signs</p> <p>Electioneering signs shall comply with the following standards:</p> <p>a. shall have an area no greater than 3m² (both faces of the sign may be sign-written);</p> <p>b. shall be displayed no more than 2 months prior to the election/referendum date; and</p> <p>c. shall be removed before the election/referendum day.</p>	D
31.6.11	<p>Illumination of signs shall not exceed 150 candelas per square metre (cd/m²) of illumination.</p>	D
31.6.12	<p><u>Signs on land adjoining State Highways</u></p> <p><u>Signs on land adjoining State Highways shall comply with the following standards:</u></p> <p>a. <u>Signs shall have a minimum lettering height of 120mm where the speed limit is less than 70km/h, or 160mm where the speed limit is 70km/h or higher.</u></p> <p>b. <u>Signs shall have a maximum of 6 words and/or symbols, with a maximum of 40 characters.</u></p> <p>c. <u>Shall be located so that there is unrestricted view to the motorist for at least 180m where the speed limit is 70km/h or higher.</u></p>	RD

Commented [al36]: Relocated to 31.4.1

Commented [al38]: 2538

Table 31.6 – General Standards		Non-compliance status
<p>d. <u>Shall be located at least 200m from an official sign or traffic signal in rural areas.</u></p> <p><u>Discretion is restricted to:</u></p> <p>i. <u>Safety and efficiency of the State Highway</u></p> <p><u>This rule does not apply to Event Signage permitted under Rule 31.6.2</u></p>		Commented [a137]: 2538

31.7 Rules – Standards for Signs in Commercial Areas

Table 31.7 – Standards for signs in Commercial Areas		Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Airport Mixed Use Zone	Local Shopping Centre Zone	Business Mixed Use Zone	Jacks Point Zone Village activity area
<p>31.7.1</p> <p>Identification of signage platforms that comply with the size requirements of Rules 31.7.3 to 31.7.6 below.</p> <p>Control is reserved to the matters set out in Rule 31.11.</p> <p><u>Discretion is reserved to the matters set out in Rule 31.X.</u></p> <p><u>Advice Note: The size restrictions for ground floor level signage under Rule 31.7.5 is to include signage under both 31.7.1 and 31.7.8.</u></p>	C	C	C	C		<p>Commented [a139]: Consequential amendment</p> <p>Commented [a140]: 2372 et al.</p> <p>Commented [a144]: 2372 et al.</p> <p>Commented [a141]: 2372 et al.</p> <p>Commented [a142]: Consequential amendment</p> <p>Commented [a143]: Content relocated to Rule 31.7.5</p> <p>Commented [a145]: 2372 et al.</p>
<p>31.7.2</p> <p>All new and replacement signs located within an approved signage platform.</p> <p>Advice Note: conditions of consent for an approved signage platform must be complied with for the permitted activity status to apply to any subsequent change to the content of the signage platform.</p>	P	P	P	P		
<p>31.7.3</p> <p>Arcade directory signs that do not exceed 3m² in area limited to one per arcade.</p>	P	P	P	P		<p>Commented [a146]: 2372 et al.</p>

Table 31.7 – Standards for signs in Commercial Areas		Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Airport Mixed-Use Zone	Local Shopping Centre Zone	Business Mixed Use Zone	Jacks Point Zone (village activity area)
31.7.4	Upstairs entrance signs that do not exceed 1.5m ² in area per building.	P	P	P	P	
31.7.5	<p>All signs located within the ground floor area of a building, provided that:</p> <p>a. each tenancy shall not display signs within the ground floor area of the building that exceed a maximum area of 5m² per tenancy or are larger than 15% of the Ground Floor Area that the tenancy occupies (whichever is lesser). Arcade directory and upstairs entrance signs are not included within the ground floor area signage allowance; and</p> <p>b. signs shall not exceed 50% coverage of glazing. This applies to individual or partitioned glazed areas located within the ground floor area. Signs not attached to glazing that are sited more than 1 metre inside within the enclosed interior of a building and are not directly visible from a public place, are not subject to part (b) of this rule.</p> <p><u>The signage requirements in (a) and (b) above are to apply cumulatively to the signage platforms under Rule 31.7.1 and digital signage platforms under Rule 31.7.8.</u></p> <p>Control is reserved to the matters set out in Rule 31.11.</p> <p><u>Discretion is reserved to the matters set out in Rule 31.X.</u></p> <p>Advice Note: Part 31.13 of this Chapter illustrates the application of this rule.</p>	C	P	C	C	
31.7.6	Above ground floor signs that cumulatively do not exceed 3m ² in area per building or 1m ² per tenancy up to a maximum of 3m ² per floor.	C	P	C	C	

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Commented [a151]: 2372 et al.

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Commented [a149]: Consequential amendment – relocated from Rules 31.7.1 and 31.7.5

Commented [a150]: 2372 et al.

Commented [a153]: 2372 et al.

Table 31.7 – Standards for signs in Commercial Areas		Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Airport Mixed-Use Zone	Local Shopping Centre Zone	Business Mixed Use Zone	Jacks Point Zone village activity area
	Control is reserved to the matters set out in Rule 31.11. <u>Discretion is reserved to the matters set out in Rule 31.X.</u> Advice Note: Part 31.13.7 of this Chapter has a diagram which illustrates the application of this rule.					Commented [a139]: Consequential amendment
						Commented [a140]: 2372 et al.
						Commented [a152]: 2372 et al.
31.7.7	Any sign or sign platform that does not comply with any of Rules 31.7.1 to 31.7.6 above.	D	D	D	D	Commented [a154]: 2372 et al.
31.7.8	<u>Identification of digital signage platforms that comply with the size requirements of Rule 31.7.5.</u> <u>Advice Note:</u> The size restrictions for ground floor level signage under Rule 31.7.5 is to include signage under both 31.7.1 and 31.7.8.	D	D*	PR	PR	Commented [a156]: 2516, 2557 Commented [a155]: Relocated to Rule 31.7.5
31.7.9	<u>Display of all new and replacement signs located within an approved digital signage platform provided that:</u> a. <u>No live broadcasts are to be transmitted,</u> b. <u>Only static advertisements are to be displayed for a minimum duration of 7 seconds.</u> c. <u>There is to be no flashing, movement or animation of images;</u> d. <u>The only movement of the signage is to allow for the dissolve of one image to another;</u> e. <u>There shall be no noise associated with the screen or images displayed on the sign; and</u> f. <u>The screen shall incorporate lighting control to adjust brightness in line with ambient light levels.</u>	P	P*	NA	NA	Commented [a157]: Clarification
	<u>*Queenstown Airport Zone only</u>					Commented [a158]: 2516, 2557

31.8 Rules – Standards for Signs in Residential Areas

Table 31.8 – Standards for signs in Residential Areas		Low, Medium & High Density Residential Zones (excluding commercial activities in the Town Centre Transition Sub-zone)	Arrowtown Residential Historic Management Zone	Large Lot Residential Zone
31.8.1	Unless otherwise provided for in Rule 31.8.2, one sign per site with a maximum area of 0.5m ² with no internal or external illumination of the sign.	P	P	P
31.8.2	Signs for recreation grounds, nursing homes, education activities and community activities with a maximum area of 2m ² per site and which are attached to a building or free standing.	P	P	P
31.8.3	Any sign that does not comply with Rules 31.8.1 and 31.8.2 above.	D	D	D

31.9 Rules – Standards for Signs in Other Areas

Table 31.9 – Standards for signs in other areas		Rural Zone (excluding Ski Area Sub-Zones), Gibbston Character Zone & Wakatipu Basin	Rural Lifestyle and Rural Residential Zones	Open Space and Recreation Zones	Jacks Point Zone, Waterfall Park Zone, Millbrook Resort Zone	Visitor Accommodation Sub-zone	Ski Area Sub-Zones
31.9.1	Up to 2m ² of signage per site with no internal or external illumination of the sign.	P	P	NA	NA	NA	NA
31.9.2	Identification of a signage platform that complies with the requirements of Rule 31.9.3. Control is reserved to the matters set out in Rule 31.11.	NA	NA	C	NA	NA	NA
31.9.3	In the Open Space and Recreation, Nature Conservation, Informal Recreation and Active Sports and Recreation Zones:	NA	NA	P	NA	NA	NA

Commented [a159]: All 'NA' in table 31.9 are inserted for clarification

Table 31.9 – Standards for signs in other areas		Rural Zone (excluding Ski Area Sub-Zones), Gibbston Character Zone & Wakatipu Basin	Rural Lifestyle and Rural Residential Zones	Open Space and Recreation Zones	Jacks Point Zone, Waterfall Park Zone, Millbrook Resort Zone	Visitor Accommodation Sub-zone	Ski Area Sub-Zones
	<p>Signs only for the purposes of the activities listed in a. and b. below, that individually are no more than 2.5m² in area:</p> <p>a. park information; and</p> <p>b. park way-finding.</p> <p>Advice Note: Any sign located on or over Council land will require the approval of the Council as landowner.</p>						
31.9.4	<p>In all Open Space and Recreation Zones signs directly associated with a temporary event occurring on the same site.</p> <p>Advice Notes:</p> <p>1. Rule 31.6.2 also applies for temporary event signs and must also be complied with.</p> <p>2. Any sign located on or over Council land will require the approval of the Council as landowner.</p>	<u>NA</u>	<u>NA</u>	P	<u>NA</u>	<u>NA</u>	<u>NA</u>
31.9.5	<p>In the Jacks Point Zone, Millbrook Resort Zone, Waterfall Park Zone, Civic Spaces Zone and the Community Purposes Zone only (excludes the Nature Conservation Zone, the Informal Recreation Zone and the Active Sports and Recreation Zone): Signs for commercial activities and community activities complying with the following standards.</p> <p>The following standards also apply to visitor accommodation with the Millbrook Resort Zone.</p> <p>a. maximum of 2 signs per business building or activity;</p> <p>b. the maximum area of each sign shall not exceed 1m²; and</p>	<u>NA</u>	<u>NA</u>	P	C	<u>NA</u>	<u>NA</u>

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Commented [a161]: Relocated to 31.4.1

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Table 31.9 – Standards for signs in other areas		Rural Zone (excluding Ski Area Sub-Zones), Gibbston Character Zone & Wakatipu Basin	Rural Lifestyle and Rural Residential Zones	Open Space and Recreation Zones	Jacks Point Zone, Waterfall Park Zone, Millbrook Resort Zone	Visitor Accommodation Sub-zone	Ski Area Sub-Zones
	<p>c. any sign shall be located in the same location and on the same site as the business or activity the sign relates to.</p> <p>Control is reserved to the matters set out in Rule 31.11.</p> <p>Advice Note: Any sign located on or over Council land will require the approval of the Council as landowner.</p>						
31.9.6	<p>Unless otherwise provided for in Rule 31.9.5, one sign per site with a maximum area of 0.5m² with no internal or external illumination of the sign.</p>	<u>NA</u>	<u>NA</u>	<u>NA</u>	P	<u>NA</u>	<u>NA</u>
31.9.7	<p>Identification of a signage platform for a commercial activity or community activity that complies with the requirements of Rule 31.9.5.</p> <p>Control is reserved to the matters set out in Rule 31.11.</p>	<u>NA</u>	<u>NA</u>	<u>NA</u>	C	<u>NA</u>	<u>NA</u>
31.9.8	<p>Signs for visitor accommodation comprising 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 measure no more than 0.15m² in area.</p>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	P	<u>NA</u>
31.9.9	<p>Identification of a signage platform that complies with the requirements of Rule 31.9.8.</p> <p>Control is reserved to the matters set out in Rule 31.11.</p>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>C</u>	
31.9.10	<p>All new and replacement signs located within an approved signage platform.</p> <p>Advice Note: conditions of consent for an approved signage platform must be complied with for the permitted activity status to apply to any subsequent change to the content of the signage platform.</p>	<u>NA</u>	<u>NA</u>	P	P	P	<u>NA</u>
31.9.11	<p>Any sign or signage platform that does not comply with any standard in Rules 31.9.1 to 31.9.10.</p>	D	D	D	D	D	<u>D</u>

Commented [a164]: Relocated to 31.4.1

Commented [a165]: Clarification

Table 31.9 – Standards for signs in other areas		Rural Zone (excluding Ski Area Sub-Zones), Gibbston Character Zone & Wakatipu Basin	Rural Lifestyle and Rural Residential Zones	Open Space and Recreation Zones	Jacks Point Zone, Waterfall Park Zone, Millbrook Resort Zone	Visitor Accommodation Sub-zone	Ski Area Sub-Zones
31.9.12	<u>Any operational, directional and safety signage relating to the movement of vehicles and people around the zone</u>	NA	NA	NA	NA	NA	P
31.9.13	<u>Up to 4m² of signage per site with no internal or external illumination of the sign.</u>	NA	NA	NA	NA	NA	P

31.10 Non-Notification of Applications

31.10.1 All applications for controlled activities shall not require the written consent of other persons and shall not be notified or limited-notified.

31.11 Matters of Control

31.11.1 The exercise of Council's control shall be limited to:

- a. colour and materials;
- b. design and content;
- c. location;
- d. access and safety; and
- e. compliance with any relevant Council design guideline, being either the Queenstown Town Centre Special Character Area Design Guidelines 2015, Wanaka Town Centre Character Guideline 2011, or the Arrowtown Design Guidelines 2016.

31.X Matters of Discretion

31.X.1 The exercise of Council's discretion shall be limited to:

- a. colour and materials;
- b. design and content;

- c. location;
- d. access and safety; and
- e. landscape and visual amenity values.

Commented [a166]: 2373 et al.

31.12 Assessment Matters

31.12.1 In considering whether or not to grant consent or impose conditions on a resource consent for a sign (including a signage platform), the Council shall have regard to, but not be limited by, the following assessment matters.

31.12.2 All Activities – General

- 31.12.2.1 The extent to which the proposed sign is compatible with the character of the site, buildings and surrounding environment.
- 31.12.2.2 Whether the sign is located on the site of the activity it relates to and the extent to which there is a function or location constraint for locating the sign outside the site of the activity.
- 31.12.2.3 Whether the sign will affect public safety, including the safety of pedestrians and users of the roading network.
- 31.12.2.4 In locations where Council design guidelines apply: the degree of compliance with the Queenstown Town Centre Special Character Area Design Guidelines 2015, Wanaka Town Centre Character Guideline 2011 or the Arrowtown Design Guidelines 2016.
- 31.12.2.5 In respect of signs in any area where the Arrowtown Design Guidelines 2016 applies: whether the application is accompanied by a report from the Arrowtown Planning Advisory Group; and whether that report approves the nature, form, size, content and positioning of the sign.
- 31.12.2.6 In respect of temporary event signs: whether the period the sign is to be erected is necessary for the event being advertised and whether the adverse effects on traffic, pedestrian, public safety and visual amenity are appropriately managed.
- 31.12.2.7 In respect of signs located on wharves and jetties (including on buildings on wharves and jetties) whether the signs convey necessary information while preserving a high standard of amenity and public views and ensuring pedestrian access is not impeded.
- 31.12.2.8 Whether the sign will adversely affect heritage values.

31.12.3 Controlled Activities

Colour and materials

- 31.12.3.1 Whether the proposed sign:
 - a. Incorporates colours and materials that complement the external appearance of the building, including surrounding buildings.
 - b. Incorporates colours and materials that are sympathetic to the surrounding landscape.

Design and content

- 31.12.3.2 Design, including lighting, is consistent with and sympathetic to the surrounding environment
- 31.12.3.3 Whether there are any effects on heritage buildings, or on buildings and structures in heritage precincts, and whether any conservation advice has been obtained.
- 31.12.3.4 When considering signage platforms, the extent that the signage platforms have been considered within the overall design of the building and specifically the architectural features of the building.

Location

- 31.12.3.5 Whether the sign is located to integrate with the design of the building and does not obscure the architectural features of the building.
- 31.12.3.6 Whether the requirements of multiple tenants within a building have been provided for.

Access and safety

- 31.12.3.7 Whether the sign adversely affects public pedestrian access through inappropriate location, design or type of sign.

Compliance with any relevant Council design guidelines

- 31.12.3.8 Where relevant, the extent to which a proposal accords with the Queenstown Town Centre Special Character Area Design Guidelines 2015 or the Wanaka Town Centre Character Guideline 2011.
- 31.12.3.9 For an application for a sign in the Arrowtown Town Centre Zone, the extent to which the proposal accords with the following guidelines (from section 3.14.1 of the Arrowtown Design Guideline 2016) to ensure that the design and placement respects historic buildings and the character of the Town Centre:
 - a. Signs must not obscure historic building details or important vistas.
 - b. Reduce the number of signs used in a single location by the use of directory or finger signs.
 - c. Signs handwritten on the building in the traditional way are best, provided they do not alter or obscure parts of the building.
 - d. Small scale signs, either mounted on to buildings or free standing, are appropriate.
 - e. Sign materials shall be similar to those used traditionally. Painted wood and metal are appropriate. Plastic and highly reflective materials are inappropriate.
 - f. Illuminated, neon or flashing signs are not appropriate and must not be used if heritage character is to be protected.

31.12.4 Discretionary Activities – Signs within Commercial Areas

31.12.4.1 The extent to which:

- a. The size of the signage is visually compatible with the scale and character of the building to which it relates and the surrounding environment.
- b. The design, location and size of the proposed signage 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 and/or pedestrian safety.
- e. The placement, size and choice of materials has considered the architectural features of the building on which the sign is to be erected.
- f. Any signage on windows will retain the function of the window to provide interest, activity and passive surveillance on the street.

31.12.4.2 Whether the cumulative effects of the proposed signage (and signage anticipated to be established on the same building) will adversely affect the streetscape and visual amenity of the surrounding environment.

31.12.4.3 For any sign within the Arrowtown Town Centre Zone apply the assessment matters in 31.12.3.9.

31.12.5 Discretionary Activities – Signs within Residential Areas

31.12.5.1 Compatibility with amenity values of the surrounding environment considering the visual amenity of the street and neighbouring properties including:

- a. 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.
- b. Whether the proposed signage dominates the streetscape and wider residential character of the area in which it is located.
- c. The size, colour and location of the signage do not adversely affect traffic and/or pedestrian safety.

31.12.5.2 For any sign within a residential zone where the Arrowtown Design Guideline 2016 applies (namely the Arrowtown Residential Historic Management Zone and part of the Low Density Residential Zone and Medium Density Residential Zone) apply the following guideline (from section 4.23.1 of the Arrowtown Design Guideline 2016) to ensure that the design and placement respects historic buildings and the character of the area:

- a. Locate and design signs to complement the context and site.

31.12.6 Discretionary Activities – Signs within Other Areas

31.12.6.1 The extent to which:

- a. The design, colours and materials of the proposed sign is compatible with the character and amenity values of the site (including the amenity values anticipated for the District Plan zone that applies to the site), street scene and surrounding environment.

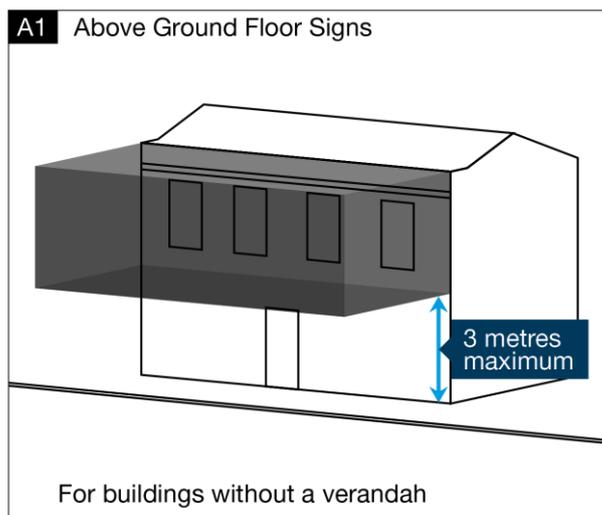
31.12.6.2 Any adverse effects of the proposed signage in terms of:

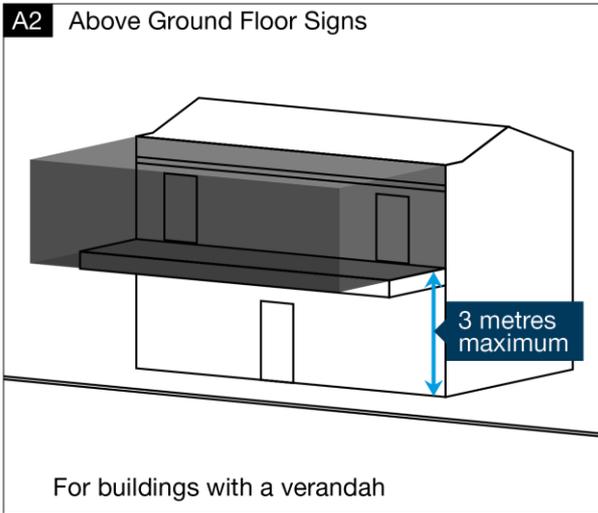
- a. Lighting.
- b. The extent to which the proposed signage may cause a visual distraction to drivers.
- c. Location with special regard to skylines, ridges, hills and prominent slopes.

31.12.6.3 When considering the effects of signs located on an Outstanding Natural Feature (ONF) or within an Outstanding Natural Landscape (ONL) identified on the Planning Maps, apply any relevant assessment matters in part 21.7 Rural Zone of the District Plan.

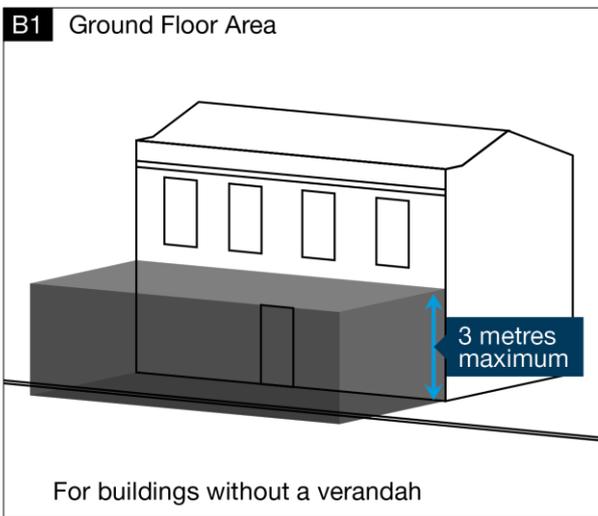
31.13 Interpretive Diagrams

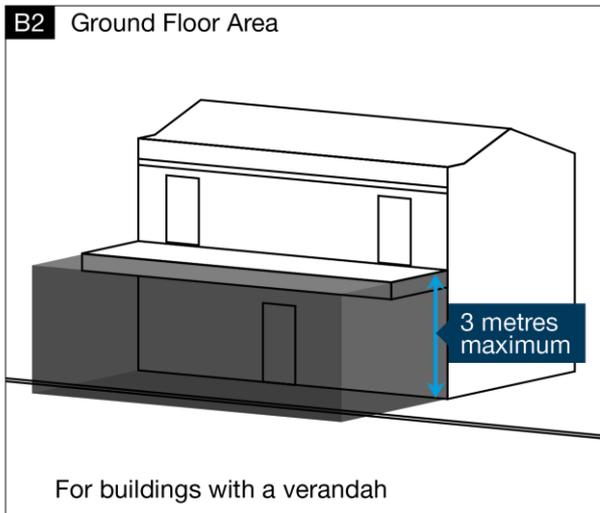
31.13.1 Above Ground Floor Signs



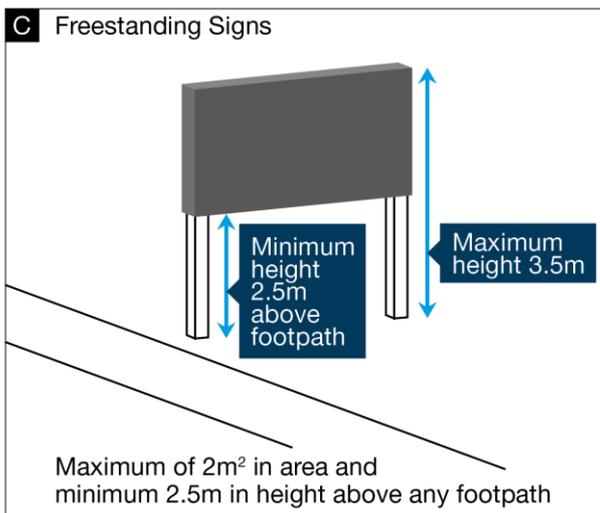


31.13.2 Ground Floor Area for signs

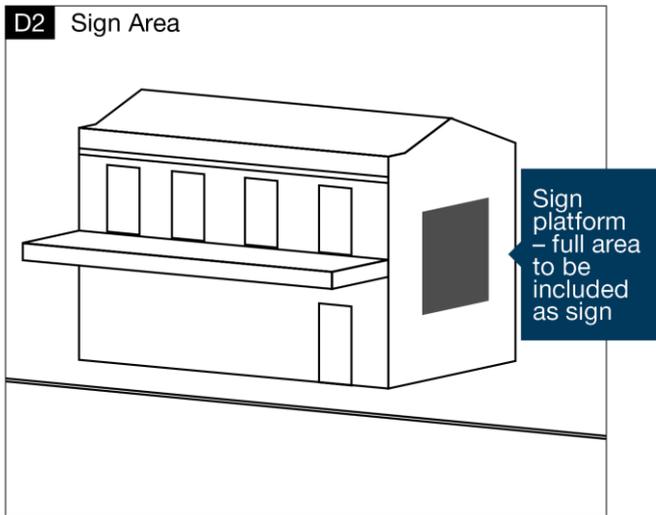
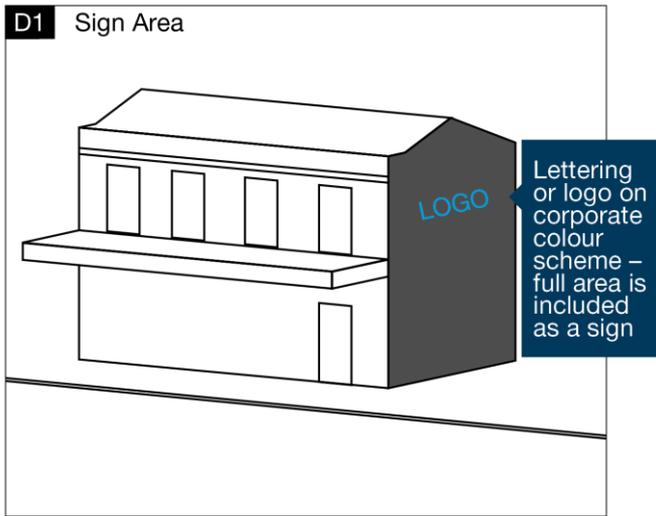


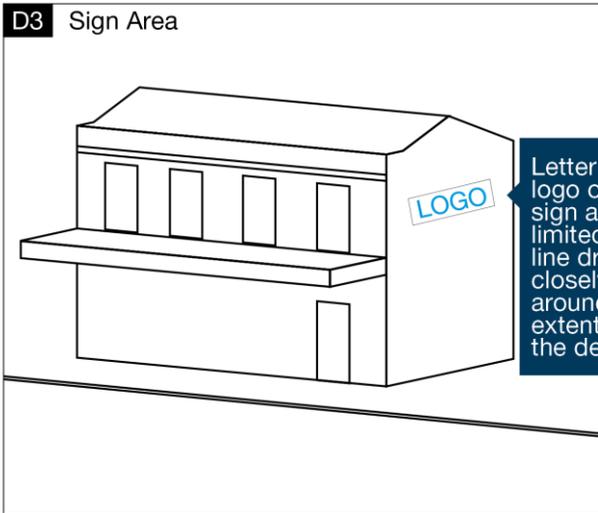


31.13.3 Freestanding Signs



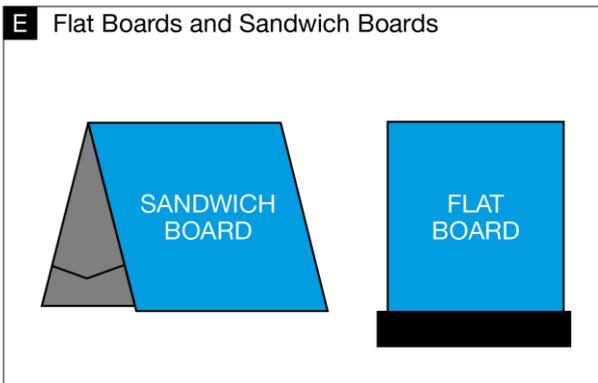
31.13.4 Sign Area



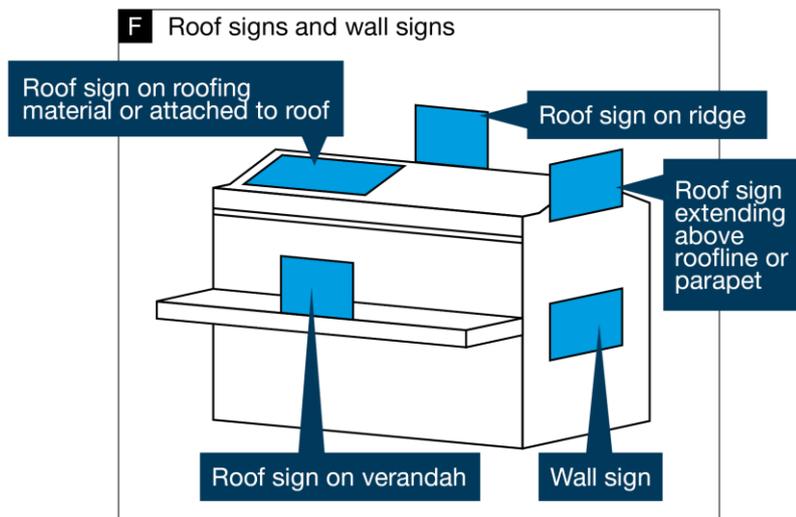


Lettering or logo only – sign area is limited to a line drawn closely around the extent of the detail

31.13.5 Flat Boards and Sandwich Boards



31.13.6 Roof Signs and Wall Signs



31.13.7 Guidance for how to apply Rule 31.7.5: Maximum area of Ground Floor Signs in commercial areas

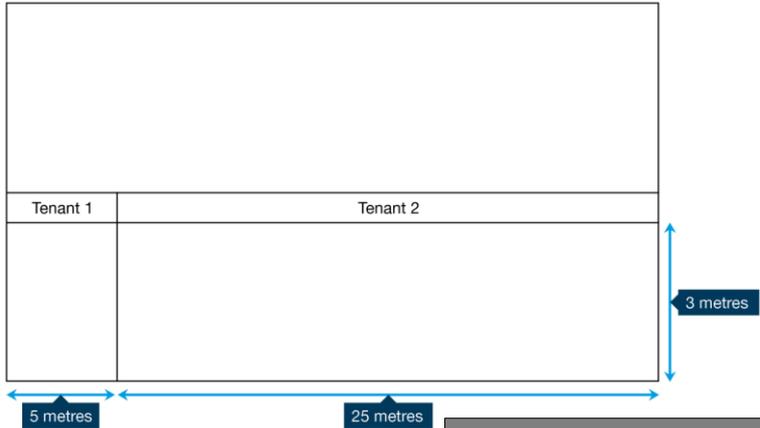
31.13.7.1 To measure the ground floor area:

- a) measure horizontally by the length of the building along the road, footpath, access way or service lane to which it has frontage; and
- b) measure vertically by the height from the surface of the road, footpath, access way or service lane to the point at which either:
 - (i) the verandah meets the wall of the building; or
 - (ii) when there is no verandah, a height of 3m above the surface of the road, footpath, access way or service lane; whichever is the lesser.

31.13.7.2 Example: [How to apply the Ground Floor Area of Signs rule along the elevation of a building](#)

Commented [a167]: 2131

G1 ~~EXAMPLE: How to Apply the Ground Floor Area of Signs Rule~~



~~Total Ground Floor Area = 90m²
 15% of Ground Floor Area = 13.5m²
 Tenancy 1 = 2.25m²
 Tenancy 2 = 5m²~~

Tenancy 1
 Total Ground Floor area = 15m²
 15% of Total Ground Floor area = 2.25m² (<5m²)
 Permitted ground floor signage = 2.25m²

Tenancy 2
 Total Ground Floor area = 75m²
 15% of Total Ground Floor area = 11.25m² (>5m²)
 Permitted ground floor signage = 5m²

Commented [a168]: 2131

Variation to Stage 1 PDP Chapter 2 Definitions:

Underlined text for additions and ~~strike-through~~ text for deletions.

Flatboard	Means a portable sign that is not self-supporting.
Free Standing Sign	Means a self-supporting sign not attached to a building and includes a sign on a fence and a sandwich board.
Under Verandah Sign	Means a sign attached to the under side of a verandah.
Wall Sign	Means a sign attached to a wall within the ground floor area.
Ground Floor Area (For Signs)	Shall be measured:— a. horizontally by the length of the building along the road, footpath, access way or service lane to which it has frontage. b. vertically by the height from the surface of the road, footpath, access way or service land 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.
Sign and Signage	Means: a. any external name, figure, character, outline, display (excluding a display of physical goods or products available for sale on the premises) , 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 billboard 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; 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; c. corporate colour schemes (excluding those which are of neutral or recessive colours); d. any sign written vehicle/trailer or any advertising media attached to a vehicle/trailer. Notes: (i) This does include corporate colour schemes. (ii) See definitions of SIGN AREA and SIGN TYPES.

Commented [a169]: 2128

Commented [a170]: Consequential amendment

Commented [a171]: 2543

Sign Area	<p>The area of a sign means <u>Means</u> the surface area of a sign, and the area of a sign includes:</p> <ol style="list-style-type: none"> 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>and</u> <u>the entire area coloured with a corporate colour scheme.</u>
Sign Types	<p>Above Ground Floor Sign: means a sign attached to a building above the verandah or above 3 metres in height from the ground.</p> <p>Arcade Directory Sign: means an externally located sign which identifies commercial activities that are accessed internally within a building or arcade.</p> <p>Banner: means any sign made of flexible material, suspended in the air and supported on more than one side by poles or cables.</p> <p>Flag: means any sign made of flexible material attached by one edge to a staff or halyard and includes a flagpole.</p> <p>Flashing Sign: means an intermittently illuminated sign.</p> <p>Flat Board Sign: means a portable flat board sign which is not self-supporting.</p> <p>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 (<u>excludes temporary construction signs</u>).</p> <p>Hoarding Billboard sign: means any sign that is for purely commercial brand awareness purposes and which does not relate to land use activity conducted on the site.</p> <p>Moving Sign: means a sign other than a flag or a banner that is intended to move or change whether by reflection or otherwise. <u>Digital signage in accordance with Rule 31.7.9 is not a moving sign.</u></p> <p>Off-Site Sign: means a sign which does not relate to <u>a business goods or services available</u> at the site where the sign is located <u>but relates to a business within the vicinity of the sign which is constrained so that signage cannot be located within the site within which the business operates</u> and excludes a Hoardings and Temporary Event Signs.</p> <p>Roof Sign: means any sign painted on or attached to a roof and any sign projecting above the roof line <u>or parapet</u> of the building to which it is attached.</p> <p>Sandwich Board: means a self-supporting and portable sign.</p>

Commented [al72]: 2195 et al., 2557, 2516

Commented [al73]: Consequential amendment

Commented [al74]: 2195 et al., 2557, 2516

	<p>Signage Platform: means a physical area identified for the purpose of signage.</p> <p>Temporary Construction Sign: <u>Means a sign within a construction site for the purpose of site management, including for directing vehicle movements and site safety, and also includes sign-written fabric or wind-break material attached to a fence within a construction site.</u></p> <p>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 Electioneering Signs, Real Estate Signs, <u>Temporary Construction Signs</u>, a Temporary Land Development Signs, Off-Site Signs or Temporary Sale Signs.</p> <p>Temporary Land Development Sign: <u>means a sign advertising or announcing a new or proposed development or subdivision.</u></p> <p>Temporary Sale Sign: means any sign established for the purpose of advertising or announcing the sale of products at special prices.</p> <p>Under Verandah Sign: means a sign attached to the underside of a verandah.</p> <p>Upstairs Entrance Sign: means a sign which identifies commercial activities that are located upstairs within a building.</p> <p>Wall Sign: means a sign attached to the wall of a building.</p>
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Variation to Stage 1 PDP Chapter 17: Airport ~~Mixed-Use~~ Zone:

Underlined text for additions and ~~strike-through~~ text for deletions.

17.5.10.1 For any advertising or promotional signage located within 20m of the zone boundary whether it is affixed to a building or freestanding ~~the rules in Section 18 — Signs of the Operative District Plan Chapter 31 applies.~~

