

**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 the Open Space and
Recreation / District
Wide Hearing Stream
15

**SECTION 42A REPORT OF AMANDA JANE LEITH
ON BEHALF OF QUEENSTOWN LAKES DISTRICT COUNCIL**

CHAPTER 31 SIGNS

23 July 2018

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Appendix 1: Recommended s42A Signage chapter and recommended changes to Chapter 2 of the PDP.

Appendix 2: Summary of submissions and recommendations.

Appendix 3: Section 32 evaluation report for the Signage chapter.

1. INTRODUCTION

- 1.1 My full name is Amanda Jane Leith. I hold the position of Resource Management Planner at Southern Planning Group. I have been in this position since January 2018.
- 1.2 I hold a Bachelor of Arts and a Masters in Regional and Resource Planning from the University of Otago. I have approximately 13 years' experience in resource management planning, both in consenting and policy. I am a full member of the New Zealand Planning Institute.
- 1.3 My experience includes approximately 11 years in local government in Queenstown and in Western Australia, as well as a year and a half in planning consultancy in New Zealand.
- 1.4 My role at Southern Planning Group involves the research and formulation of advice in relation to varied resource management matters, preparation of resource consent applications and the preparation of reports, submissions and evidence in relation to policy planning matters.
- 1.5 In relation to the Proposed District Plan (**PDP**), I was the Section 42A author on behalf of the Queenstown Lakes District Council (**QLDC or Council**) for Chapters 2 (Definitions), 7 (Low Density Suburban Residential), 8 (Medium Density Residential) and 11 (Large Lot Residential). I have also lodged and presented evidence on behalf of submitters in relation to the Queenstown zoning hearing (Stream 13) and Wakatipu Basin hearing (Stream 14). I will also be presenting evidence on behalf of submitters in relation to Stream 15 pertaining to Chapter 29 – Transport.
- 1.6 Although I have not had any involvement in the preparation of submissions or evidence in direct relation to Chapter 31 – Signs (**Chapter 31 – Signs, or Chapter 31**) which is the subject of this report; I did lodge further submissions on behalf of Boundary Trust (2720) and Spruce Grove Trust (2723 and 2724) opposing the submission of Millbrook Country Club Limited (2295) in its entirety, which included submission points relating to signage. Those parts of submissions

2720, 2723 and 2724 which relate to Chapter 31 - Signs have now been withdrawn, with this being reflected in **Appendix 2 – Summary of Submissions and Recommendations**.

- 1.7** I am not the author of the notified Chapter 31 – Signs chapter.
- 1.8** Although this is a Council hearing, I confirm that I have read the Code of Conduct for Expert Witness contained in the Environment Court Practice Note 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.
- 1.9** This evidence provides recommendations to the Hearings Panel on the submissions and further submissions relating to the notified Chapter 31 - Signs.
- 1.10** The key documents I have used, or referred to, in forming my view while preparing this section 42A report are:
- (a) Section 32 Evaluation for Signs dated 31 November 2017 (**s32 report**)
 - (b) PDP (Stage 1) Decision version 5 May 2018 (**PDP or PDP 2018**);
 - (c) The Resource Management Act 1991 (**RMA**);
 - (d) The Operative 1998 Regional Policy Statement for Otago (**ORPS**); and
 - (e) The Proposed 2015 Regional Policy Statement for Otago (**PRPS**).¹
- 1.11** Throughout my evidence I refer to the following versions of the PDP text, as follows:
- (a) **PDP or PDP 2018**: to refer to the PDP Stage 1 Decisions version 5 May 2018;

¹ Including the decisions version of the PRPS and the Environment Court consent orders / memorandums issued to date.

- (b) **Provision X.2.1:** to refer to the notified version of a provision (i.e. Objective 31.2.1); and
- (c) **S42A Provision X.2.1:** to refer to the recommended version of a provision as included in Appendix 1. (i.e. S42A Objective 31.2.1)

1.12 When referring to the Stage 1 PDP provisions, I am referring to the Council's decisions version notified on 7 May 2018, (i.e. Decisions Objective 3.2.1).

1.13 I have attached the following documents to my evidence:

- (a) **Appendix 1:** Recommended s42A Signage chapter and recommended changes to Chapter 2 of the PDP.
- (b) **Appendix 2:** Summary of submissions and recommendations.
- (c) **Appendix 3:** Section 32 evaluation report for the Signage chapter.

2. SCOPE

2.1 My evidence addresses:

- (a) Hoardings and off-site signs;
- (b) Digital signage;
- (c) Size of signage;
- (d) Signage platforms;
- (e) Sale signage;
- (f) Display signage;
- (g) Corporate colour schemes;
- (h) Signage related to public access;
- (i) Signage along State Highways;
- (j) Safety signage;
- (k) Ski Area Sub-zone signage;
- (l) Millbrook Resort zone signage;
- (m) Jacks Point zone signage;
- (n) Airport zone signage;
- (o) Education activities;

- (p) Visitor accommodation signage;
- (q) Event signage;
- (r) Signage within the setting or extent of place of a heritage feature;
- (s) Assessment matters;
- (t) Water based transport related signage;
- (u) Miscellaneous relief sought by Go Orange et al (2581); and
- (v) Other matters.

2.2 With regard to the submission made by Queenstown Central Limited (2460), the Hearing Panel Chair struck out submission point 2460.11 under section 41D of the RMA which relates to Tables 31.7 – 31.9: Standards for Signs. Accordingly, this submission point will not be addressed within this report, however the remainder of the signage related submission points within that submission will be addressed.

3. EXECUTIVE SUMMARY

3.1 Having considered the submissions on proposed Chapter 31 and the implications of the relief sought by those submissions, I recommend that Chapter 31 is largely retained as notified. I do however recommend a number of amendments to Chapter 31 which are summarised below:

- (a) Changes to Objective 31.2.1 and Policy 31.2.1.5 and inclusion of a new Rule 31.5.24 all of which relate to enhancing information about access to public places, including public pedestrian and cycle trails.
- (b) Amendment to Policy 31.2.1.10 to make the policy more directive in avoiding the listed sign types.
- (c) Amendment to Policy 31.2.1.11 to include consideration of the benefits and function of the signage in the potential effects of signage on heritage values.
- (d) Inclusion of new rules (Rules 31.7.8 and 31.7.9) and various advisory notes regarding digital signage.
- (e) Amendments to various policies to ensure the provisions relate to the entire 'transport network' rather than just the 'road network'.

- (f) Incorporation of a new Objective 31.2.7 and associated policies and Rules 31.9.12 and 31.9.13 (and other consequential changes) relating to signage within Ski Area Sub-zones.
- (g) Clarification via an advice note that Chapter 31 does not apply to the Airport zone where the signage complies with the provisions in Chapter 17.
- (h) Incorporation of a new Rule 31.6.12 relating to signage visible from the State Highway and an advice note regarding signage on or over State Highways.
- (i) Clarification in Rule 31.5.1 as to the interrelationship between the permitted and controlled activities in Tables 31.5 – 31.9.
- (j) Addition of an advice note relating to application of Rule 31.5.20 in relation to all other rules within Chapter 31.
- (k) Inclusion of signage within the 'setting' or 'extent of place' of any Category 1, 2 or 3 item in the Inventory of Protected Features within Rule 31.5.22.
- (l) Amendment to Rule 31.5.23 to include 'education activities'.
- (m) Changes to Rule 31.6.5(c) pertaining to sale signage.
- (n) Increase to the permitted size of temporary construction signs under Rule 31.6.6 to 2m².
- (o) Addition to Rule 31.7.5(b) relating to signage located within shopfront window displays.
- (p) A minor change to Rule 31.9.5 to amend reference to 'business' to 'building' relating to the maximum number of signs.
- (q) Deletion of Rule 31.9.9 as it is unnecessary.
- (r) Other clarification type changes to make application of the provisions clearer and to reduce repetition.

3.2 I also recommend changes to the Chapter 2 definitions as follows:

- (a) Replacement of the term 'hoardings' with 'billboard signs' and consequential amendments to the definition of 'off-site signs'.
- (b) Amendments to the definition of 'sign and signage' to provide an exception for shop displays of physical goods or products and to exclude neutral or recessive colour schemes from the definition.

4. STRATEGIC OVERVIEW

- 4.1 The s32 evaluation report provides an overview of the higher order planning documents that were considered in preparing the proposed Chapter 31. In addition, a more detailed summary of relevant legislation and documents is provided below.
- 4.2 I also refer to the Panel's Recommendation Report 1 (Report 1) on Stage 1 of the PDP, in particular, paragraphs 31 to 48². This sets out the statutory requirements for consideration of proposed district plans from *Colonial Vineyard Limited v Marlborough District Council*³, and relevant changes through subsequent amendments to the RMA in 2013. Paragraph 46 of Report 1 largely summarises the position that applies in this evidence.

The Resource Management Act 1991 (RMA)

- 4.3 The purpose of the RMA is set out in Section 5, as below:

5 Purpose

- (1) *The purpose of this Act is to promote the sustainable management of natural and physical resources.*
- (2) *In this Act, 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—*
- (a) *sustaining the potential of natural and physical resources (excluding minerals) to meet the reasonably foreseeable needs of future generations; and*
 - (b) *safeguarding the life-supporting capacity of air, water, soil, and ecosystems; and*
 - (c) *avoiding, remedying, or mitigating any adverse effects of activities on the environment.*

2 Hearing of Submissions on Proposed District Plan. Report 1. Report and recommendations of Independent Commissioners. Introduction. 28 March 2018.

3 [2014] NZ EnvC 55.

- 4.4** This report considers the provisions of proposed Chapter 31 in the context of advancing the purpose of the RMA to achieve the sustainable management of natural and physical resources.
- 4.5** The purpose and principles in Part 2 of the RMA, which emphasise the requirement to sustainably manage the use, development and protection of natural and physical resources for current and future generations, taking into account the 'four well beings' (social, economic, cultural and environmental), are relevant to issues arising with this variation.
- 4.6** Section 6 ('Matters of national importance') of the RMA requires that the following matters of national importance are recognised and provided for:
- (a) *the preservation of the natural character of the coastal environment (including the coastal marine area), wetlands, and lakes and rivers and their margins, and the protection of them from inappropriate subdivision, use, and development:*
 - (b) *the protection of outstanding natural features and landscapes from inappropriate subdivision, use, and development:*
 - (c) *the protection of areas of significant indigenous vegetation and significant habitats of indigenous fauna:*
 - (d) *the maintenance and enhancement of public access to and along the coastal marine area, lakes, and rivers:*
 - (e) *the relationship of Maori and their culture and traditions with their ancestral lands, water, sites, waahi tapu, and other taonga:*
 - (f) *the protection of historic heritage from inappropriate subdivision, use, and development:*
 - (g) *the protection of protected customary rights:*
 - (h) *the management of significant risks from natural hazards.*
- 4.7** Chapter 31, being a district wide chapter (albeit applying to the area of land currently notified into the PDP through Stage 1 and 2 of the PDP), includes consideration of signage located within or adjacent to wetlands, lakes and rivers (covered by (a) above) and their margins, as well as outstanding natural features or landscapes (covered by (b)

above). Signage can also act as an informative or directional tool to aid in the recognition or provision of those matters outlined in (c) – (h).

4.8 Section 7: Other Matters identifies a range of matters that RMA decision-makers are to have particular regard to:

- (a) *the efficient use and development of natural and physical resources*
- (b) *the maintenance and enhancement of amenity values:*
- (c) *intrinsic values of ecosystems:*
- (d) *maintenance and enhancement of the quality of the environment:*
- (e) *any finite characteristics of natural and physical resources:*
- (f) *the protection of the habitat of trout and salmon:*

4.9 The maintenance and enhancement of amenity values (section (b)) and the maintenance and enhancement of the quality of the environment (section (d)) are of most relevance to Chapter 31 – Signs. The amenity values and environment that needs to be maintained and enhanced are considered to be both urban design, landscape and visual amenity as well as transport and pedestrian safety.

4.10 Section 8 of the RMA requires that Council take into account the principles of the Treaty of Waitangi (Te Tiriti o Waitangi). The principles as they relate to resource management derive from Te Tiriti o Waitangi itself and from resource management case law and practice. They can be summarised as follows:

- (a) That there must be active protection of the partnership between the two parties;
- (b) That there is an obligation to act with reasonableness and good faith, with both parties being prepared to compromise; and
- (c) That dialogue and consultation will be the main way in which to give effect to the principles outlined above.

The Local Government Act 2002 (LGA)

Section 14

4.11 Section 14 of the LGA sets out a number of principles relating to local authority decision-making, including sections 14(c), (g) and (h). These principles are relevant in terms of policy development and decision making under the RMA:

- (c) *when making a decision, a local authority should take account of—*
 - (i) *the diversity of the community, and the community's interests, within its district or region; and*
 - (ii) *the interests of future as well as current communities; and*
 - (iii) *the likely impact of any decision on the interests referred to in subparagraphs (i) and (ii):*

- (g) *a local authority should ensure prudent stewardship and the efficient and effective use of its resources in the interests of its district or region, including by planning effectively for the future management of its assets; and*

- (h) *in taking a sustainable development approach, a local authority should take into account—*
 - (i) *the social, economic, and cultural interests of people and communities; and*
 - (ii) *the need to maintain and enhance the quality of the environment; and*
 - (iii) *the reasonably foreseeable needs of future generations*

4.12 Read together with Part 2 of the RMA, the LGA provisions emphasise a strong intergenerational approach, considering not only current environments, communities and residents but also those of the future. They demand a forward-looking policy approach that is balanced with considering current needs and interests. Like the RMA, the LGA provisions emphasise the need to take into account social, economic and cultural matters in addition to environmental considerations.

Iwi Management Plans

4.13 When preparing or changing a district plan, section 74(2A) of the RMA states that territorial authorities must "take into account" any relevant

planning document recognised by an iwi authority and lodged with the territorial authority, to the extent that its content has a bearing on the resource management issues of the relevant district. Two iwi management plans are relevant to the Queenstown Lakes District, being:

- (a) *The Cry of the People, Te Tangi a Taurira: Ngāi Tahu ki Murihiku Natural Resource and Environmental Iwi Management Plan 2008 (MNRMP 2008)*; and
- (b) *Kāi Tahu ki Otago Natural Resource Management Plan 2005 (KTKO NRMP 2005)*.

4.14 The MNRMP 2008 and KTKO NRMP 2005 both incorporate references to signage in relation to promoting educational and interpretative material at culturally significant locations and encourages the use of dual signage with both Ngai Tahu and English place names⁴. The MNRMP 2008 also supports the placement of warning signs with respect to navigational safety or hazard mitigation in locations which do not overly detract from natural character and landscape values⁵.

4.15 Overall, I consider that proposed Chapter 31 has taken into account those parts of these documents that are relevant to signage matters.

National Policy Statements

4.16 Section 75(3) of the RMA requires that territorial authorities must give effect to any National Policy Statement (**NPS**) or National Environmental Standard (**NES**) in a district plan. Currently there are five NPSs in force:

- (a) National Policy Statement on Urban Development Capacity 2016 (NPSUDC);
- (b) National Policy Statement for Freshwater Management 2014 (NPSFM);
- (c) National Policy Statement for Renewable Electricity Generation 2011;

4 Section 6.3.4 – Point 17 of KTKO NRMP 2005 and Section 3.5.22 Wahi Ingoa – Place Names, Point 4 of MNRMP 2008.

5 Section 3.3.9: Cultural Interpretation, Point 18.

- (d) National Policy Statement on Electricity Transmission 2008 (NPSET); and
- (e) New Zealand Coastal Policy Statement 2010.

4.17 An additional National Policy Statement for Indigenous Biodiversity is currently in draft.

4.18 None of these NPS or NES are of specific relevance to the consideration of Chapter 31.

Operative Otago Regional Policy Statement

4.19 Section 75(3) of the RMA requires that a district plan must “give effect to” any operative regional policy statement. In relation to the PDP, the operative Otago Regional Policy Statement 1998 (RPS 1998) is the relevant regional policy statement that must be given effect to.

4.20 The RPS 1998 contains a number of objectives and policies of relevance to Chapter 31 – Signs, specifically Objectives 9.4.1 – 9.4.3 and the related policies that, in broad terms, promote the sustainable management of Otago’s built environment, infrastructure and natural and physical resources.

4.21 Overall, I consider that the notified version of Chapter 31, as well as the amendments made in my recommended revised version of Chapter 31 (attached as **Appendix 1**) give effect to the RPS 1998.

Proposed Otago Regional Policy Statement 2015 (PRPS)

4.22 Section 74(2)(a) of the RMA requires that a district plan prepared by a territorial authority shall “have regard to” any proposed regional policy statement.

4.23 The Proposed Regional Policy Statement 2015 (PRPS 2015) was notified for public submissions on 23 May 2015. Decisions on submissions were released on 1 October 2016 (**PRPS**). The majority of the provisions of the PRPS were appealed and mediation and several hearings have taken place. The Environment Court has issued a number of consent orders on the appeals which has resulted in a

number of provisions being made operative. These consent orders were attached to Council's opening legal submissions in Stream 14, however there are still some which remain outstanding.

4.24 While, strictly speaking, limited weight can be given to the relevant objectives and policies in the PRPS that have not yet been made operative or operative in part, terms for settling the appeals on the PRPS have largely been resolved and the provisions are beyond the stage where they are likely to change. My analysis of the relevant parts of the PRPS takes into account the likelihood that the Panel will be making recommendations about decisions on submissions that must give effect to the PRPS (as opposed to "have regard to").

4.25 The provisions are relevant in highlighting the direction given to local authorities in the Otago Region managing the potential adverse effects of signs and acknowledging the economic benefits of activities reliant on signs. The following objectives and policies of the PRPS (reflecting current consent orders issued by the Environment Court) are relevant to Chapter 31:

Objective 3.2: *Otago's significant and highly-valued natural resources are identified, and protected or enhanced where degraded.*⁶

Policy 3.2.4: *Managing outstanding natural features, landscapes and seascapes.*

Protect, enhance or restore outstanding natural features, landscapes and seascapes, by all of the following:

- a) In the coastal environment, avoiding adverse effects on the outstanding values of the natural feature, landscape or seascape;*
- b) Beyond the coastal environment, maintaining the outstanding values of the natural feature, landscape or seascape;*
- c) Avoiding, remedying or mitigating other adverse effects;*
- d) Encouraging enhancement of those areas and values that contribute to the significance of the natural feature, landscape or seascape.*⁷

Policy 3.2.6: *Managing highly values natural features, landscapes and seascapes.*

Maintain or enhance highly values natural features, landscapes and seascapes by all of the following:

- a) Avoiding significant adverse effects on those values that contribute to the high value of the natural feature, landscape or seascape;*
- b) Avoiding, remedying or mitigating other adverse effects;*
- c) Encouraging enhancement of those values that contribute to the high value of the natural feature, landscape or seascape.*⁸

6 Environment Court consent memorandum version.

7 Environment Court consent memorandum version.

8 Environment Court consent memorandum version.

Objective 4.5: Urban growth and development is well designed occurs in a strategic and coordinated way, and integrates effectively with adjoining urban and rural environments.⁹

Policy 4.5.1: Providing for urban growth and development.

Provide for urban growth and development in a strategic and co-ordinated way, including by:

.....

e) Having particular regard to:

.....

iii. Maintaining high and outstanding natural character in the coastal environment; outstanding natural features, landscapes, and seascapes; and areas of significant indigenous vegetation and significant habitats of indigenous fauna;

iv. Maintaining important cultural or historic heritage values;

.....¹⁰

Policy 4.5.3: Urban design

Design new urban development with regard to:

- a) A resilient, safe and healthy community;
- b) A built form that relates well to its surrounding environment;
- c) Reducing risk from natural hazards;
- d) Good access and connectivity within and between communities;
- e) A sense of cohesion and recognition of community values;
- f) Recognition and celebration of physical and cultural identity, and the historic heritage values of a place;
- g) Areas where people can live, work and play;
- h) A diverse range of housing, commercial, industrial and service activities;
- i) A diverse range of social and cultural opportunities¹¹

Policy 4.5.6: Designing for public access¹²

Objective 5.1: Public access to areas of value to the community is maintained or enhanced.¹³

Policy 5.1.1: Public access.

Maintain or enhance public access to the natural environment, including to the coast, lakes, rivers and their margins and where possible areas of cultural or historic significance, unless restricting access is necessary for one or more of the following:

- a) Protecting public health and safety;
- b) Protecting the natural heritage and ecosystem values of sensitive natural areas or habitats;
- c) Protecting identified sites and values associated with historic heritage or cultural significance to Kai Tahu;
- d) Ensuring a level of security consistent with the operational requirements of a lawfully established activity.¹⁴

Objective 5.2: Historic heritage resources are recognised and contribute to the region's character and sense of identity.¹⁵

Policy 5.2.3: Managing historic heritage.

9 Environment Court consent order version.
10 Environment Court consent order version.
11 Environment Court consent order version.
12 PRPS decisions version.
13 PRPS decisions version.
14 Environment Court consent order version.
15 PRPS decisions version.

Protect and enhance places and areas of historic heritage, by all of the following:

- a) Recognising that some places or areas are known or may contain archaeological sites, wahi tapu or wahi taoka which could be of significant historic or cultural value;*
- b) Applying these provisions immediately upon discovery of such previously unidentified archaeological sites or areas, wahi tapu or wahi taoka;*
- c) Avoiding adverse effects on those values that contribute to the area of place being of regional or national significance;*
- d) Minimising significant adverse effects on other values of areas and places or historic heritage;*
- e) Remedying when adverse effects on other values cannot be avoided;*
- f) Mitigating when adverse effects on other values cannot be avoided or remedied;*
- g) Encouraging the integration of historic heritage values into new activities;*
- h) Enabling adaptive reuse or upgrade of historic heritage places and areas where historic heritage values can be maintained.¹⁶*

Objective 5.3: *Sufficient land is managed and protected for economic production.¹⁷*

Policy 5.3.3: *Distribution of commercial activities.*

Manage the distribution of commercial activities by:

- a) Enabling a wide variety of commercial, social and cultural activities in central business districts, and town and commercial centres;*
- b) Enabling smaller commercial centres to service local community needs;*
- c) Restricting commercial activities outside of a) and b) when such activities are likely to undermine the vibrancy and viability of those centres;*
- d) Encouraging the adaptive reuse of existing buildings.¹⁸*

4.26 The consideration of signage is complex given that it can be located in a multitude of locations and can serve many different functions with a range of different effects, including cumulative effects depending on the situation. As outlined in the Section 32, the decision version of the objectives and policies of the PRPS were considered in the drafting of Chapter 31. In my view, the changes which have been made via Consent Order do not alter their relevance to the consideration of signage. I consider that the proposed Chapter 31 gives effect to the abovementioned provisions, notwithstanding some may change as further appeals are resolved. .

16 Environment Court consent order version.

17 PRPS decisions version.

18 Environment Court consent order version.

Section 32 of the RMA

4.27 Where I have recommended changes to the notified version of Chapter 31, those recommendations have, in each case, reflected an evaluation of the suggested change in terms of section 32(1) – (4) (as required by section 32AA, RMA). The level of detail in which suggested changes have been considered reflects my assessment of the scale and significance of the recommended change. My section 32AA analysis is in the body of this s42A.

5. BACKGROUND – DISTRICT PLAN REVIEW AND CHAPTER 31

5.1 The Council is undertaking a staged, partial review of the Operative Queenstown-Lakes District Plan (**ODP**). Stage 1, which comprised 32 chapters and the majority of the land in the District, commenced in April 2014, with decisions on Stage 1 publicly notified on 7 May 2018. . The remaining Stage 1 geographic area to be heard is the Wakatipu Basin (including Arrowtown and Ladies Mile).

5.2 On 29 September 2016, Council approved the commencement of Stage 2. As part of the 29 September 2016 resolution, the Council addressed what the plan outcome would be at the end of the partial review, and approved the separation of the District Plan into two volumes, Volume A and Volume B. Volume A (as at the date of notification of Stage 2) comprised the chapters notified in Stages 1 and 2 of the PDP.

5.3 All other land currently forms Volume B of the District Plan. This includes zones that have not yet been reviewed and notified (i.e. Township Zone, Industrial A and B Zones, Rural Visitor Zone). Also included in Volume B is land that has been withdrawn from the district plan review and there is no current intention to include it in the PDP (i.e. the land subject to Plan Changes 46 - Ballantyne Road Industrial and Residential extensions, 50 - Queenstown Town Centre extension and 51 – Peninsula Bay North) and the Frankton Flats B Special Zone and the Remarkables Park Special Zone. All Volume B land is subject to the ODP.

Proposed District Plan (Stage 1 Decisions version)

5.4 The Stage 1 Decisions version has retained the notified structure and overall approach to managing the District's natural and physical resources.

5.5 The PDP has a Strategic Directions chapter (Chapter 3) which sets out the over-arching strategic directions for the District. The objectives of Chapter 3 are further elaborated on in the remaining strategic chapters (Chapter 4 Urban Development, Chapter 5 Tangata Whenua, and Chapter 6 Landscapes). All other chapters in the PDP are intended to align with and implement the objectives and policies in Chapters 3-6.

5.6 I consider that the following strategic objectives in Chapter 3: Strategic Directions are relevant to proposed Chapter 31:

3.2.2 *Urban growth is managed in a strategic and integrated manner.*

3.2.2.1 *Urban development occurs in a logical manner so as to:*

- a. promote a compact, well designed and integrated built form;*
- b. build on historical urban settlement patterns;*
- c, achieve a built environment that provides desirable, healthy and safe places to love, work and play;*

.....

3.2.3 *A quality built environment taking into account the character of individual communities.*

3.2.3.1 *The District's important historic heritage values are protected by ensuring development is sympathetic to those values.*

3.2.5 *The retention of the District's distinctive landscapes.*

3.2.5.1 *The landscape and visual amenity values and the natural character of Outstanding Natural Landscapes and Outstanding Natural Features are protected from adverse effects of subdivision, use and development that are more than minor and/or not temporary in duration.*

3.2.5.2 *The rural character and visual amenity values in identified Rural Character Landscapes are maintained or enhanced by*

directing new subdivision, use or development to occur in those areas that have the potential to absorb change without materially detracting from those values.

3.2.6 *The District's residents and communities are able to provide for their social, cultural and economic wellbeing and their health and safety.*

3.2.7 *The partnership between Council and Ngai Tahu is nurtured.*

3.2.7.1 *Ngai Tahu values, interests and customary resources, including taonga species and habitats, and wahi tupuna, are protected.*

5.7 I also consider the following strategic policies in Chapter 3: Strategic Directions to be of relevance to proposed Chapter 31:

Visitor Industry

3.3.1 *Make provision for the visitor industry to maintain and enhance attractions, facilities and services within the Queenstown and Wanaka town centre areas and elsewhere within the District's urban areas and settlements at locations where this is consistent with objectives and policies for the relevant zone.*

Town Centres and other Commercial and Industrial Areas

3.3.2 *Provide a planning framework for the Queenstown and Wanaka town centres that enables quality development and enhancement of the centres as the key commercial, civic and cultural hubs of the District, building on their existing functions and strengths.*

.....

3.3.11 *Provide for a wide variety of activities and sufficient capacity within commercially zoned land to accommodate business growth and diversification.*

Heritage

3.3.16 *Identify heritage items and ensure they are protected from inappropriate development.*

Landscapes

3.3.30 *Avoid adverse effects on the landscape and visual amenity values and natural character of the District's Outstanding Natural Landscapes and Outstanding Natural Features that are more than minor or not temporary in duration.*

Cultural Environment

3.3.34 *Avoid, remedy or mitigate other adverse effects on wahi tupuna within the District.*

5.8 Having considered the s32 report (**Appendix 3**) and the submissions on the notified Chapter 31, I consider that the proposed text for Chapter 31 is aligned with the abovementioned Strategic Directions objectives and policies. I consider that the revised Chapter 31 attached at **Appendix 1** does the same, but provides some added flexibility in response to requests from submitters while remaining the most appropriate way to achieve the purpose of the Act.

5.9 As Chapter 31 is a district wide chapter, it applies to all land currently notified in Stage 1 and 2 of the PDP. These chapters are discussed where relevant within this report.

6. ANALYSIS OF SUBMISSIONS

6.1 539 submission points were received in relation to Chapter 31, including 207 primary submission points and 332 further submission points. These also include a number of submission points on signage related definitions in Chapter 2 – Definitions. A summary of the submission points is attached in **Appendix 2**.

6.2 The RMA, as amended in December 2013, no longer requires a report prepared under s42A or the Council decision to address each submission point but, instead, requires a summary of the issues raised in the submissions.

6.3 On 23 November 2017, a Memorandum of Counsel was issued on behalf of the Council, advising the Panel on matters relating to Stage 2 of the PDP which may affect submissions made as part of Stage 1. Submission 383.7 made by the Council, which sought relief in relation to the definition of signage. This submission is deemed to be on the variation and is therefore addressed within this report.

Groups of submissions

6.4 A number of submitters have used a resource management professional or firm to file their submission, and the agent has generally applied the same relief sought to a number of submissions. This has been helpful to coordinate and consider the merits and outcomes sought by the collective group of submissions. For efficiency, I have grouped these submissions together, using an abbreviation or one of the submitters' names. These are identified as follows:

- (a) Spark New Zealand Trading Limited (2195), Chorus New Zealand Limited (2194) and Vodafone New Zealand Limited (2478) have lodged individual, largely identical submissions and they state that they intend on preparing and presenting a joint case. I refer to these submissions as **Spark et al (2195)**.
- (b) The Treble Cone Investments Ltd (2373) and Soho Ski Area Limited, Blackmans Creek No. 1 LP (2384) submissions in relation to Chapter 31 appear to be almost identical; therefore their submissions will be considered as one. I refer to these submissions as **Treble Cone et al (2372)**.
- (c) The Go Orange Limited (2581), Cardrona Alpine Resort Limited (2492), Real Journeys Limited (2466) and Te Anau Developments Limited (2494) submissions all appear to be identical in respect to the relief sought however the reasons for the relief differs slightly between each of the submitters. I have consequently considered the relief sought by the group as one and I have referred to these submissions hereon in as **Go Orange et al (2581)**, but I have outlined the submitters individual reasons as necessary.

6.5 Further submitters are identified in the summary of submissions and recommendations attached at **Appendix 2**. Where a recommendation is made on whether to accept, accept in part or reject the respective further submission, this is based on my overall recommendation on the primary submission. The further submissions will not be addressed individually within this report other than in **Appendix 2** where I set out recommendations to variously accept or reject each one.

7. HOARDINGS AND OFF-SITE SIGNS

7.1 'Hoarding' and 'off-site signs' were introduced into the ODP via PC48 as a result of the Commissioner's¹⁹ recommendation (which was ratified by Council). The Commissioner was also "satisfied" that 'hoardings' should be a prohibited activity in the context of the Queenstown Lakes District.

7.2 An appeal was lodged in relation to PC48 by APN Outdoor Limited which resulted in an Environment Court consent order being issued in which the only change to PC48 was a change of the activity status for 'hoarding' signs from prohibited to non-complying.

7.3 The notified PDP definitions of 'hoarding' and 'off-site signs' are as per the existing ODP definitions.

7.4 Eight submissions were lodged relating to 'hoardings' and 'off-site signs' as notified in the PDP. These submissions include opposition to the definitions of these two sign types, the wording of Policy 3.2.1.10 and the prohibited activity status of proposed Rule 31.5.14.

7.5 For reference, these notified definitions and chapter provisions are as follows:

"Hoarding – means any sign that is for purely commercial brand awareness purposes and which does not relate to land use activity conducted on the site."

19 Commissioner David Whitney.

“Off-Site Sign – means a sign which does not relate to goods or services available at the site where the sign is located and excludes Hoardings and Temporary Event Signs.”

“Policy 31.2.1.10 – Avoid adverse effects from the following sign and sign types:

- a. flashing, moving or animated signs and signs that create an optical illusion;*
- b. roof signs;*
- c. hoardings;*
- d. signs displaying sexually explicit, lewd or otherwise offensive content;*
- e. 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*
- f. signs imitating any traffic direction and safety sign as required by the New Zealand Transport Agency.”*

*31.5.14 Hoardings, including hoardings located PR
within or above roads*

7.6 Spark et al (2195), seek deletion of sub-clause (c) in notified Policy 31.2.1.10, deletion of the definition of ‘hoarding’, deletion of Rule 31.5.14 and modification of the definition of ‘off-site sign’ to remove the exclusion of hoardings. This relief is sought due to there being an overlap between the definitions of ‘hoarding’ and ‘off-site sign’. Furthermore, Spark et al (2195), question whether the effects of these two different signage types are sufficiently distinct in order to justify the prohibited activity status for hoardings and the discretionary activity status for off-site signs.

7.7 Spark et al (2195), also note that the Council decision in relation to Plan Change 48 made ‘hoardings’ prohibited, however this was appealed and a consent order issued making them non-complying activities. The submitter’s state that Chapter 31 is trying to re-insert the prohibited activity status and that as there have been no consents

applied for, it is not clear what problem the change in activity status is trying to resolve.

- 7.8** Similarly, QMS Media (2557) considers that the differing activity status between 'hoardings' and off-site signs' does not relate to a difference in environmental effects and that there is no evidence to justify the prohibited activity status for 'hoardings'. The submitter also considers that the definitions of the two sign types is unclear and that even if it can be made clear and certain as to the distinction between the two, there is no evidence to suggest that the content of the signs (which appears to be the differentiation between the two signage types) would result in significantly different adverse effects to result in one type being a discretionary activity and the other being prohibited.
- 7.9** Go Media Ltd (2516) identifies that 'hoarding' signs are traditionally large signs such as billboards primarily for commercial brand awareness and that it is appropriate that these signs have some restrictions in relation to their location. Notwithstanding, the submitter considers that the suggested significant adverse effects on environmental quality, landscape and amenity values and traffic safety as outlined within the section 32 evaluation are overstated and ignore the context in which non-site related signage is located. Furthermore, the submitter does not agree with the suggestion in the section 32 report that hoardings do not have any cultural and social benefits and will create unnecessary visual clutter, which in the submitter's experience is the opposite of the reality.
- 7.10** The QMS Media (2557) and Go Media Ltd (2516) submissions interrelate the consideration of hoardings and digital signage. I will address digital signage separately in section 8 below.
- 7.11** I agree with the abovementioned submitters that there is an overlap between the definitions of 'hoardings' and 'off-site signs' and that a 'hoarding' appears to be a sub-set of 'off-site signs' notwithstanding the exclusion within the definition.

7.12 In reading the Section 32 report and reviewing the dictionary definition of 'hoarding'²⁰, I consider that a better term for this type of signage would be 'billboards' as suggested by Go Media (2516). To my mind, I can quickly identify what a 'billboard' sign is compared to a 'hoarding' and this also prevents the potential mix up regarding hoarding fencing (temporary solid screen fencing) that is often erected around construction sites.

7.13 In reviewing the district plans of other territorial authorities, I note that the District Plans for Auckland and Christchurch both include 'billboard' signage as a signage class and define these as follows:

Auckland Unitary Plan – Billboard definition

“Any sign, message or notice conveyed using any visual media which is used to advertise any business, service, good, products, activities or events that are not directly related to the primary use or activities occurring on the site of the sign....”²¹

Christchurch District Plan – Billboard definition

“Means an outdoor display board of not less than 18m² in area which is used to advertise goods, services, products or events that are not directly related to the use or activities occurring at the site on which the board is physically located. It includes both the display board and any associated supporting device whether permanent, temporary or moveable.”

7.14 I understand that the differentiation between the two types of signs was that an off-site sign is intended to be for the advertisement of businesses which do not have frontage to a road or are similarly constrained so that they cannot reasonably advertise their business within the site. To provide an example, a visitor accommodation provider situated adjacent to Frankton Arm which is located down a right of way and has no frontage to Frankton Road. Depending on its effects it could be reasonable to allow a sign for this business alongside Frankton Road²² at the top of the right of way, particularly for

20 'A large board in a public place, used to display advertisements' – Oxford online dictionary.

21 The specific inclusion and exclusion standards have been omitted.

22 Subject to the landowners approval.

wayfinding purposes. The intention of such a sign is to advertise a business which is located within the vicinity of the sign but which is geographically or otherwise constrained such that it cannot have effective signage located on the site or building within which the activity is undertaken.

7.15 In order to differentiate the two different signage types, I consider that amendments to both definitions are necessary. I recommend that 'hoarding' signs be changed to 'billboard' signs²³ as this term is more relatable. I also considered adding a dimension specification such as the Christchurch District Plan definition which includes a minimum 18m² size requirement, to identify that it is the large billboard signs which are those included within this class of signage. However, I am conscious that this may result in a loophole in which billboard signs of up to 17.9m² may be considered as discretionary activities²⁴ under notified Rule 31.5.1 which is not the intention. Therefore, I have not made this change. Furthermore, where possible, the incorporation of standards within Stage 1 Chapter 2 – Definitions were avoided.

7.16 As a consequential change in order to further outline the difference between 'billboard signs' and 'off-site signs' in response to the submissions²⁵ that have noted an overlap, I also recommend that the definition of 'off-site sign' be amended. The recommended amendments are to specify that the signage is to relate to a business located within the immediate vicinity of the location of the sign where, for geographical (or other) reasons, such signage cannot be located within the site on which the business is located. I have used the term 'business' instead of 'goods and services' as I believe that this is an important distinction between 'billboard' and 'off-site signs'. 'Billboard' signs are predominantly used to advertise goods and services being for 'commercial brand awareness' and often unrelated to a specific business located within the vicinity, even if the good or service is available at a nearby business. With the recommended changes to 'off-site signs', I have attempted to specify that these signs are intended to

23 This recommendation also flows through to all mentioned of 'hoardings' within Chapters 31 and 2.
24 Under the signs not listed rules in Chapter 31.
25 QMS Media (2557), Spark et al. (2195).

be limited to the promotion of businesses located within the immediate vicinity of the site.

- 7.17** I have also considered an alternative non-complying activity status for 'billboard' signs, however in attempting to draft an objective and policy framework to discourage 'billboard' signage with the exception of specific locations or for specified reasons, I was unable to identify any such suitable locations or reasons which would not result in potentially significant adverse effects in relation to landscape and visual amenity or upon the built environment.
- 7.18** Further, I note that the overarching strategic direction for the management of growth, land use and development within the District is outlined within Chapters 3 – Strategic Direction, 4 – Urban Development and 6 – Landscapes and Rural Character. The objectives and policies within these chapters recognise the importance of the District's distinctive landscapes, recognising that these landscapes are of significant value to the people who live in, work in or visit the District. They also address issues relating to the spatial location and layout of urban development, where "high growth rates" are identified as challenging the "qualities that people value in their communities"²⁶.
- 7.19** In my view, 'billboard' signs should not be located within or adjacent to any residential, rural or resort zone given the anticipated amenity and landscape values of those areas. Furthermore, in my opinion, the majority of the commercial zones within the District already display a high level of signage and additional large scale 'billboard' signage would potentially add to the visual clutter of these zones. Commercial zones and town centre zones in the District are notable for the large numbers of tourism oriented businesses seeking attention from visitors, often using striking signage. In this context it would be difficult to identify a line beyond which further signage is clearly contrary to a district plan framework which means that a non-complying activity status is unlikely to be effective in managing effects such as visual clutter over the long term.

26 PDP 2018 Chapter 3 – Strategic Direction.

- 7.20** Given the types of locations in which ‘billboard’ signs are typically found in other cities, I anticipate that a likely location for ‘billboard’ signs would be at the entrance to the Queenstown Airport (or possibly Wanaka Airport in the future) or along major transport routes.
- 7.21** Chapter 17 includes rules for the display of signage within the Airport Zone. The signage rules in relation to Queenstown Airport would allow for ‘billboard’ type signs subject to their location being greater than 20m from the zone boundary and provided they are not directed at persons outside the zone.
- 7.22** In relation to the location of ‘billboard’ signs along major transport routes within the District, I consider that the District requires special consideration. As outlined in Section 6.2 – Values of the decision version of Chapter 6 – Landscapes:
- “The District’s landscapes are of significant value to the people who live in, work in or visit the District. The District relies in a large part for its social and economic wellbeing on the quality of the landscape, open spaces and the natural and built environment. Those landscapes also have inherent values, particularly to tangata whenua.”*
- 7.23** Section 6.2 of the PDP further elaborates that the open character of rural land is a key landscape character that can be vulnerable to degradation, especially in those areas closer to Queenstown and Wanaka which have a landscape character that has been extensively modified by vehicle accesses; earthworks; and vegetation planting for amenity, screening and shelter. All of these elements have aided the reduction in the open character exhibited in other rural areas. Given the surrounding landscape is a feature that is visible from the majority of the District’s major transport routes. I consider that ‘billboard’ signage has the potential to further degrade the open character of this landscape, detracting from these existing views and would be out of place along the District’s State Highways and other major roads.
- 7.24** Furthermore, unlike other places in New Zealand, I have not been able to identify locations within the District which I consider would be appropriate for locating ‘billboard’ signs. This is perhaps why there

have been no resource consent applications for hoarding signs²⁷. I note in other locations throughout New Zealand these types of signs are often located along motorways or adjoining visually prominent railway yards or industrial areas which require screening. I have not been able to identify any locations within the District with similar characteristics.

7.25 Given the considerable growth pressures that the District is experiencing²⁸, if not properly controlled, I expect that businesses would advertise in this manner if such an opportunity was provided for. I form this view given the large number of tourists which pass through this District and the evident competition between the various tourism operators. Given the strong policy direction provided within Chapter 3-6 of the PDP, I do not consider that there would be any instances or locations in the District which would be appropriate for locating 'billboard' signs which would avoid adverse visual amenity and landscape effects or possible traffic safety effects.

7.26 Consequently, I do not recommend any amendments to Policy 31.2.1.10 or Rule 31.5.14 (other than the changes recommended to the definition of 'hoarding').

7.27 McBride Street Queenstown Ltd (2593) and B Giddens Trust (2585) submit specifically in relation to 14, 16, 18A, 18B and 20 McBride Street (hereon referred to as the McBride Street sites). These submitters state that the prohibited activity status for 'hoardings' is not in-keeping with the intent of the RMA which provides for activities where effects can be avoided, remedied or mitigated and that to insert a blanket prohibition across the District does not allow any site specific consideration as to whether the effects of a particular hoarding are acceptable. The submitter's consider that the McBride Street sites contain qualities what would allow a 'hoarding' to be integrated into future site development and on this basis seeks an exemption in relation to Rule 31.5.14.

27 In the last three years.

28 Refer to Section 4.1 of Chapter 4 – Urban Development (decision version).

7.28 The McBride Street sites are identified in **Figure 1** below. Through the Stage 1 hearings, McBride Street Queenstown Ltd (2593) and B Giddens Trust (2585) sought that the McBride Street sites be commercially zoned. The Stage 1 decisions have included 14 McBride Street within the Local Shopping Centre zone, with the remainder of the sites being included within the Lower Density Suburban Residential Zone. An appeal has been lodged in relation to the entirety of this decision as it relates to the appeal site²⁹.



Figure 1: McBride Street sites

7.29 The McBride Street sites are located so that their north-eastern boundaries adjoin the existing Frankton bus interchange, and the south-western and southern boundaries are opposite to, and adjoining, residential zoned properties. To the north is the Frankton local shopping centre which contains a number of small scale businesses with residential apartments on the first floor level. Consequently, the sites are within a transition area between the commercial area to the north and the residential area to the west and south.

29 ENV-2018-CHC-60.

- 7.30** McBride Street is identified as a Collector Road within PDP Stage 2 Chapter 29 – Transport³⁰ and the existing on-street parking can make navigation along the road at times difficult as the traffic lane effectively reduces to one lane. Grey Street to the north is also identified as a Collector Road and State Highway 6 is located to the north-east. The classification of these roads is based on a number of categories, including traffic volumes³¹. Given their classification, all of these roads can be considered busy roads. I note that there are numerous potential conflict points being the bus interchange, on-street parking and multiple driveways. Consequently, I consider that any signage which may cause driver distraction along these roads should be avoided. The area has a high level of visual clutter and setting a precedent to allow a billboard in this location is likely to create a strong incentive to establish more, which over time would create significant adverse visual effects.
- 7.31** Notwithstanding the location of the site and the surrounding roading network, no evidence has been provided as to any site-specific characteristics which would necessitate an exemption to the prohibited activity status for hoardings / billboards. Consequently, I oppose the relief sought by the submitters.
- 7.32** Queenstown Central Ltd (2460) also submitted in opposition to Rule 31.5.14: Hoardings on the basis that these signs are often associated with construction activities for the purpose of screening works to maintain streetscape amenity, as a safety barrier and as a platform to display information to the public. Definitions of ‘temporary construction sign’ and ‘temporary land development sign’ are however included within the notified variation to Chapter 2 to which Notified Rule 31.5.8 and Notified Rule 31.5.6 afford this type of signage a permitted activity status. These cover safety signage and windbreak material attached to a fence as well as signage advertising a new or proposed development being undertaken on the site.

30 Mr Michael Smith, at paragraphs 4.8 and 4.9 of this evidence, supports the retention of the collector status for McBride Street.

31 Refer to Section 5 of Appendix 2 – Operative Queenstown Lakes District Plan Operational Standards Review, Section 32 Evaluation Stage 2 Components November 2017 For: Chapter 29 Transport.

7.33 These definitions do not cover solid hoarding type fencing, such as that erected around some building sites, however, depending upon its design, this would most likely be considered a fence and the signage attached to it as 'temporary construction signs' or 'temporary land development signs' depending upon their purpose. As such, I do not recommend any change to Rule 31.5.14 as a result of submission 2460.

8. DIGITAL SIGNAGE

8.1 The submissions lodged by Go Media Ltd (2516) and QMS Media (2557) in relation to 'hoarding' signage also identify that Chapter 31 does not deal adequately with digital signage. Go Media Ltd (2516) state that digital advertising has become a widely accepted form of advertising throughout New Zealand and that it is more sustainable than traditional print signage enabling an advertising platform to be used for multiple purposes. Go Media Ltd (2516) request that the provisions in the PDP be amended to provide for digital signage.

8.2 Although I do not support the abovementioned submitter's relief in relation to 'hoarding' signage, I do agree that Chapter 31 could be improved in terms of acknowledging digital or electronic signage.

8.3 Policy 31.2.1.10 and Rule 31.5.15 seek to avoid and prohibit respectively flashing, moving, animated signs and signs that create an optical illusion. Go Media Ltd (2516) identify that while digital advertising does not have to have any moving parts or animation, it does require a 0.5 second dissolve between images and that this could be interpreted as a 'moving sign' and therefore be prohibited.

8.4 In principle, I do not see a problem with appropriately located and designed signage in which the images alternate after a set period of time within the Queenstown Town Centre, Wanaka Town Centre or Airport zones. A theoretical example of this could be a digital sign located on the ground floor level shopfront of a tourism operator within which the images of the many tourist packages available for purchase from the business could be alternated. The images would not be

flashing or animated and therefore would not be captured by Policy 31.2.1.10a as they would only change after a set period of time.

- 8.5** I consider that these (digital) signs should be subject to the same standards as those for signage platforms and be restricted to the two Town Centre zones and Queenstown Airport zone only. In my view, these zones would be best able to absorb this type of signage into the built environment and would be unlikely to result in significant effects upon the amenity of the area. I also consider that digital signs should be restricted to the ground floor level of buildings only so to avoid any adverse effect on amenity values resulting from their visibility from surrounding residential areas.
- 8.6** The potential brightness of digital signs are already addressed via Standard 31.6.11.
- 8.7** Accordingly, I recommend a new discretionary activity rule be added to Table 31.7 relating to the identification of digital signage platforms within the ground floor area of a building within the Town Centre Zones that comply with the size requirements of Rule 31.7.5.
- 8.8** The display of signage within the digital signage platform is proposed to be a permitted activity subject to compliance with the specified standards which I have taken guidance from the Christchurch District Plan rule relating to 'digital display billboards'³² as follows:
- (a) No live broadcasts are to be transmitted on the sign,
 - (b) The sign shall only display static advertisements for a minimum duration of 7 seconds,
 - (c) There is to be no flashing, movement or animation of images on the sign;
 - (d) The only movement of the signage is to allow for the dissolve of one image to another;
 - (e) There shall be no noise associated with the screen or images displayed on the sign; and

32 Rule 6.8.4.1.1 P15 - Permitted activities.

- (f) The screen shall incorporate lighting control to adjust brightness in line with ambient light levels.

8.9 I also recommend the insertion of advice notes within Rules 31.7.1 and recommended provision 31.7.8 for clarity which state that the calculation of the size signage platforms and digital signage platforms under Rule 31.7.5 is to be cumulative and not additional to one another. I consider that an advice note addition to Policy 31.2.1.10(a) and Rule 31.5.14 may also be necessary to clarify that digital signage platforms under recommended Rule 31.7.9 are not considered to be 'moving' signs. I consider these changes to be consequential and appreciate that advice notes have no binding legal status.

8.10 Notwithstanding all of the above recommended controls on digital signage, I consider that there may be some locations or buildings upon which digital signage may not be suitable and that, given this is a new type of signage for the District, the effects of such signage should be carefully addressed. I consider that the assessment matters in 31.12.4 provide a comprehensive list of matters against which to assess the signage.

9. SIZE OF SIGNAGE

9.1 A number of submissions were lodged in relation to the permitted size of signage.

9.2 Standard 31.7.5 sets the permitted size of ground floor level signage in commercial areas. Queenstown Central Limited (2460) state that the standard does not enable flexibility in order to deal with a range of tenancy sizes. Consequently, the submitter seeks the removal of the "whichever is the lesser" component of the standard. Wanaka Flooring Xtra (2128) and Foodstuffs (South Foodstuffs (Island) Limited (2543) (**Foodstuffs**) also identify this same issue. Foodstuffs (2543) state that the permitted signage sizes are inadequate for an essential service retailer and that the discretionary activity status for non-compliance with these sizes is too onerous.

- 9.3** Conversely, Luise Lockwood (2184) considers that the signage on the new buildings at Ladies Mile are too big and too colourful and they denigrate the environment. On this basis the submitter states that she would support much smaller signage.
- 9.4** Rule 31.7.5 relates to signage within commercial areas, specifically the Town Centre zones, Airport Mixed Use zone (now called the Airport Zone through Stage 1 decisions), Local Shopping Centre zone and the Business Mixed Use zone. In summary, this rule allows ground floor level signage to be a maximum of 5m² or 15% of the (ground floor level) tenancy frontage, whichever is less. It also states that no more than 50% of any glazed frontage may have signage affixed to it. To exceed these sizes, a discretionary activity consent would be necessary pursuant to Rule 31.7.7.
- 9.5** The assessment matters in 31.2.14 apply to signage within commercial areas. These seek to ensure any signage is compatible with and complementary to the design of the building and surrounding environment as well as consistent with other signage within the vicinity. They also include consideration of traffic and pedestrian safety effects and allowance for passive surveillance. Cumulative effects are also considered. Whilst it would be possible for the assessment matters in 31.2.14 to be converted into matters of discretion for a restricted discretionary activity status, I consider that the notified discretionary activity status is more appropriate as a wide range of potential effects might result depending upon the location. For example, large signage orientated toward residential properties, schools, a prominent entrance into a commercial centre and the like can all have different effects depending on the context. A discretionary activity status can ensure that the full range of site specific effects are taken into account, such as the proximity to a State Highway or effects on the character of an area like Arrowtown.
- 9.6** Notwithstanding the above, I note that signage or signage platforms which comply with the size requirements in Rule 31.7.5 are controlled activities pursuant to notified Rule 31.7.1³³ and therefore resource consent would already be required for the activities. I do not therefore

33 With the exception of signs within the Airport zone and digital signage platforms which are recommended as a discretionary activity pursuant to Rule 31.7.8 within **Appendix 3**.

expect that obtaining a discretionary activity resource consent for signage which exceeds the requirements under Rule 31.7.5 would be onerous provided that the signage was well designed, in an appropriate location and any site specific characteristics have been taken into account. On this basis, I do not recommend any modifications to Rule 31.7.5.

- 9.7** With regard to Luise Lockwood's (2184) concern regarding existing signage along Ladies Mile being too large, I am unclear as to what land the submission relates. If the intention of this submission was in relation to the land adjoining SH6 at Frankton Flats³⁴, then these zones have not been incorporated into the PDP as part of Stages 1 and 2. Notwithstanding, the permitted size of ground floor signage under the PDP is less than the ODP for tenancies with large frontages as the 15% ground floor area is capped at a maximum of 5m².
- 9.8** Also in relation to Rule 31.7.5, Wanaka Signs (2131) seeks clarification of interpretative diagram 31.13.7.2. The submitter queries whether the calculation for Tenancy 2 is correct. By my calculations, the notation is correct. Tenancy 2 has a ground floor area of 15m² (5m wide x 3m tall), 15% of 15m² equates to 2.25m², which is less than the 5m² requirement and therefore 2.25m² is the permitted size for Tenancy 2.
- 9.9** Notwithstanding, I consider that diagram 31.13.7.2 and the notation within the diagram is a little confusing and could easily be misconstrued as I am guessing submitter 2131 has done. In addition, in my experience with a similar diagram within the ODP³⁵, I have seen resource management professionals mistake the diagram to be a plan view rather than an elevational view of a shopfront. Consequently, I recommend that the heading of the example be amended to specify that it applies to an elevation of a building and for the notation to be amended to specifically outline how the permitted signage area is calculated.
- 9.10** Wanaka Signs (2131) also notes that Rule 31.7.6 allows for a greater level of above ground floor signage than currently under the ODP and

34 Known as Five Mile.

35 Example 1 and 2 of Interpretive Diagrams, Section 18 – Signs of the ODP.

therefore seeks that a statement be inserted to state that any previously consented above ground floor sign platforms granted as 2m² may now be increased to 3m². Rules within District Plans are not retrospective and therefore such an advice note cannot be incorporated into Chapter 31, however once Rule 31.7.6 becomes operative, new resource consent applications (or variations to existing consents) can be applied for to increase the size of approved signage platforms.

10. SIGNAGE PLATFORMS

10.1 Books & Toys (Wanaka) Limited (2510) have identified a drafting error within Chapter 31.

10.2 Advice note 31.4.2(a) states that Table 31.5 sets out the District wide activity status for specific types of signs. Furthermore, advice note 31.4.2(f) states:

“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.”

10.3 Under Rule 31.5.1, any sign which is not listed within the table is a discretionary activity. Books & Toys (Wanaka) (2510) have identified that signage platforms are not listed within Table 31.5, therefore although they have a controlled activity status within Rule 31.7.1, they would also fall under Rule 31.5.1 as a discretionary activity.

10.4 Further analysis has found the same issue would apply to the signage allowed as permitted or controlled activities in Rules 31.7.2 – 31.7.6, 31.8.1 – 31.8.2 and 31.9.1 – 31.9.11 as none of these signs are allowed for within Table 31.5³⁶.

10.5 As a consequence, I recommend an amendment to Rule 31.5.1 to exclude the signage types listed as permitted and controlled activities within Tables 31.7 – 31.9.

36 And also any additional recommended rules within Tables 31.7 – 31.9.

11. SALE SIGNAGE

- 11.1** Books & Toys (Wanaka) Ltd (2510) oppose Rule 31.6.5 which limits signs associated with a temporary sale to one sign per sale to be displayed for a maximum of four occurrences per site, per year and not exceeding 14 days. No reasoning is provided within the submission for the opposition to the rule other than to state it is different than that provided for in the ODP.
- 11.2** Wanaka Flooring Xtra (2128) also oppose the rule in that it limits promotions to four per year. The submitter questions how this delivers the objectives of Chapter 31.
- 11.3** Upon review of the Chapter 31 objectives and policies I agree with submitter 2128 in relation to sub-clause (c) of Rule 31.6.5. However, I consider that it is necessary to apply some limit to the period of time that sale signs can be displayed, to ensure that they are not utilised as additional permanent signage.
- 11.4** In my opinion, the length of time a sale sign is displayed on a site for a promotion is an easier standard to monitor and enforce than the limitation on the number of occurrences that the signage can be in place for across a year. If the number of occurrences per site per year is removed from Rule 31.6.5, then the potential adverse effects resulting from the display of the sale signage would be limited to a two week period (as per the notified Chapter 31) which is considered to be a suitable temporary timeframe for promotional signage.
- 11.5** I also consider that it is necessary to identify a minimum time period between each two week period that sale signage can be displayed. For ease of monitoring, I recommend a two week period be required between the display of sale signage. I consider that the Books & Toys (Wanaka) Ltd (2510) and Wanaka Flooring Xtra (2128) submissions which oppose the restriction on the limitation of sale signage to four occurrences per year provides scope for this recommendation.
- 11.6** This will close the potential loophole that businesses may install promotional signage for a two week period, remove them and put new

promotional signage up straight away, thereby resulting in possible permanent adverse effects.

- 11.7** As a result, I recommend an amendment to Rule 31.6.5(c) to delete the restriction of sale signage to a maximum of four occurrences per site, per year but recommend retention of the remainder of the standard subject to the insertion of a requirement of a minimum of a two week break between the display of sale signage.

12. DISPLAY SIGNAGE

- 12.1** Books & Toys (Wanaka) Ltd (2510) oppose Rule 31.7.5(b) in relation to the restriction placed upon signage located within the interior of the building which are visible from a public place.

- 12.2** Wanaka Flooring Xtra (2128) also oppose merchandising that can be seen through a window being included in the signage allowance and states that this will not achieve the objectives of the District Plan. It is unclear whether the submitter is also opposing Rule 31.7.5(b) or the definition of 'sign and signage' therefore both will be addressed below.

- 12.3** Rule 31.7.5(b) states:

“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 sites 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.”

- 12.4** I consider that signage within a shop window display can result in the same potential adverse effects upon the streetscape as other restricted ground floor signage depending upon its size, design and location. However, I consider that signage which is displayed within a premises, such as on internal walls or upon racks, which may be visible from the street but is really intended to attract shoppers which are already within the building, should not be captured.

- 12.5** Based upon my observations, shop window displays are usually around 1m in width adjoining the shopfront. Consequently, I recommend that Rule 31.7.5(b) be amended to only apply to interior signage within 1m of the shopfront glazing.
- 12.6** In relation to Wanaka Flooring Xtra's (2128) concern with the imposition of restrictions on merchandising within shopfronts, I share this concern given that the notified definition of 'sign and signage' includes 'displays'. I note that this portion of the definition is unchanged from the ODP, and to my knowledge it has not been used to control shopfront displays to date.
- 12.7** In main street environments I consider that quality shopfront displays are an important part of the streetscape and are much preferred to blank frontages for amenity and passive surveillance reasons. Quality shopfront displays aim to attract attention and be visible from a road or public place so to entice shoppers into their store. I do not consider that shopfront displays which present physical goods available within the store for sale should be captured by Chapter 31. However if the shopfront display incorporates visual presentation of the businesses' or products and services logos or name (within 1m of the shopfront glazing as recommended above), I consider that these components should be captured by Chapter 31. I have therefore recommended a change to the definition of 'sign and signage' to this effect, scope being provided by the submission received from Wanaka Flooring Xtra (2128).

13. CORPORATE COLOUR SCHEMES

- 13.1** Foodstuffs (2543) oppose the inclusion of 'corporate colour schemes' to the definition of "sign and signage" on the basis that it will significantly increase the total assessed signage area for supermarkets and create unnecessary additional resource consent requirements.
- 13.2** The Foodstuffs (2543) submission concentrates on the impact of this wording upon supermarkets, however I consider that this potential issue would apply to any business within the District which operates from a building. I note however, that the current ODP 'sign and signage'

definition also includes 'corporate colour schemes' within the notation at the end of the definition.

- 13.3** The painting of any building within the PDP urban zones does not in itself require resource consent³⁷, however colour controls are now outlined via the PDP 2018 Large Lot Residential zone³⁸, Rural zone³⁹, Rural Residential & Rural Lifestyle zone⁴⁰, Gibbston Character zone⁴¹, Jacks Point zone⁴², Millbrook Resort zone⁴³ and Coneburn Industrial zone⁴⁴. These all seek that buildings be recessive in colour and impose various reflectance values to avoid or mitigate potential landscape and visual effects. Consequently, the use of corporate colour schemes on buildings in these zones is already covered in the PDP.
- 13.4** The use of corporate colour schemes on buildings located within the residential and commercial zones does however need to be addressed.
- 13.5** The use of large areas of corporate colour on buildings can attract attention and be readily identifiable as being related to a specific brand. An example of this is the Mitre 10 Mega store in Andersons Bay, Dunedin. The majority of the top portion of the fascia of this building is their corporate orange. Due to the vibrancy of this colour as well as the location of the building, the business is highly prominent and intrusive from large areas of Dunedin's hill suburbs, including the southern motorway entrance to Dunedin via Lookout Point.
- 13.6** To date, the Queenstown Lakes District has managed to avoid similar situations occurring, in that large retailers which typically have a standard corporate building design and colour throughout New Zealand (eg, The Warehouse, Mitre 10 Mega etc), have constructed and finished buildings which deviate from their standard design. I consider that this has resulted from the ODP provisions relating to the construction of buildings within the commercial zones which include

37 It is a matter of control or discretion within the commercial zone chapters though.
38 Rule 11.5.10.
39 Rule 21.7.2.
40 Rule 22.5.1.
41 Rule 23.5.1.
42 Rule 41.5.5.5.
43 Rule 43.5.3 – relating to activity areas R14 – R16 only.
44 Rule 44.5.12.

external appearance as a matter of control or discretion, as well as a result of the ODP signage provisions, including the definition of 'sign and signage' incorporating 'corporate colour schemes'.

13.7 Nevertheless, as detailed above, I consider that corporate colour schemes can act as signage and therefore they should be included within the 'sign and signage' definition.

13.8 I note that Foodstuffs (2543) represent New World supermarkets. It appears that the New World corporate building colour is currently cream and these supermarkets are located within commercial areas within the District. I do not consider that the building colour in this instance acts as a sign as it is a colour used on many buildings within the commercial zones. As a result, I consider that there should be some exceptions applied to the inclusion of 'corporate colour schemes' within the 'sign and signage' definition.

13.9 As a starting point, I consider that recessive building colours such as those in the range of black, browns, greens, and greys are suitable which are consistent with the building colours permitted within many of the zones outlined in paragraph 13.3 above. Furthermore, in the commercial zones, I consider that buildings do not need to be necessarily recessive and therefore cream and blue tones could also be incorporated. Consequently, I recommend that corporate colours which are neutral or recessive colours should be excluded from the 'corporate colour scheme' portion of the 'sign and signage' definition.

14. SIGNAGE RELATED TO PUBLIC ACCESS

14.1 The Department of Conservation (**DoC**) (2242), Otago Fish and Game Council (**Fish and Game**) (2455) and Queenstown Trails Trust (**QTT**) (2575), have all submitted in relation to signage regarding enhancement of information regarding public access. However the relief sought by the three submitters is all different.

14.2 DoC (2242) seeks amendments to Objective 31.2.1 and Policy 31.2.1.5 in order to acknowledge that signage can enhance appropriate levels of access to public spaces. DoC (2242) also seeks an additional advice note be inserted into Chapter 31 as follows:

“Under section 4(3) Crown land uses on land held or managed under the Conservation Act 1987 or any other Act specified in Schedule 1 of that Act consistent with a Conservation Management Strategy, Conservation Management Plan or management plan, that do not have significant adverse effects beyond the site do not require Landuse consents”.

14.3 Fish and Game (2455) seek an almost identical amendment to Objective 31.2.1 and Policy 31.2.1.5(a) to that which DoC seeks. They also seek amendments to Rules 31.5.12, 31.5.13 and 31.9.3 to exclude activities carried out under Rule 31.5.20 which permits signage required by acts of Parliament, legislation or statutory requirements.

14.4 Objective 31.2.1 states:

“The location, size, design and appearance of signs are managed to assist with maintaining appropriate levels of amenity.”

14.5 The associated policies address information and direction signage (Policy 31.2.1.5) and signage in public places (Policy 31.2.1.7). I agree with the submitters that reference to access related signage should be included within Objective 31.2.1. However, I have modified the wording proposed by their submissions to separate the *maintenance* of appropriate levels of amenity and the *enhancing* of access.

14.6 DoC (2242) and Fish and Game (2455) seek that Policy 31.2.1.5(a) be amended to include reference to “knowledge of public access” within this provision. I consider this to be an important function of information and directional signage and therefore support this amendment as proposed by the submitters.

14.7 With regard to the advice note proposed by DoC (2242), I consider that this relates to Rule 31.5.20 which permits signage required by acts of Parliament, legislation or statutory requirements. The proposed advice note provides specific guidance in this regard under the *Conservation Act 1987*. I do not consider that this advisory note is necessary given the wording of Rule 31.5.20, and consider that it may result in confusion

by only specifically referring to signage permitted by Rule 31.5.20 and the Conservation Act 1987, and not other legislation that is not specifically listed / signalled.

- 14.8** I consider that Fish and Game's (2455) requested additions to Rules 31.5.12, 31.5.13 and 31.9.3, which specify an exception to these rules where signage is carried out under Rule 31.5.20, have a degree of merit, but I do not support those amendments. In my view, it is not entirely clear that signage captured by Rule 31.5.20 is permitted by Chapter 31, notwithstanding all of the other rules within the chapter. Accordingly, instead of amending Rules 31.5.12, 31.5.13 and 31.9.3, I recommend that an advice note be included under Rule 31.5.20 to specify that signage permitted by that rule is not subject to any of the other rules within Chapter 31. As a consequential change, I also recommend deletion of Rule 31.5.23(e) as this would be an unnecessary repetition.
- 14.9** QTT (2575) seeks that Rule 31.5.23 relating to signage within roads be amended to also cover pedestrian and cycle trails so that a number of sign types (including directional signage, warning signs, speed limit signs, information boards) located within the pedestrian and cycle trails would be a permitted activity. I agree that signage within and along pedestrian and cycle trails is of benefit to the public in order to provide directions, information, safety and hazard information to users of the trail.
- 14.10** Upon review of Rule 31.5.23, however, I note that some of the listed signage types, such as under verandah signs and free standing signs located above a footpath would not be applicable to pedestrian and cycle trails. Consequently, I recommend that a new permitted activity rule be inserted in to Table 31.5 to specifically provide for signage within public pedestrian and cycle trails. I also recommend a note that these signs are subject to the size requirements specified in Tables 31.6 – 31.8 based upon the zoning of the land the signage to be located within. This will ensure that the potential visual and amenity effects upon landowners adjoining the trail will be avoided or mitigated.

15. SIGNAGE ALONG STATE HIGHWAYS

- 15.1** New Zealand Transport Agency (**NZTA**) (2538) largely support the Chapter 31 provisions, however they suggest amendments to Policy 31.2.1.10, Objective 31.2.6 and Rule 31.5.13 as well as incorporation of a new rule.
- 15.2** With regard to Policy 31.2.1.10, NZTA (2538) request deletion of the words “adverse effects from” the policy as the sign types mentioned within the policy can all adversely affect the safety of the transport network. I support this relief as all of the sign types listed within the policy are listed as prohibited activities within the rules section of the chapter anyway.
- 15.3** NZTA (2538) requests an amendment to Objective 31.2.6 to state “*Discourage off-site signs*” rather than the notified “*Off-site signs are provided for in limited circumstances*”. NZTA seeks this as strong provisions discourage off-site signs so to prevent a proliferation of remote advertising signs which can affect safety of the traffic network. As outlined above in Section 7, I have recommended changes to the definition of ‘off-site signs’ to clarify that their intention is to advertise businesses which are located within the immediate vicinity but, for geographical (or other) reasons, are unable to advertise within their site. On this basis, I consider that off-site signs should be allowed in limited circumstances rather than being discouraged across the board. Consequently, I do not recommend any changes to Objective 31.2.6.
- 15.4** In relation to Rule 31.5.13, NZTA (2538) seek that an advice note be inserted to state that any off-sign located on or over a State Highway will require the approval of NZTA. I consider this to be an informative addition to the chapter and therefore recommend the inclusion of a new advice note under 31.4.1.
- 15.5** I note that there are similar advice notes within Rules 31.5.23, 31.6.2, 31.6.7, 31.6.9, 31.9.3 - 31.9.5 with regard to signage located on or over Council owned land. To avoid repetition, I recommend that these advice notes be relocated from the relevant rules and included within 31.4.1 (Advice Notes – General) so that it would cover all signage proposed within or on Council land. I also consider that the NZTA

(2538) advice note should be within 31.4.1 rather than within Rule 31.5.13.

- 15.6** NZTA (2538) also seek a new General Standards Rule 31.6.12 on the basis that NZTA have technical requirements for signs that are located adjacent to State Highways to help provide and maintain safe and efficient highways for all road users. NZTA suggest that it would be beneficial if these technical requirements were included within the District Plan. The rule that NZTA (2538) requests is as follows:

“Signs Adjacent to State Highways

Signs on or adjacent to State Highways shall comply with the following standards:

- a. Signs shall have messages that are clear, concise and easily read.*
- b. 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.*
- c. Signs shall have a maximum of 6 words and/or symbols, with a maximum of 40 characters.*
- d. 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.*
- e. Shall be located at least 200m from an official or traffic signal in rural areas.”*

- 15.7** The safety of State Highways can be adversely affected by some signage due to driver distraction and the like. In reviewing Chapter 31, I note that Objective 31.2.2 and the associated policies relate to effects of signs on the roading network in its entirety, Policies 31.2.5.2 and 31.2.6.1 also address this. There are however no specific rules relating to signage adjoining or adjacent to State Highways.

- 15.8** Non-notification Rule 31.10.1 also states that all applications for controlled activities shall not require the written consent of other persons and shall not be notified or limited notified. This means that any controlled activity signage visible from the State Highway will not be subject to consultation with NZTA or assessment against their technical requirements.

- 15.9** On this basis I recommend that the standard requested by NZTA (2538) be inserted into Table 31.6 subject to amendments. I recommend amending the standard so that it relates to any signage on land adjoining a State Highway, rather than signs adjacent to State

Highways. I make this recommendation as the use of the word 'adjacent' may cause difficulties in the consistent application of the rule given that the identification of an 'adjacent' area is not definitive.

15.10 I do not support sub-clause (a) requested by NZTA (2538) as this also requires a subjective assessment and therefore is not considered suitable as a rule trigger. Notwithstanding, I consider that the standards in (b) – (e) will ensure that any compliant signage would be clear, concise and easily read.

15.11 I recommend that the non-compliance status of the new rule is Restricted Discretionary. This activity status will allow NZTA to be considered as an affected party where necessary. I recommend one matter of discretion be inserted into the rule relating to 'safety and efficiency of the State Highway', this is based upon the reasons for the rule outlined by NZTA (2538) within their submission.

15.12 I also recommend an exception to the rule for event signage permitted under Rule 31.6.2 as up to two signs along State Highways are permitted for event signage subject to compliance with the standards in the rule.

15.13 I note that Lake Hayes Cellar Ltd (FS2783) submitted in partial opposition to NZTA's submission (2538) as the requirement to locate a new sign at least 200m from an official sign in the rural area may be unreasonably unworkable in areas such as Amisfield. I acknowledge that properties located on corner sites in rural areas may breach this rule given that traffic signs will most likely exist adjacent to the intersection. However if this sub-clause is breached, the resource consent process will assess it and ensure that any potential effects are avoided, remedied or mitigated. This process may involve input from NZTA as an affected person in some circumstances.

16. SAFETY SIGNAGE

16.1 There were a number of submissions lodged concerning the lack of clarity around health and safety signage.

- 16.2** The Oil Companies (2484)⁴⁵ support Rule 31.5.20, which permits signs required by acts of Parliament, legislation or statutory requirements. The submitter's state that they are required by the *Hazardous Substances and New Organisms Act 1996* and *Health and Safety at Work (Hazardous Substances) Regulations 2017* to display a number of signs permitted under Rule 31.5.20. Consequently, the Oil Companies (2484) do not seek any modification to Rule 31.5.20.
- 16.3** Related to safety, Aurora Energy Limited (Aurora) (2508) support Policy 31.2.1.7 which seeks (amongst other things) to ensure that signs attached to utilities are generally limited to signs necessary for direction, public information or public safety. The submitter also acknowledges that provision is made for signs required by acts of Parliament, legislation or statutory requirements under Rule 31.5.20, however they note that there is no specific Rule relating to signage associated with utilities. The submitter is concerned that this may lead to signage associated with utilities being captured within Rule 31.5.1 requiring discretionary activity resource consent. Consequently, Aurora (2508) seeks that a specific rule be included within Chapter 31 relating to signage associated with Network Utility development as a permitted activity.
- 16.4** General health and safety signage associated with utilities are covered by Rule 31.5.20 as, at a minimum, the *Health and Safety at Work Act 2015* would require such signage to be installed if there was a potential hazard or health and safety risk associated with any part of the utility which both utility staff and/or the public need to be made aware of. I consequently do not see the need for a specific rule for signage associated with utilities, however if Aurora (2508) considers that there are any loopholes where signage is not provided for by existing acts of Parliament, legislation or other statutory signage this recommendation can be re-visited.
- 16.5** Queenstown Central Limited (2460) oppose Rule 31.6.6: Temporary Construction Signs as the standard no longer includes an exemption for safety and hazard signs as previously allowed for in the ODP. The submitter therefore requests that safety and hazard signs be made

45 Z Energy Limited, BP Oil NZ Limited and Mobil Oil NZ Limited.

exempt from the standards in Rule 31.6.6. As outlined above, I expect that safety and hazard signs on construction sites would be addressed by other legislation such as the *Health and Safety at Work Act 2015* and therefore such signage would already be permitted under Rule 31.5.20.

16.6 Accordingly, I do not support the relief sought by submitters 2460 and 2548 for the reasons outlined above.

17. SKI AREA SUB-ZONE SIGNAGE

17.1 Treble Cone et al (2373) have opposed a number of Chapter 31 provisions and submit that the blanket approach of managing signage across whole groups of zones, including the Ski Area Sub Zones (**SASZ**) sitting within the Rural zone, does not adequately recognise the functional and operational needs of ski areas. The submitters state that ski areas require signage to safely manage large numbers of people through access and parking areas, base facilities, amenities, and route finding on the mountain. Further, it is submitted that within the ski areas, where people have chosen to undertake recreation activities, there is an understanding and acceptance that signage is a necessary part of those activities.

17.2 As a result, Treble Cone et al (2373) request the following:

- (a) A new objective and associated policies seeking to enable signs associated with ski area activities located within SASZs;
- (b) Amendment to Rule 31.6.7: Free Standing Signs to provide an exemption for signage within the SASZs;
- (c) Amendment to Table 31.9 to separately recognise and provide for signage within SASZs as a permitted activity and to provide for signage within or attached to buildings within SASZs as a permitted activity;
- (d) Amendment to Rule 31.9.1 to exempt signage within SASZs; and
- (e) Amendment to Rule 31.9.11 to exempt signage within SASZs.

17.3 Treble Cone et al (2373) do not provide suggested wording for the abovementioned changes.

17.4 For similar reasons to Treble Cone et al (2373), Go Orange et al (2581) also seek changes to Chapter 31 in relation to signage within SASZs. In particular, they seek:

- (a) That the objectives and policies recognise the general intent of signage is to be conspicuous;
- (b) That signage in SASZs be provided for as permitted activities where it is not visible from a public space or neighbouring property;
- (c) Where signage is visible from a public space or neighbouring property, allow for signage within SASZs as permitted or controlled activities subject to standards; and
- (d) All signage, particularly directional, interpretative, sponsorship, temporary signage, located outside of SASZs but relating to activities within SASZs be permitted subject to standards and managed as controlled or restricted discretionary activities if those standards are breached.

17.5 Go Orange et al (2581) provide a marked up version of Chapter 31 that shows the relief sought. Many of the amendments sought appear to relate to signage outside of SASZs and are therefore assessed elsewhere in this report.

17.6 Having reviewed the signage rules applicable to the Rural zone (which is the underlying zone to the SASZs) in Chapter 31, I agree with Treble Cone et al (2373) and Go Orange et al (2581) that the notified standards are not suitable for the consideration of signage within the SASZs. Ski fields are commercial businesses within which people expect signage providing directions, information and instructions. I also consider that, for ski fields, some level of business advertising (for the ski field) is anticipated by people in that environment, such as café or shop naming, advertising for ski school lessons and the like.

17.7 The decision version of Policy 6.3.2 within Chapter 6 – Landscapes and Rural Character, from a policy perspective, excludes SASZ from areas identified as Outstanding Natural Landscapes (**ONL**). Within SASZ, significantly relaxed rules are provided for ski area buildings and

infrastructure compared to other rural areas in the District. However, the PDP still acknowledges that there could be potential effects upon landscape and visual amenity values as a result of activities within SASZ that need to be managed. Notwithstanding this, I do not consider that the limitation of up to 2m² permitted signage per site as provided for under Rule 31.9.1 is realistic in an operational sense and I consider that the potential effects of additional signage within the SASZs could be adequately avoided or mitigated with appropriate standards.

17.8 In considering the relief of Treble Cone et al (2373) and Go Orange et al (2581), the definition of “sign and signage” is also important. This definition states:

“Means:

a. 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:

i) Intended to attract attention; and

*ii) **Visible from a road or any public place;** (my emphasis)*

.....”

17.9 A review of the SASZs has identified that the surrounding land is public place. For example, Lake Alta is located outside of the Remarkables SASZ and is a popular place for the public to access.

17.10 I also note that the above exemption to the definition only relates to ‘a road’ and not necessarily a ‘public road’. As all of the SASZs are accessible by road, whether public or private, any signage visible from that road would be included in the definition. This therefore means that signage, particularly within the car parking areas, base buildings and chairlift visible from the access road would not be exempt from the signage rules in Chapter 31.

- 17.11** Notwithstanding the above, the SASZs are large areas and some signage within these areas may not be visible from any public place or road, and therefore not captured by the definition of ‘sign and signage’.
- 17.12** I agree with Treble Cone et al (2372) that SASZs should be afforded their own objective and associated policies within Chapter 31 to provide for signage associated with the safe operation of the ski field (which includes operational, direction and safety aspects). I also consider it necessary that a policy be included to allow for some branding and advertising signage around the buildings within the SASZs, subject to limitations on size. Accordingly, I have drafted these as Objective 31.2.7 and Policies 31.2.7.1 and 31.2.7.2.
- 17.13** As outlined above, I also agree with Treble Cone et al (2373) that bespoke rules for signage within SASZs are required rather than consideration of such signage against the same provisions as the underlying Rural Zone.
- 17.14** Go Orange et al. (2581) have submitted an amended version of the notified Chapter 31 to allow for this. While that outcome could be workable, I consider that a bespoke objective and associated policies, and bespoke rules and standards are more appropriate for SASZs.
- 17.15** As neither Treble Cone et al (2373) nor Go Orange et al (2581) have proposed new rules to give effect to the relief that they seek, I have drafted additional rules to be incorporated into Table 31.9 that relate to signage within the SASZs. The Treble Cone et al (2373) submission helpfully states that ski areas require signs “*to safely manage large numbers of people through access and parking areas, base facilities, amenities and route finding on-mountain.*” Consequently, I have drafted a rule relating to operational, directional and safety signage as being permitted activities and for all other signage located within the SASZ to be no greater than 4m² in size and not illuminated. Signage in excess of this size or which is illuminated would require discretionary activity resource consent. I have based the 4m² permitted size upon the two resource consent applications which were approved by the

Council for signage within SASZs in the last three years⁴⁶. Furthermore, given the location of the SASZs at the top of mountains, I do not expect that a 4m² would be visible from the land at the base of the mountains which I consider to be the most sensitive location.

17.16 I have also recommended that the permitted level of signage not be illuminated as this will avoid any adverse landscape and visual amenity effects in this regard. I acknowledge that lights are sometimes visible at night within the SASZ as a result of buildings being occupied, snow groomers or the night lighting at Coronet Peak, however these are operational and necessary parts of the ski field activity, whereas I do not consider that the visibility of signage at night time is required. However, if necessary, a discretionary activity resource consent can be sought for illuminated signage. This will allow for all possible adverse effects to be considered.

18. MILLBROOK RESORT ZONE SIGNAGE

18.1 Millbrook Country Club Ltd (MCCL) (2295) identified in their submission that the ODP Chapters 12 – Millbrook Resort zone and 18 – Signs do not contain any rules with respect to signage within Millbrook, but that rules are now proposed in Chapter 31.

18.2 MCCL (2295) state that they operate as a single business or activity and that they manage the visual impact of development carefully in consultation with Council.

18.3 MCCL (2295) seek that Rule 31.9.5(a) be amended to restrict the number of signs for commercial and community activities to a maximum of two signs per 'building or activity', rather than per 'business or activity' as notified. I consider that this requested amendment makes sense both from the administrative standpoint of MCCL (and the other zones covered by Rule 31.9.5), but also from an effects viewpoint, as the installation of up to two signs not exceeding 1m² on a building would not be expected to result in adverse dominance or clutter effects within or beyond the MCC.

⁴⁶ Being RM160254 for Cardrona Alpine Resort Limited – 3 signs approved (1 x 4.23m², 1 x 6m², 1 x 0.68m²) and RM170207 for NZSki – 2 signs approved (1 x 4.86m² and 1 x 3.39m²).

- 18.4** Amendment to Rules 31.9.8 and 31.9.9 are also sought by MCCL (2295) to provide for signage and signage platforms associated with visitor accommodation activities to be permitted activities. Rule 31.9.8 allows for up to two visitor accommodation signs as a permitted activity within the Visitor Accommodation Sub-zone. Rule 31.9.9 provides for signage platforms as a controlled activity within the Visitor Accommodation Sub-zone provided that they comply with the requirements in Rule 31.9.8.
- 18.5** Rules 31.9.8 and 31.9.9 do not relate to the Millbrook Resort zone. Signage associated with visitor accommodation activities are therefore covered by Rules 31.9.6 which provides for one sign per site with a maximum area of 0.5m² with no internal or external illumination as a controlled activity. I consider that the 0.5m² size would be more in keeping with the character and amenity of the Millbrook Resort Zone rather than the requested 2m² size and would better achieve the relevant objectives, noting that visitor accommodation activities can be located within the Residential activity areas of the Millbrook Resort Zone and that having this continue is supported in the evidence for Council on this topic by Ms Amy Bowbyes.
- 18.6** However, in reviewing both of these rules, I do not understand the need for Rule 31.9.9, as visitor accommodation signage in accordance with Rule 31.9.8 is a permitted activity. Consequently, if the visitor accommodation business changes name in the future, the signage can be replaced as a permitted activity under Rule 31.9.8 (provided the size and number requirements are satisfied). There would therefore be no benefit to applying for a signage platform. As a result, I recommend deletion of Rule 31.9.9. I make this recommendation as a point of clarification due to the rule being unnecessary.
- 18.7** MCCL (2295) have also requested clarification in relation to Rule 31.6.7 (free-standing signs) on whether the rule relates to the Millbrook Resort Zone. Advice note 31.4.2 sets out which rules and standards relate to the entire district and which relate to specific zones. The abovementioned rule is included within Table 31.6 and the advice note states that they are applicable to the entire District, therefore the rule

does apply to the Millbrook Resort Zone. As this query has arisen in a few submissions, I recommend that the heading of Tables 31.5 and 31.6 be amended to state 'District Wide' to make this explicit.

- 18.8** Similarly, MCCL (2295) have also queried whether Rule 31.6.6 (under verandah signs) only relates to under verandah signs located over Council roads. Rule 31.5.11 applies district wide and this rule states:

“Under verandah signs, including under verandah signs within the road where these are related to any overhanging building.”

- 18.9** As a result of the wording, I consider that Rule 31.6.6 applies to all under verandah signs, not only those located within the road.

19. JACKS POINT ZONE SIGNAGE

- 19.1** Henley Downs Farm Holdings Ltd and Henley Downs Land Holdings Ltd (**Henley**) (2381) seek to amend all rules applying to the Jacks Point Zone such that the Residential Activity areas are subject to the standards proposed for the Residential zones (Table 31.8) and the Village Activity area be subject to the standards proposed for the Town Centre Zones / Commercial areas (Table 31.7).

- 19.2** With regard to the Residential Activity areas, Rule 31.9.6 which would apply to non-commercial or community activities within the Jacks Point Residential Activity areas is identical to Rule 31.8.1 (in Table 31.8) and both rules apply a permitted activity status. However, I note that Table 31.8 also includes Rule 31.8.2 which provides for signs for recreation grounds, nursing homes, education activities and community activities as permitted activities provided they do not exceed 2m² in size which differs slightly from Rule 31.9.5.

- 19.3** From an effects standpoint I do not consider there to be much difference between the rules within Tables 31.8 and 31.9 for signage within the Jacks Point Residential Activity areas. From an administrative point of view, I note that the Millbrook Resort Zone and Waterfall Park Zone also include Residential Activity areas and the use of a different approach for the Residential Activity areas within the

Jacks Point Zone to those within the other two zones may create confusion. Consequently, I do not recommend this amendment.

- 19.4** With regard to the incorporation of the Jacks Point Village Activity area into Table 31.7 to be consistent with the signage standards for the commercial areas, I do not support this request.
- 19.5** Signage associated with commercial and community activities within the Village Activity area would be subject to a controlled activity consent process under Rule 31.9.5 provided the stated number and size requirements were satisfied (discretionary activity if they are exceeded). This is the same activity status that applies to signage within the Town Centre, Local Shopping Centre and Business Mixed Use zones under Rule 31.7.5 provided the stated size requirements are not exceeded (again discretionary activity if exceeded). However, the size requirements for signage under Rule 31.9.5 are more restrictive than Rule 31.7.5 being a maximum of two signs and each sign not exceeding 1m², whereas Rule 31.7.5 allows for up to 5m² or 15% of the ground floor area (whichever is the lesser)⁴⁷. Table 31.7 also includes a signage standard in relation to above ground floor signage which Table 31.9 does not. In summary, Table 31.7 is more generous in its size standards than Table 31.9.
- 19.6** In reviewing the zone purpose and objectives and policies in the PDP 2018 version of Chapter 41 – Jacks Point, I do not consider that the intention for the Jacks Point Village Activity area is equivalent to those of the zones covered by Table 31.7 and consequently an alternative approach such as that in Table 31.9 should be utilised. Furthermore, consistent with the above recommendation, from an administrative viewpoint, I consider that Chapter 31 would be easier to interpret if all of the resort zones which incorporate Village activity areas are treated the same.
- 19.7** As such, I do not recommend any changes to Chapter 31 as a response to the Henley (2381) submission.

47 And also a restriction on glazing signage.

20. AIRPORT ZONE SIGNAGE

20.1 Queenstown Airport Corporation (QAC) (2618) seek a new advice note clarifying the relationship between Chapters 17 – Airport zone and 31 – Signs. QAC (2618) seek the following advice note be added to Section 31.4:

- a. *The rules in this chapter do not apply to signage located in the Airport Zone which complies with Rule 17.4.2 or Rule 17.4.23.*

20.2 To reflect changes in the numbering of the PDP 2018 version of Chapter 17, the references in QAC's relief should instead be to Rules 17.4.2, 17.4.5 and 17.6.4. The advice note would then reference all signage related rules within Chapter 17.

20.3 Chapter 17 incorporates the abovementioned signage rules⁴⁸ and also a notation under Rule 17.4.2 which states "*for all other signs, Section 18 – Signs of the Operative District Plan apply*"⁴⁹. The former note was part of the variation in Stage 2 and therefore does not form part of the decision.

20.4 There is also a notation under Rule 17.6.4 that states "*for all other signs, Chapter 31 applies*". The latter note forms part of the Stage 1 decision. The following types of signage are governed by the provisions within Table 1 of Chapter 17 for activities located in the Airport Zone - Queenstown as a permitted activity⁵⁰:

- (a) Advertising or promotional signage located greater than 20m from the zone boundary.
- (b) Signage to be viewed by persons within the zone and not directed at persons outside the zone.
- (c) Instruction or directional signage.

48 17.4.2, 17.4.5 and 17.6.4.

49 This is subject to a variation to Chapter 17 notified as part of Stage 2.

50 Rule 17.4.2 decision version of PDP.

Signage on the roof of buildings is a non-complying activity pursuant to Rule 17.4.5.

20.5 For the Airport zone at Wanaka, Table 3 requires a controlled activity resource consent for instructional or directional signage, or signage directed at persons within the Airport zone⁵¹.

20.6 Although these rules for these stipulated types of signage take precedence over the rules contained within Chapter 31, for all other signage types, the provisions within Chapter 31 prevail. Accordingly, I support the relief sought by QAC (2618).

21. EDUCATION ACTIVITIES

21.1 The Ministry of Education (2151) seeks that Rule 31.5.23(a) which relates to traffic and direction, road name, interactive warning, speed limit, parking restriction and public information board signage, be amended to incorporate '*education activities*' in addition to signage associated with a road network activity or public amenities. I agree that education activities should be included within this permitted activity rule as directional signage for education activities is helpful due to the wide range of events that can be undertaken there. As a result, I support the relief sought by the submitter.

22. VISITOR ACCOMMODATION SIGNAGE

22.1 Lake View No 1 Ltd (2026) lodged a submission stating that commercial accommodation in permitted areas should be able to have signage displayed that clearly identifies the property so that it is easier for people to locate, and that illumination of the signage should be permitted.

22.2 Signage associated with visitor accommodation in commercial areas under Table 31.7 is a controlled activity provided the stipulated size requirements are adhered to. The matters of control relate to colour and materials, design and content, location, access and safety and compliance with design guidelines. Signage associated with residential

51 Rule 17.6.4 decision version.

areas under Table 31.8 are permitted activities provided the sizes comply with the specified limits. Consequently, I consider that signage for visitor accommodation activities is well provided for. Furthermore, under Rule 31.6.11 signage may be illuminated as a permitted activity provided that the illumination does not exceed 150 cd/m². As such, I do not recommend any amendments to Chapter 31 on the basis of submission 2026.

23. EVENT SIGNAGE

23.1 The Wakatipu Youth Trust Youth Advisory Service (2495) request that temporary signage which relates to major events and/or roadworks, which may inconvenience the public, is displayed at a minimum distance of 2km from the location so that people can make detours or turn back if necessary. This submission does not stipulate on whether 'major events' are Council run or otherwise. These types of temporary signs are provided for by Rule 31.5.23, and it is not the function of the District Plan to require installation of signage to this effect. This requirement may be better suited to be considered through the development of a Traffic Management Plan for larger events and works.

24. SIGNAGE WITHIN THE SETTING OR EXTENT OF PLACE OF THE HERITAGE FEATURE

24.1 Heritage New Zealand (HNZ) (2446) are largely supportive of the notified Chapter 31, however they seek that Rule 31.5.22 be amended to also include signage located within the setting or extent of place of any Category 1, 2 or 3 item or archaeological site. HNZ (2446) state that signage is one of the more common forms of development that has the potential to compromise the surroundings of areas and items of historic heritage.

24.2 Definitions of 'setting' and 'extent of place' are both included within the decision version of Chapter 2 – Definitions. Rule 26.5.8 requires that resource consent be obtained for any new buildings and structures,

earthworks⁵² and car park areas⁵³ located within the setting or extent of place of a Category 1, 2 or 3 feature. I consider that signage located within the 'setting' or 'extent of place' of a heritage feature could also lead to potential adverse effects upon the heritage values of that feature by virtue of its location, colour, design or extent etc. Consequently, I support the relief sought by HNZ (2446) in relation to Category 1, 2 or 3 features.

- 24.3** I do not support the inclusion of archaeological sites within the rule as sought by HNZ (2446) however as these are covered by a separate statutory process outside of the District Plan.

25. ASSESSMENT MATTERS

- 25.1** Go Orange et al. (2581) seek the deletion of the Assessment Matters in Section 31.12 on the basis that they are problematic, in that (according to the submissions) they serve no real purpose and create uncertainty and inefficiencies in the administration of the District Plan. The submitters consider that they are not necessary and are not the most appropriate method for implementing the purpose of the RMA or any District Plan objective.
- 25.2** There is some inconsistency in the drafting of the PDP chapters in that some incorporate assessment matters, such as Chapters 27 – Subdivision and Development and 25 – Earthworks and others do not, such as Chapters 8 – Medium Density Residential and 12 – Queenstown Town Centre. This approach appears to be related to the complexity of the subject matter, for example, subdivision of which numerous matters need to be addressed such as servicing, earthworks, natural hazards etc. For other topics, it appears that assessment matters are used where an activity may need to be undertaken for a lot of reasons but the process needs to be managed, for example, earthworks.
- 25.3** I do not necessarily consider that the assessment of signage is a particularly complex matter, and due to this (and potentially the cost) I

52 Requiring consent under Chapter 25.

53 Exceeding 15m² within the view from a public road and 40m² where located elsewhere.

expect that lay persons may be more inclined to lodge resource consent applications for signage themselves rather than engaging a resource management professional (or similar) to prepare the application for them. For this reason, retaining the assessment matters will be beneficial as they indicate what matters the Council will consider when assessing applications (and what matters must be addressed within applications). As a result, I recommend retention of the Assessment Matters in 31.12.

26. WATER BASED TRANSPORT RELATED SIGNAGE

26.1 Go Orange et al (2581) seek a number of changes to Objective 31.2.2 and Policies 31.2.2.2, 31.2.2.5, 31.2.5.3 and 31.2.6.3 to recognise water based transport and navigation related signage.

26.2 The notified Objective 31.2.2 states as follows:

“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.”

26.3 The associated policies seek to avoid obstruction of access, not adversely affect traffic and pedestrian safety and support information signage and dual signage. Go Orange et al (2581) seek that the water transport network is included within the above objective and associated Policy 31.2.2.2.

26.4 Given the rule framework proposed within Chapter 31, I cannot think of a situation where signage may affect the safety of users of the water transport network, cause confusion or distraction, or impede sightlines for users of lakes and rivers and therefore I have not recommended any changes to these provisions.

26.5 In relation to Policy 31.2.2.5, I consider that the existing wording, which includes reference to ‘traffic safety’, would also incorporate navigation safety and therefore the suggested change is unnecessary.

26.6 I do however support the relief requested by Go Orange et al (2581) in relation to Policies 21.2.5.3 and 31.2.6.3, as event and off-site signs

can be important for traffic and public transport information purposes, including for water based transport.

27. MISCELLANEOUS RELIEF SOUGHT BY GO ORANGE ET AL (2581)

- 27.1** Go Orange et al (2581) seek that the objectives and policies within Chapter 31 recognise that the general intent of signage is to be conspicuous and therefore, that signs will often appear in contrast to the buildings or structures that they are attached to. The intent of signage is well understood, as per the definition of 'sign and signage'. Chapter 31 however seeks to allow for appropriate levels of signage whilst managing the potential adverse effects. I consider that the objectives, policies and rule framework (as amended) provide this necessary balance.
- 27.2** Go Orange et al (2581) also seek that signage on private land and reserves⁵⁴ should be provided for as a permitted activity where it is not visible from a public space or neighbouring property. This is already provided for within the definition of 'sign and signage' as outlined in paragraph 17.8 above. The definition of 'sign and signage' excludes signage which is not visible from a road or a public place.
- 27.3** Te Anau Developments Limited (2494) also seek that signage within a reserve is a permitted or controlled activity subject to standards. The majority of Council administered reserves have been zoned under Chapter 38 – Open Space and Recreation and within these zones signage is a permitted or controlled activity subject to the standards in Table 31.9. Furthermore, I note that many reserves have a designation identified over them and that if a requiring authority is to erect a sign within the reserve they may not require resource consent under the designation⁵⁵. I am aware that the Council has notified the Open Space and Recreation Zones for the areas covered by Council reserves, and that the intention is that eventually the designations are withdrawn. Consequently, I consider that the notified Chapter 31 already provides the relief sought by the submitter.

54 Te Anau Development Limited (2494) submission.
55 Rather an Outline Plan or Outline Plan waiver.

- 27.4** The submitters also requested changes relating to interpretative signage as it “*plays an important role alongside directional and other signage*”. I surmise that the term ‘interpretative signage’ is intended to relate to information boards, however this is not clear. Public information boards are permitted under Rule 34.5.23 as well as recommended Rule 34.5.23. Therefore, I consider this relief to be addressed.
- 27.5** In the marked up version of Chapter 31, the submitters also change all references of “public spaces” to “open spaces”, however I am unaware of the rationale for this change from reading through the submissions. I do not consider that these terms are synonymous with one another and their application could be vastly different. Consequently, I do not support this relief.
- 27.6** Go Orange et al (2581) seek an amendment to Policy 31.2.1.8 to insert the word “permanent” so that the assessment of potential adverse effects of only permanent signs located on ONL’s or Outstanding Natural Features is required. I do not support this relief on the basis that if this change were made it could be argued that the majority of signage is not permanent as signage is frequently replaced as rebranding occurs or signage is upgraded or repaired. Furthermore, Objective 31.2.5 and its associated policies cover temporary signage for events.
- 27.7** The submitters also seek an amendment to Policy 31.2.1.11 which relates to managing the effects of signs on heritage values and seeks that additional criteria be added to the policy in relation to the benefits of the sign and the function of the sign. I agree with this amendment as some signage associated with heritage features are for information purposes having a direct relationship with the feature. Furthermore, Section 104 of the RMA requires consent authorities to consider “any actual and potential effects on the environment of allowing the activity” including consideration of any benefits.
- 27.8** The submitters also request amendments to Objective 31.2.3 and Policies 31.2.3.1, 31.2.3.2 and 31.2.3.3. The submitters do not provide a reason for the proposed amendments to these provisions and without

this justification I cannot identify any issues with the notified provisions. I consider that the notified version will ensure that the potential adverse effects of signage upon the built form and surrounding environment will be sufficiently avoided or mitigated so to not result in significant adverse effects.

- 27.9** Amendments to Policy 31.2.6.2 are also proposed to promote community sponsorship “off-site signs” due to their associated social and cultural benefits. I agree that acknowledgement of sponsors via signage is a frequent occurrence, however I am reluctant to promote it via the policy as requested due to it being related to off-site signage which is not necessarily temporary. In many situations, such as sporting or event related sponsorship signage, I consider that this signage would better fit the definition of event signage. I therefore have not recommended any changes to the chapter in this regard.
- 27.10** The submitters also request changes to Rule 31.6.2(d) to increase the number of events related signs that can be displayed as a permitted activity from two to four. I cannot find any rationale for the notified two signs or for the proposed four signs. The potential for up to four signs to be visible from the State Highway and up to four signs to be visible along other roads is significant, and without any justification having been provided by the submitters, I consider that 4 signs would perhaps be unnecessary. I therefore prefer the notified version of the rule.
- 27.11** Amendments to Rule 31.6.6 are proposed by the submitters to include health and safety signage and to increase the permitted size of each sign from 1.62m² to 2m². For the reasons outlined in Section 16 above, I do not consider it necessary to include health and safety signage within this rule. With regard to the signage size, I find 1.62m² to be very specific and consider that 2m² is a more relatable signage size, therefore I support the submitter’s relief in this regard.
- 27.12** Te Anau Developments Limited (2494) also seek that signage, in particular directional, interpretative, sponsorship, temporary signage, relating to the operation and management of the “TSS Earnslaw” and her associated infrastructure be permitted subject to standards (and managed as controlled or restricted discretionary activities if those standards are breached). I consider that signage on wharves and

jetties associated with the TSS Earnslaw is already effectively provided for via Objective 31.2.4 (and its associated policies) and Rule 31.5.12 as a discretionary activity. Other signage located outside of these areas would be subject to those provisions relating to that zone. I therefore do not recommend any changes in this regard.

28. OTHER MATTERS

Objective 31.2.2 and associated policies

28.1 In reviewing Chapter 31, I have noted that Policies 31.2.2.3 and 31.2.2.4 do not relate well to Objective 31.2.2.

28.2 Objective 31.2.2 seeks to manage the adverse effects of signs to limit the impact on public safety (both pedestrians and road users). Policies 31.2.2.3 and 31.2.2.4 however support the establishment of information signs and lay-bys at the entrance to the District's settlements and sites of interest and the use of traditional Ngai Tahu place names on signage. The encouragement of the signage referred to in the policies is not included within the drafting of the objective. Notwithstanding this, I do not know of any scope to recommend a change in this regard.

Definition of signage

28.3 The submission on Stage 1 of the PDP received from the Council (383) and deemed to be on the variation sought amendments to the definition of signage to accord with those definitions made operative by Plan Change 48 – Signs (**PC48**). Submission 383 noted that the notified Chapter 2 – Definitions contained minor differences to those that were made operative by PC48, which was stated as potentially leading to discrepancies in interpretation. These stated discrepancies were not identified within the submission.

28.4 As above, I have recommended changes to the definition of sign types, including replacing the term 'hoardings' with 'billboard signs;' and consequential amendments to the definition of 'off-site signs' within Chapter 2. I have also recommended amendments to the definition of 'sign and signage' to provide an exception for shop displays of physical

goods or products and to exclude neutral or recessive colour schemes from the definition. These changes will not be in accordance with the definitions made operative by PC48 as requested by submission 383.

Non-District Plan related submissions

28.5 David Clarke (2235) has submitted in support of the chapter, specifically the discretionary regime for signs in the heritage zones in Arrowtown and the wider district (which is within scope). Mr Clarke however, also seeks that sign writing companies be required to advise clients of their responsibilities to obtain the appropriate consents and for Council to enforce the sign rules.

28.6 I do not recommend any changes to Chapter 31 as a result of Mr Clarke's submission. Under the RMA it is each landowner's responsibility to obtain the necessary resource consents for signage. I agree that sign writing businesses should advise of the potential need to obtain resource consent for signage, however the responsibility under the RMA to comply with district rules and obtain consent, where required, remains with the landowner.

28.7 Council has the ability to enforce the provisions within the District Plan and the conditions of resource consents relating to signage under the RMA. Resourcing of enforcement is not a matter for the District Plan review.



Amanda Jane Leith

23 July 2018

**APPENDIX 1:
RECCOMENDED S42A SIGNAGE CHAPTER AND RECOMMENDED CHANGES TO
CHAPTER 2 OF THE PDP**

Appendix 2

S42A Recommended Chapter, 20 July 2018

Key:

S42A report dated 29 May 2018: Recommended changes to notified chapters are shown in red underlined text for additions and ~~red strikethrough text~~ 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 [a11]: 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.
- 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:
- a. flashing, moving or animated signs and signs that create an optical illusion;
 - b. roof signs;

Commented [a12]: 2242, 2455

Commented [a13]: 2538

- c. ~~hearings billboard signs~~;
- d. signs displaying sexually explicit, lewd or otherwise offensive content;
- e. 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
- f. signs imitating any traffic direction and safety sign as required by the New Zealand Transport Agency.

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:

- a. the design, location and size of signs and the method of attachment; and
- b. 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.
- c. ~~the benefits of the sign~~
- d. ~~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:

- a. 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
- b. 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.

Commented [a17]: 2581 et al.

31.2.6 Objective –Off-site signs are provided for in limited circumstances.

Policies

31.2.6.1 Restrict the establishment of off-site signs, having particular regard to:

- a. whether it is not practical to display the information on the site where the activity and/or use of land or buildings occurs;
- b. visual amenity values;
- c. any cumulative adverse visual effects, including visual clutter; and
- d. 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 roading 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.**

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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

- 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.

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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 <u>excluding those signage types listed as permitted (P) or controlled (c) within Tables 31.7 – 31.9.</u>	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 <u>Advice Note: Digital signage in accordance with Rule 31.7.9 is not a moving sign.</u>	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: <ol style="list-style-type: none"> any stationary sign-written trailer or vehicle; 	PR

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	<ul style="list-style-type: none"> 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 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	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
31.5.24	<p>The following signs in or above public pedestrian and cycle trails:</p> <ul style="list-style-type: none"> (i) traffic and direction signs; (ii) road / trail name signs; 	P

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	<p>(iii) <u>interactive warning signs;</u></p> <p>(iv) <u>speed limit signs;</u></p> <p>(v) <u>parking restriction signs; and</u></p> <p>(vi) <u>public information boards and associated directional signs.</u></p> <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>	
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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. 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>Advice Notes:</p>	D

	Table 31.6 – General Standards	Non-compliance status
	<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> <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 	D

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	Table 31.6 – General Standards	Non-compliance status
	<p>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.</p>	
31.6.6	<p>Temporary Construction Signs</p> <p>Temporary construction signs shall comply with the following standards:</p> <p>a. maximum of 4 per site;</p> <p>b. each sign shall have an area no greater than 2m² 4.62m²; and</p> <p>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.</p>	D
31.6.7	<p>Free Standing Signs</p> <p>Freestanding signs shall comply with the following standards:</p> <p>a. shall have a maximum height of 3.5m;</p> <p>b. if located above a footpath, shall be elevated a minimum height of 2.5m above the footpath;</p> <p>c. shall not extend more than 1 metre over any footpath; and</p> <p>d. shall have a maximum area of 2m² (both faces of the sign can be sign-written).</p> <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> <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>	D

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	Table 31.6 – General Standards	Non-compliance status
	<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> <ol style="list-style-type: none"> shall have an area no greater than 3m² (both faces of the sign may be sign-written); shall be displayed no more than 2 months prior to the election/referendum date; and shall be removed before the election/referendum day. 	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>Signs on land adjoining State Highways</p> <p><u>Signs on land adjoining State Highways shall comply with the following standards:</u></p> <ol style="list-style-type: none"> <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> <u>Signs shall have a maximum of 6 words and/or symbols, with a maximum of 40 characters.</u> <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> <u>Shall be located at least 200m from an official or traffic signal in rural areas.</u> <p><u>Discretion is restricted to:</u></p>	RD

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Table 31.6 – General Standards		Non-compliance status
i.	<u>Safety and efficiency of the State Highway</u>	
<u>This rule does not apply to Event Signage permitted under Rule 31.6.2</u>		

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
31.7.1	<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>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
31.7.2	<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
31.7.3	Arcade directory signs that do not exceed 3m ² in area limited to one per arcade.	P	P	P	P
31.7.4	Upstairs entrance signs that do not exceed 1.5m ² in area per building.	P	P	P	P

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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
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>Control is reserved to the matters set out in Rule 31.11.</p> <p>Advice Note: Part 31.13 of this Chapter illustrates the application of this rule.</p>	C	P	C	C
31.7.6	<p>Above ground floor signs that cumulatively do not exceed 3m² in area per building or 1m² per tenancy up to a maximum of 3m² per floor.</p> <p>Control is reserved to the matters set out in Rule 31.11.</p> <p>Advice Note: Part 31.13.7 of this Chapter has a diagram which illustrates the application of this rule.</p>	C	P	C	C
31.7.7	<p>Any sign or sign platform that does not comply with any of Rules 31.7.1 to 31.7.6 above.</p>	D	D	D	D

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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
31.7.8	<p><u>Identification of digital signage platforms that comply with the size requirements of Rule 31.7.5.</u></p> <p>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.</u></p>	D	D*	PR	PR
31.7.9	<p><u>Display of all new and replacement signs located within an approved digital signage platform provided that:</u></p> <ul style="list-style-type: none"> 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*		

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*Queenstown Airport Zone only

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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				
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.			C			
31.9.3	In the Open Space and Recreation, Nature Conservation, Informal Recreation and Active Sports and Recreation Zones:			P			

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> <ul style="list-style-type: none"> a. park information; and b. park way-finding. <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> <ul style="list-style-type: none"> 1. Rule 31.6.2 also applies for temporary event signs and must also be complied with. 2. Any sign located on or over Council land will require the approval of the Council as landowner. 			P			
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):</p> <p>Signs for commercial activities and community activities complying with the following standards:</p> <ul style="list-style-type: none"> a. maximum of 2 signs per business building or activity; b. the maximum area of each sign shall not exceed 1m²; and 			P	C		

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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>				P		
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>				C		
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>					P	
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>					G	
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>			P	P	P	
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	D

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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
31.9.12	<u>Any operational, directional and safety signage relating to the movement of vehicles and people around the zone</u>						P
31.9.13	<u>Up to 4m² of signage per site with no internal or external illumination of the sign.</u>						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.

31.12 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.

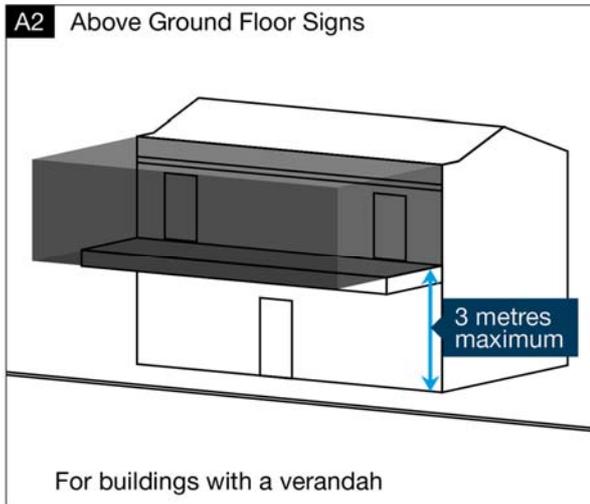
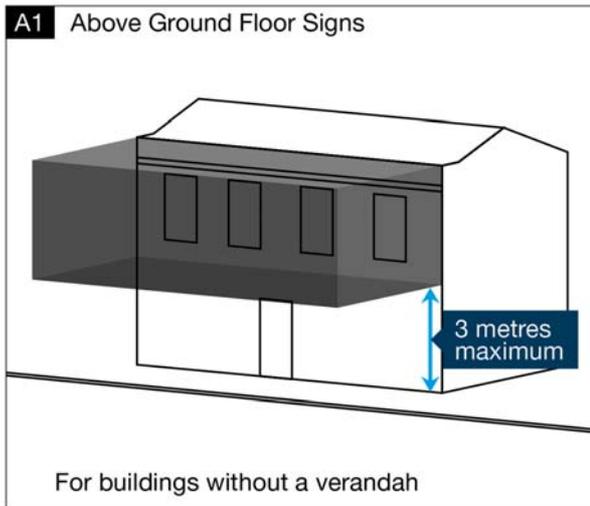
31.12.6.2 Any adverse effects of the proposed signage in terms of:

- 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.

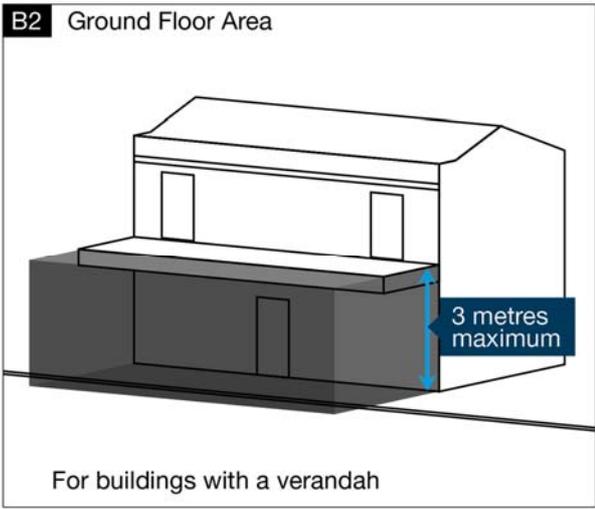
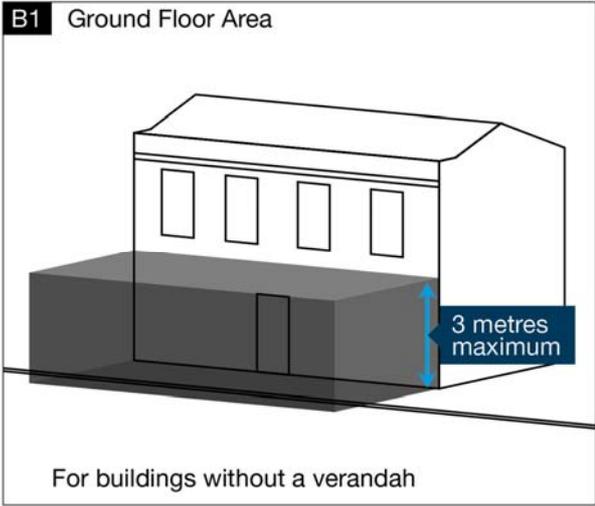
31.12.6.3 When considering the effects of signs located on an Outstanding Natural Feature (ONF) or within an Outstanding Natural Landscape (ONL) identified on the Planning Maps, apply any relevant assessment matters in part 21.7 Rural Zone of the District Plan.

31.13 Interpretive Diagrams

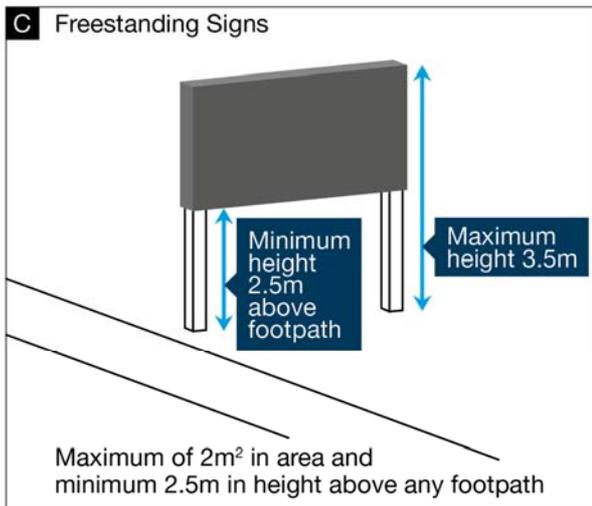
31.13.1 Above Ground Floor Signs



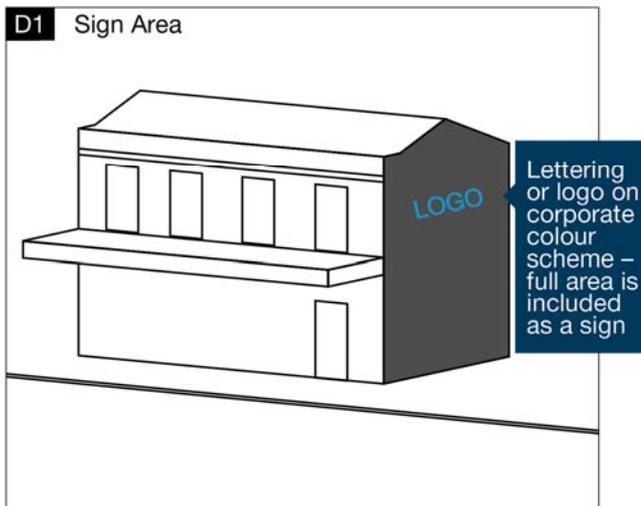
31.13.2 Ground Floor Area for signs

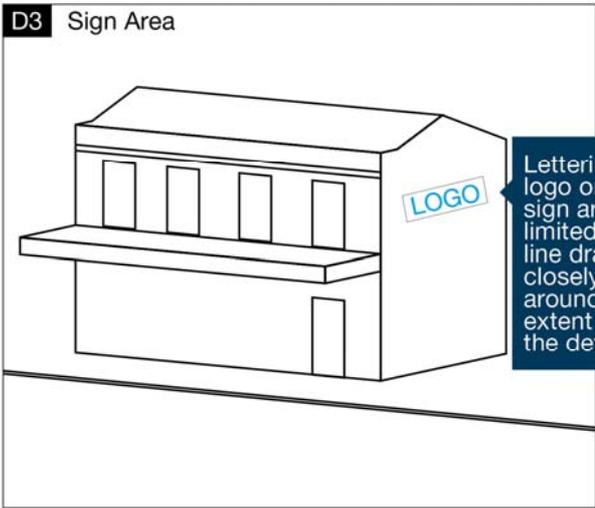
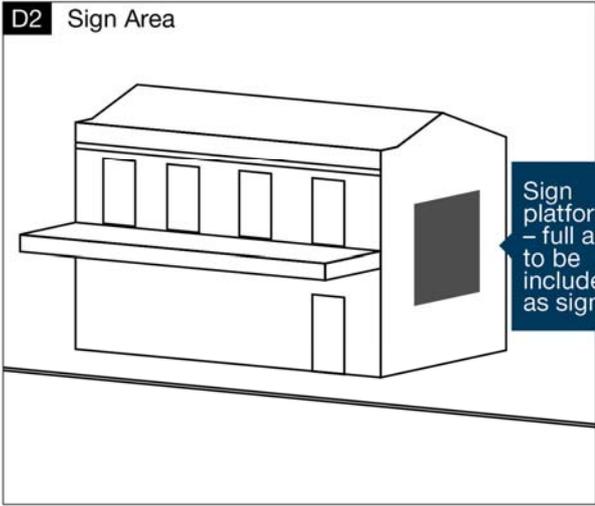


31.13.3 Freestanding Signs

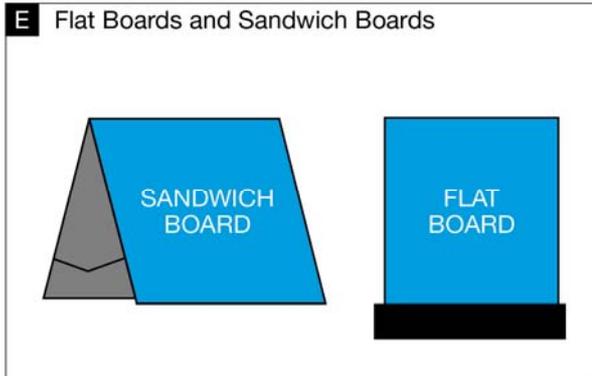


31.13.4 Sign Area

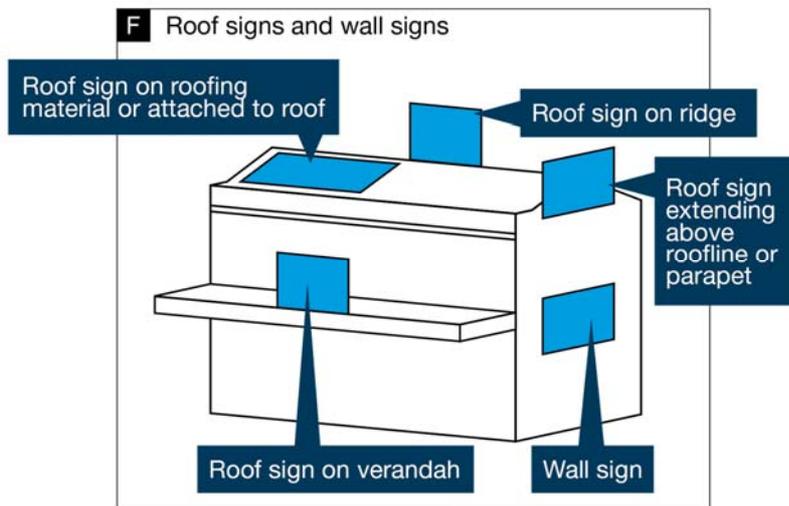




31.13.5 Flat Boards and Sandwich Boards



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

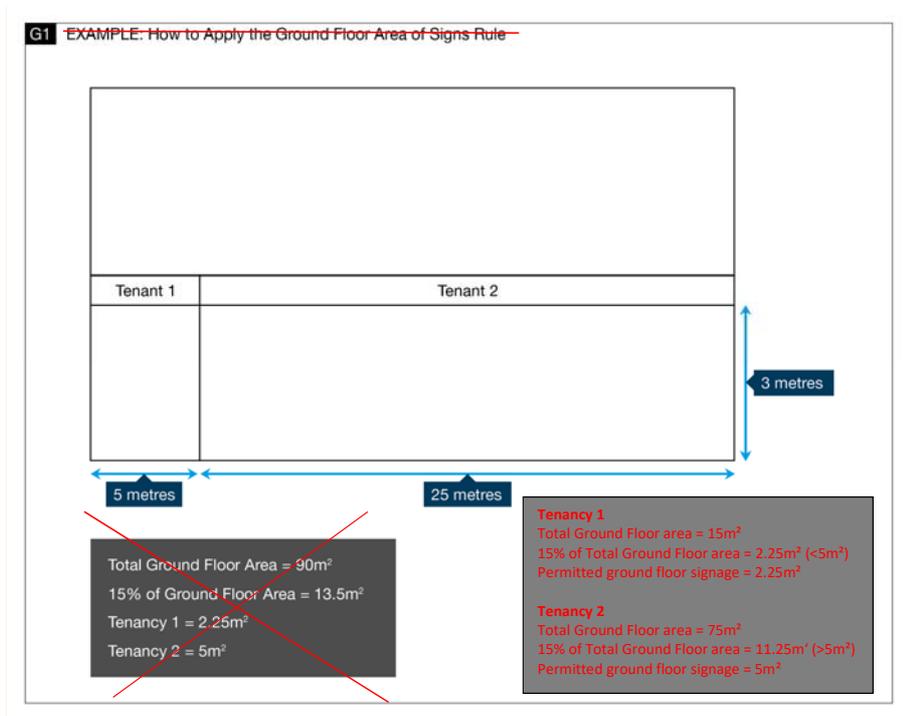
31.13.7.1 To measure the ground floor area:

- 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 [a140]: 2131

Commented [a141]: 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 [a142]: 2128

Commented [a143]: Consequential amendment

Commented [a144]: 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> <ul style="list-style-type: none"> a. 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> b. <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.</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 immediate 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 [a145]: 2195 et al., 2557, 2516

Commented [a146]: 2195 et al., 2557, 2516

	<p>Signage Platform: means a physical area identified for the purpose of signage.</p> <p><u>Temporary Construction Sign:</u> <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 <u>Temporary Land Development Signs</u>, <u>Off-Site Signs</u> or <u>Temporary Sale Signs</u>.</p> <p><u>Temporary Land Development Sign:</u> <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.~~

**APPENDIX 2:
SUMMARY OF SUBMISSIONS AND RECOMMENDATIONS**

Re-sort	Original Submission No	Further Submission No	Agent	Submitter	Provision	Position	Submission Summary	Planner Recommendation	Transferred	Issue Ref
1	2019.3			Jonathan Holmes	4-Chapter 31 - Signs	Support	Supports Chapter 31 Signs.	Accept		
2	2026.1			director of Lake View No 1 Ltd	4-Chapter 31 - Signs	Oppose	That signs associated with permitted commercial accommodation are permitted to assist guests locating the accommodation.	Accept		
3	2026.2			director of Lake View No 1 Ltd	4-Chapter 31 - Signs	Oppose	That illuminated vacancy/no vacancy signs associated with permitted commercial visitor accommodation are permitted.	Accept		
4	2128.1			Wanaka Flooring Xtra	4-Chapter 31 - Signs	Oppose	That the signs chapter is rejected.	Accept in Part		
5	2128.1	FS2737.1	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
6	2184.2			Luise Lockwood	4-Chapter 31 - Signs	Oppose	That the signs provisions are amended so that signs associated with commercial developments are smaller.	Reject		
7	2184.2	FS2788.14	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs	Oppose	That the submission is opposed.	Accept		
8	2184.2	FS2789.18	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs	Oppose	That the submission is opposed.	Accept		
9	2184.2	FS2790.18	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs	Oppose	That the submission is opposed.	Accept		
10	2194.19		Incite	Chorus	4-Chapter 31 - Signs	Oppose	That the definition of "Hoarding" within the "Sign Types" definition is deleted.	Reject		
11	2194.21		Incite	Chorus	4-Chapter 31 - Signs	Oppose	That the definition of 'Off-site sign' within the 'Sign Types' definition is amended to remove 'Hoardings'.	Reject		
12	2195.19		Incite	Spark New Zealand Trading Ltd	4-Chapter 31 - Signs	Oppose	That the definition of 'Hoarding' within the 'Sign Types' definition is deleted.	Reject		
13	2195.21		Incite	Spark New Zealand Trading Ltd	4-Chapter 31 - Signs	Oppose	That the definition of 'Off-site sign' within the 'Sign Types' definition is amended to remove 'Hoardings'.	Reject		
14	2235.1			David Clarke	4-Chapter 31 - Signs	Support	Supports Chapter 31 - Signs.	Accept		
15	2235.2			David Clarke	4-Chapter 31 - Signs	Oppose	That sign writing companies be required to advise clients of the responsibilities to get consents.	Reject		
16	2235.3			David Clarke	4-Chapter 31 - Signs	Oppose	That the sign rules be enforced by Council.	Reject		
17	2460.11		Barker & Associates	Queenstown Central Limited	4-Chapter 31 - Signs	Oppose	submitter opposes tables 31.7-31.9 and seeks that they are amended to to included provisions for the FFB zones		Submission point struck out	
18	2466.10		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs	Oppose	That the Signs Chapter objectives and policies recognise the general intent of signs are to be conspicuous.	Accept		
19	2466.10	FS2737.6	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
20	2466.10	FS2753.12	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Accept		
21	2466.10	FS2788.15	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs	Support	That the submission is supported.	Accept		
22	2466.10	FS2789.19	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs	Support	That the submission is supported.	Accept		
23	2466.10	FS2790.19	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs	Support	That the submission is supported.	Accept		
24	2466.11		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs	Oppose	That the Signs Chapter is amended to make signs a permitted activity where it is not visible from a public place or neighbouring property.	Accept		
25	2466.11	FS2737.7	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
26	2466.11	FS2753.13	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Accept		
27	2466.11	FS2764.11	Barker & Associates Ltd	Queenstown Central Limited	4-Chapter 31 - Signs	Support	That the submission is supported.	Accept		
28	2466.11	FS2788.16	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs	Support	That the submission is supported.	Accept		

29	2466.11	FS2789.20	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs	Support	That the amendments to the signage rules are supported.	Accept		
30	2466.11	FS2790.20	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs	Support	That the amendments to the signage rules are supported.	Accept		
31	2466.12		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs	Oppose	The Signs Chapter is amended to enable health and safety and sponsorship signs.	Accept in Part		
32	2466.12	FS2737.8	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		
33	2466.12	FS2753.14	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Accept in Part		
34	2478.19		Incite	Vodafone New Zealand Limited	4-Chapter 31 - Signs	Oppose	That the definition of 'Hoarding' within the 'Sign Types' definition is deleted.	Reject		
35	2478.21		Incite	Vodafone New Zealand Limited	4-Chapter 31 - Signs	Oppose	That the definition of 'Off-site sign' within the 'Sign Types' definition is amended to remove 'Hoardings'.	Reject		
36	2492.5		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs	Oppose	That all signs in Ski Area Sub Zone are provided for as a permitted activity, where they are not visible from a public place or neighbouring property, and that where visible from a public place or neighbouring property, signs are provided for as a controlled or restricted discretionary activity.	Accept in Part		
37	2492.5	FS2737.52	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		
38	2492.5	FS2789.16	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs	Support	That the intent of the changes to the signage rules is supported.	Accept in Part		
39	2492.5	FS2790.16	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs	Support	That the intent of the changes to the signage rules is supported.	Accept in Part		
40	2492.5	FS2760.205	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs	Support	That the relief sought is supported.	Accept in Part		
41	2492.6		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs	Oppose	That all signs located outside a Ski Area Sub Zone, but relating to activities within the Ski Area Sub Zone are permitted subject to standards and require resource consent as a controlled or restricted discretionary activity where breached.	Accept in Part		
42	2492.6	FS2737.53	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		
43	2492.6	FS2789.17	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs	Support	That the intent of the changes to the signage rules are supported.	Accept in Part		
44	2492.6	FS2790.17	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs	Support	That the intent of the changes to the signage rules is supported.	Accept in Part		
45	2492.6	FS2760.206	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs	Support	That the relief sought is supported.	Accept in Part		
46	2494.8		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs	Oppose	That the Signs Chapter objectives and policies recognise the general intent of signs are to be conspicuous.	Accept		
47	2494.8	FS2737.54	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
48	2494.8	FS2760.328	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs	Support	That the relief sought is supported.	Accept		
49	2494.9		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs	Oppose	That the Signs Chapter is amended to make signs a permitted activity where it is not visible from a public place or neighbouring property.	Accept		
50	2494.9	FS2737.55	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
51	2494.9	FS2760.329	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs	Support	That the relief sought is supported.	Accept		
52	2494.10		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs	Oppose	The Signs Chapter is amended to enable health and safety and sponsorship signs.	Accept in Part		
53	2494.10	FS2737.56	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		
54	2494.10	FS2760.330	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs	Support	That the relief sought is supported.	Accept in Part		
55	2494.150		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs	Oppose	Signs within a reserve to be provided as a permitted or controlled activity subject to standards.	Accept		
56	2494.150	FS2737.79	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		

57	2494.150	FS2760.450	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs	Support	That the relief sought is supported.	Accept		
58	2494.151		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs	Oppose	Signs relating to the management of the TSS Earnslaw and her associated infrastructure are to be provided for as a permitted activity subject to standards and managed as a controlled or restricted discretionary activity if those standards are breached.	Accept in Part		
59	2494.151	FS2737.78	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		
60	2494.151	FS2760.451	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs	Support	That the relief sought is supported.	Accept in Part		
61	2495.3			Young Changemakers - Wakatipu Youth Trust Advisory Group	4-Chapter 31 - Signs	Support	The Chapter is confirmed.	Accept in Part		
62	2495.11			Young Changemakers - Wakatipu Youth Trust Advisory Group	4-Chapter 31 - Signs	Oppose	That the Council put up temporary signage notifying the public of major events.	Accept in Part		
63	2543.1		Anderson Lloyd House	Foodstuffs (South Island) Properties Limited	4-Chapter 31 - Signs	Oppose	That proposed Chapter 31 should expressly recognise and enable signage associated with supermarkets.	Accept		
64	2543.1	FS2737.4	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
65	2581.10		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs	Oppose	That the Signs Chapter objectives and policies recognise the general intent of signs are to be conspicuous.	Accept		
66	2581.10	FS2737.80	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
67	2581.10	FS2753.167	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Accept		
68	2581.11		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs	Oppose	That the Signs Chapter is amended to make signs a permitted activity where it is not visible from a public place or neighbouring property.	Accept		
69	2581.11	FS2737.81	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
70	2581.11	FS2753.168	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Accept		
71	2581.12		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs	Oppose	The Signs Chapter is amended to enable health and safety and sponsorship signs.	Accept in Part		
72	2581.12	FS2737.82	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		
73	2581.12	FS2753.169	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Accept in Part		
74	2585.5		Town Planning Group (NZ) Ltd	B Giddens Trust	4-Chapter 31 - Signs	Oppose	That the submitter's site (being the properties at 14, 16, 18, 18B and 20 McBride Street) is exempt from restrictions on the establishment of hoardings (which would be otherwise be prohibited pursuant to rule 31.5.14).	Reject		
75	2446.4			Heritage New Zealand	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Support	Submitter supports overall framework 31.6-31.9	Accept		
76	2466.80		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Oppose	That the Purpose statement is amended to provide better for interpretive signs.	Reject		
77	2466.80	FS2737.29	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
78	2466.80	FS2753.80	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
79	2492.74		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Oppose	That the Purpose statement is amended to provide better for interpretive signs.	Reject		
80	2492.74	FS2737.32	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
81	2492.74	FS2760.274	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Support	That the relief sought is supported.	Reject		
82	2494.78		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Oppose	That the Purpose statement is amended to provide better for interpretive signs.	Reject		

83	2494.78	FS2737.58	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
84	2494.78	FS2760.396	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Support	That the relief sought is supported.	Reject		
85	2581.80		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Oppose	That the Purpose statement is amended as shown to provide better for interpretive signs.	Reject		
86	2581.80	FS2737.83	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
87	2581.80	FS2753.235	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.1-31.1 - Purpose	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
88	2373.20		Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies	Oppose	That a new objective be included at 31.2 relating to signs within Ski Area Sub Zones.	Accept		
89	2373.20	FS2800.54	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies	Support	That the submission is supported.	Accept		
90	2373.20	FS2760.179	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies	Support	That the relief sought is supported.	Accept		
91	2384.22		Boffa Miskell Ltd	Soho Ski Area Limited, Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies	Oppose	Add a new objective and associated policies to enable signs associated with Ski Area Activities within the Ski Area Subzone.	Accept		
92	2384.22	FS2800.28	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies	Support	That the submission is supported.	Accept		
93	2384.22	FS2760.153	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies	Support	That the submission is supported generally.	Accept		
94	2508.9			Aurora Energy Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies	Oppose	That signage associated with Network Utility development be a permitted activity	Accept in Part		
95	2510.1			Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies	Support	That the content of signs altered within a signage platform do not require a subsequent consent and any resource consent conditions that apply to the platform apply to any subsequent changes.	Accept		
96	2510.1	FS2764.12	Barker & Associates Ltd	Queenstown Central Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies	Support	That the submission is supported.	Accept		
97	2194.18		Incite	Chorus	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	That clause c. "hoardings" is deleted from Policy 31.2.1.10.	Reject		
98	2195.18		Incite	Spark New Zealand Trading Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	That clause c. 'hoardings' is deleted from Policy 31.2.1.10.	Reject		
99	2242.9			Department of Conservation	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	That Objective 31.2.1 be amended to read as follows: The location, size, design and appearance of signs are managed to assist with <u>maintaining and enhancing</u> appropriate levels of <u>access and amenity</u>	Accept		
100	2242.9	FS2788.4	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported.	Accept		
101	2242.9	FS2789.4	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the proposed change to the objective is supported.	Accept		
102	2242.9	FS2790.4	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the proposed change to this objective is supported.	Accept		
103	2242.9	FS2760.509	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	That the amendments proposed are opposed in part.	Accept		
104	2242.10			Department of Conservation	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	That Policy 31.2.1.5(a) be amended to read as follows: Assist with improving the legibility of <u>and knowledge of public access provisions</u> to public spaces.	Accept		
105	2242.10	FS2788.5	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported.	Accept		
106	2242.10	FS2789.5	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the additions to this policy are supported.	Accept		

107	2242.10	FS2790.5	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the additions to this policy are supported.	Accept		
108	2242.10	FS2760.510	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	That the amendments proposed are opposed in part.	Accept		
109	2446.6			Heritage New Zealand	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	Submitter supports 31.2.1 & advice note	Accept		
110	2455.20			Otago Fish and Game Council	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Other	submitter accepts provision 31.2.1 in part with the following changes: ... assist with maintaining and enhancing appropriate levels of access and amenity.	Accept		
111	2455.20	FS2760.512	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the amendments proposed are supported.	Accept		
112	2455.21			Otago Fish and Game Council	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	submitter accepts provision 31.2.1.5(a) in part with the following alterations" ...assist with improving the legibility of and knowledge of public access to spaces....	Accept		
113	2455.21	FS2760.513	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the amendments proposed are supported.	Accept		
114	2466.81		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 21.2.1.5 to better provide for interpretation signs and replace the words 'public space' with 'open space'.	Reject		
115	2466.81	FS2737.28	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
116	2466.81	FS2753.81	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
117	2466.82		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.7 to provide for interpretation signs and replace the word 'public' with 'open'.	Reject		
118	2466.82	FS2737.26	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
119	2466.82	FS2753.82	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
120	2466.83		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.8 so that it refers to 'permanent' signs.	Reject		
121	2466.83	FS2737.27	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
122	2466.83	FS2753.83	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
123	2466.84		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.11 so that the matters of discretion include the benefits of the sign and the function of the sign.	Accept		
124	2466.84	FS2737.25	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
125	2466.84	FS2753.84	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Accept		
126	2478.18		Incite	Vodafone New Zealand Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	That clause c. 'hoardings' is deleted from Policy 31.2.1.10.	Reject		
127	2492.75		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 21.2.1.5 to better provide for interpretation signs and replace the words 'public space' with 'open space'.	Reject		
128	2492.75	FS2737.31	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		

129	2492.75	FS2760.275	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought is supported.	Reject		
130	2492.76		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.7 to provide for interpretation signs and replace the word 'public' with 'open'.	Reject		
131	2492.76	FS2737.30	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
132	2492.76	FS2760.276	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought is supported.	Reject		
133	2492.77		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.8 so that it refers to 'permanent' signs.	Reject		
134	2492.77	FS2737.33	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
135	2492.77	FS2760.277	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought is supported.	Reject		
136	2492.78		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.11 so that the matters of discretion include the benefits of the sign and the function of the sign.	Accept		
137	2492.78	FS2737.34	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
138	2492.78	FS2760.278	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought is supported.	Accept		
139	2494.79		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 21.2.1.5 to better provide for interpretation signs and replace the words 'public space' with 'open space'.	Reject		
140	2494.79	FS2737.57	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
141	2494.79	FS2760.397	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought is supported.	Reject		
142	2494.80		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.7 to provide for interpretation signs and replace the word 'public' with 'open'.	Reject		
143	2494.80	FS2737.60	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
144	2494.80	FS2760.398	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought is supported.	Reject		
145	2494.81		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.8 so that it refers to 'permanent' signs.	Reject		
146	2494.81	FS2737.59	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
147	2494.81	FS2760.399	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought is supported.	Reject		
148	2494.82		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.11 so that the matters of discretion include the benefits of the sign and the function of the sign.	Accept		
149	2494.82	FS2737.61	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
150	2494.82	FS2760.400	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought is supported.	Accept		

151	2538.86			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That Policy 31.2.1.3 is accepted.	Accept		
152	2538.86	FS2760.87	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported generally.	Accept		
153	2538.87			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That Policy 31.2.1.4 is accepted.	Accept		
154	2538.87	FS2760.88	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported generally.	Accept		
155	2538.88			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	That Policy 31.2.1.10 is amended to remove "adverse effects from".	Accept		
156	2538.88	FS2760.89	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported generally.	Accept		
157	2557.1		Incite	iSite Limited trading as QMS Media	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	That policy 31.2.1.10 be amended to delete clause c. "hoardings"	Reject		
158	2581.81		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.5 to better provide for interpretation signs and replace the words 'public space' with 'open space'.	Reject		
159	2581.81	FS2737.84	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
160	2581.81	FS2753.236	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
161	2581.82		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.7 to provide for interpretation signs and replace the word 'public' with 'open'.	Reject		
162	2581.82	FS2737.85	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
163	2581.82	FS2753.237	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
164	2581.83		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.8 as shown to insert "permanent" signs.	Reject		
165	2581.83	FS2737.86	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
166	2581.83	FS2753.238	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
167	2581.84		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Oppose	Amend Policy 31.2.1.11 so that the matters of discretion include " <u>the benefits of the sign</u> " and " <u>the function of the sign</u> ".	Accept		
168	2581.84	FS2737.87	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
169	2581.84	FS2753.239	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.1-31.2.1 - Objective 1	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Accept		
170	2466.85		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Objective 31.2.2 to include 'water transport'.	Reject		
171	2466.85	FS2737.24	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
172	2466.85	FS2753.85	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		

173	2466.86		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Policy 31.2.2.2 for grammatical preference and to include lakes and rivers.	Reject		
174	2466.86	FS2737.23	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
175	2466.86	FS2753.86	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
176	2466.87		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Policy 31.2.2.5 to include navigation safety.	Reject		
177	2466.87	FS2737.22	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
178	2466.87	FS2753.87	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
179	2492.79		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Objective 31.2.2 to include 'water transport'.	Reject		
180	2492.79	FS2737.35	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
181	2492.79	FS2760.279	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought is supported.	Reject		
182	2492.80		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Policy 31.2.2.2 for grammatical preference and to include lakes and rivers.	Reject		
183	2492.80	FS2737.36	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
184	2492.80	FS2760.280	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought is supported.	Reject		
185	2492.81		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Policy 31.2.2.5 to include navigation safety.	Reject		
186	2492.81	FS2737.37	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
187	2492.81	FS2760.281	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought is supported.	Reject		
188	2494.83		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Objective 31.2.2 to include 'water transport'.	Reject		
189	2494.83	FS2737.63	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
190	2494.83	FS2760.401	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought is supported.	Reject		
191	2494.84		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Policy 31.2.2.2 for grammatical preference and to include lakes and rivers.	Reject		
192	2494.84	FS2737.62	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
193	2494.84	FS2760.402	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought is supported.	Reject		
194	2494.85		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Policy 31.2.2.5 to include navigation safety.	Reject		

195	2494.85	FS2737.64	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
196	2494.85	FS2760.403	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought is supported.	Reject		
197	2538.89			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That Objective 31.2.2 is accepted.	Accept		
198	2538.89	FS2760.90	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported generally.	Accept		
199	2538.90			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That Policy 31.2.2.1 is accepted.	Accept		
200	2538.90	FS2760.91	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported generally.	Accept		
201	2538.91			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That Policy 31.2.2.2 is accepted.	Accept		
202	2538.91	FS2760.92	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported generally.	Accept		
203	2538.92			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That Policy 31.2.2.5 is accepted.	Accept		
204	2538.92	FS2760.93	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported generally.	Accept		
205	2581.85		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Objective 31.2.2 to include " <u>and water transport</u> ".	Reject		
206	2581.85	FS2737.88	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
207	2581.85	FS2753.240	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
208	2581.86		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Policy 31.2.2.2 for grammatical preference and to include lakes and rivers.	Reject		
209	2581.86	FS2737.89	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
210	2581.86	FS2753.241	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
211	2581.87		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Oppose	Amend Policy 31.2.2.5 to include navigation safety.	Reject		
212	2581.87	FS2737.90	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
213	2581.87	FS2753.242	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.2-31.2.2 - Objective 2	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
214	2466.88		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Objective 31.2.3 to remove context associated with distraction and nearby developments.	Reject		
215	2466.88	FS2737.21	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
216	2466.88	FS2753.88	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		

217	2466.89		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.1 so that signs are not required to be consistent with the overall design of a building.	Reject		
218	2466.89	FS2737.20	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
219	2466.89	FS2753.89	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
220	2466.90		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.2 to not require that signs are sympathetic to the values of a site and surrounding environment.	Reject		
221	2466.90	FS2737.19	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
222	2466.90	FS2753.90	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
223	2466.91		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.3 to remove limbs d. and e.	Reject		
224	2466.91	FS2737.18	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
225	2466.91	FS2753.91	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
226	2492.82		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Objective 31.2.3 to remove context associated with distraction and nearby developments.	Reject		
227	2492.82	FS2737.38	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
228	2492.82	FS2760.282	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought is supported.	Reject		
229	2492.83		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.1 so that signs are not required to be consistent with the overall design of a building.	Reject		
230	2492.83	FS2737.39	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
231	2492.83	FS2760.283	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought is supported.	Reject		
232	2492.84		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.2 to not require that signs are sympathetic to the values of a site and surrounding environment.	Reject		
233	2492.84	FS2737.48	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
234	2492.84	FS2760.284	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought is supported.	Reject		
235	2492.85		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.3 to remove limbs d. and e.	Reject		
236	2492.85	FS2737.47	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
237	2492.85	FS2760.285	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought is supported.	Reject		
238	2494.86		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Objective 31.2.3 to remove context associated with distraction and nearby developments.	Reject		

239	2494.86	FS2737.65	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
240	2494.86	FS2760.404	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought is supported.	Reject		
241	2494.87		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.1 so that signs are not required to be consistent with the overall design of a building.	Reject		
242	2494.87	FS2737.66	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
243	2494.87	FS2760.405	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought is supported.	Reject		
244	2494.88		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.2 to not require that signs are sympathetic to the values of a site and surrounding environment.	Reject		
245	2494.88	FS2737.67	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
246	2494.88	FS2760.406	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought is supported.	Reject		
247	2494.89		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.3 to remove limbs d. and e.	Reject		
248	2494.89	FS2737.77	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
249	2494.89	FS2760.407	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought is supported.	Reject		
250	2581.88		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Objective 31.2.3 to remove context associated with distraction and nearby developments.	Reject		
251	2581.88	FS2737.91	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
252	2581.88	FS2753.243	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
253	2581.89		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.1 so that signs are not required to be consistent with the overall design of a building.	Reject		
254	2581.89	FS2737.92	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
255	2581.89	FS2753.244	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
256	2581.90		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.2 to not require that signs are sympathetic to the values of a site and surrounding environment.	Reject		
257	2581.90	FS2737.103	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
258	2581.90	FS2753.245	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
259	2581.91		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Oppose	Amend Policy 31.2.3.3 to state under limb c. "is not inconsistent with..." and remove limbs d. and e.	Reject		
260	2581.91	FS2737.102	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		

261	2581.91	FS2753.246	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.3-31.2.3 - Objective 3	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
262	2466.92		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Oppose	Amend Objective 31.2.4 to include interpretive information.	Reject		
263	2466.92	FS2737.17	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
264	2466.92	FS2753.92	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
265	2466.93		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Oppose	Amend Policy 31.2.4.2 to remove the word essential, and to include the word 'spaces'.	Reject		
266	2466.93	FS2737.16	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
267	2466.93	FS2753.93	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
268	2492.86		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Oppose	Amend Objective 31.2.4 to include interpretive information.	Reject		
269	2492.86	FS2737.46	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
270	2492.86	FS2760.286	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the relief sought is supported.	Reject		
271	2492.87		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Oppose	Amend Policy 31.2.4.2 to remove the word essential, and to include the word 'spaces'.	Reject		
272	2492.87	FS2737.45	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
273	2492.87	FS2760.287	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the relief sought is supported.	Reject		
274	2494.90		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Oppose	Amend Objective 31.2.4 to include interpretive information.	Reject		
275	2494.90	FS2737.76	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
276	2494.90	FS2760.408	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the relief sought is supported.	Reject		
277	2494.91		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Oppose	Amend Policy 31.2.4.2 to remove the word essential, and to include the word 'spaces'.	Reject		
278	2494.91	FS2737.75	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
279	2494.91	FS2760.409	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the relief sought is supported.	Reject		
280	2581.92		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Oppose	Amend Objective 31.2.4 to include interpretive information.	Reject		
281	2581.92	FS2737.101	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
282	2581.92	FS2753.247	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		

283	2581.93		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Oppose	Amend Policy 31.2.4.2 to remove the word 'essential', and to include the word 'spaces'.	Reject		
284	2581.93	FS2737.100	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
285	2581.93	FS2753.248	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.4-31.2.4 - Objective 4	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
286	2181.1			Film Otago Southland	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That Objective 31.2.5 is accepted.	Accept		
287	2466.94		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Oppose	Amend Policy 31.2.5.3 to replace the word 'roading' with 'transport'.	Accept		
288	2466.94	FS2737.15	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
289	2466.94	FS2753.94	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Accept		
290	2492.88		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Oppose	Amend Policy 31.2.5.3 to replace the word 'roading' with 'transport'.	Accept		
291	2492.88	FS2737.44	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
292	2492.88	FS2760.288	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That the relief sought is supported.	Accept		
293	2494.92		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Oppose	Amend Policy 31.2.5.3 to replace the word 'roading' with 'transport'.	Accept		
294	2494.92	FS2737.74	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
295	2494.92	FS2760.410	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That the relief sought is supported.	Accept		
296	2538.93			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That Policy 31.2.5.2 is accepted.	Accept		
297	2538.93	FS2760.94	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That the submission is supported generally.	Accept		
298	2581.94		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Oppose	Amend Policy 31.2.5.3 to replace the word 'roading' with 'transport'.	Accept		
299	2581.94	FS2737.99	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
300	2581.94	FS2753.249	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.5-31.2.5 - Objective 5	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Accept		
301	2466.95		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.1 matter of discretion to add 'the benefits of signage'.	Reject		
302	2466.95	FS2737.14	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
303	2466.95	FS2753.95	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
304	2466.96		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.2 to include 'community sponsorship' and remove reference to commercial advertising.	Reject		

305	2466.96	FS2737.13	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
306	2466.96	FS2753.96	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
307	2466.97		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.3 to include the 'harbour master' and reference to lakes and rivers.	Accept		
308	2466.97	FS2737.12	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
309	2466.97	FS2753.97	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Accept		
310	2492.89		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.1 matter of discretion to add 'the benefits of signage'.	Reject		
311	2492.89	FS2737.43	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
312	2492.89	FS2760.289	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought is supported.	Reject		
313	2492.90		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.2 to include 'community sponsorship' and remove reference to commercial advertising.	Reject		
314	2492.90	FS2737.42	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
315	2492.90	FS2760.290	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought is supported.	Reject		
316	2492.91		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.3 to include the 'harbour master' and reference to lakes and rivers.	Accept		
317	2492.91	FS2737.41	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
318	2492.91	FS2760.291	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought is supported.	Accept		
319	2494.93		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.1 matter of discretion to add 'the benefits of signage'.	Accept		
320	2494.93	FS2737.73	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
321	2494.93	FS2760.411	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought is supported.	Accept		
322	2494.94		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.2 to include 'community sponsorship' and remove reference to commercial advertising.	Reject		
323	2494.94	FS2737.72	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
324	2494.94	FS2760.412	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought is supported.	Reject		
325	2494.95		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.3 to include the 'harbour master' and reference to lakes and rivers.	Accept		
326	2494.95	FS2737.71	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		

327	2494.95	FS2760.413	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought is supported.	Accept		
328	2538.94			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	That Objective 31.2.6 is amended to state: <u>Discourage</u> off-site signs are provided for in limited circumstances.	Reject		
329	2538.94	FS2760.95	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported generally.	Reject		
330	2538.94	FS2788.17	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	That the change sought to Objective 31.2.6 is opposed.	Accept		
331	2538.94	FS2789.21	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	That the changes sought to Objective 31.2.6 are opposed.	Accept		
332	2538.94	FS2790.21	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	That the changes sought to Objective 31.2.6 are opposed.	Accept		
333	2538.94	FS2783.268	Boffa Miskell Ltd	Lake Hayes Cellar Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	That the relief to amend objective 31.2.6 to discourage off site signs is opposed for rural and Precinct areas.	Accept		
334	2538.95			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That Policy 31.2.6.1 is accepted.	Accept		
335	2538.95	FS2760.96	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported generally.	Accept		
336	2538.96			NZ Transport Agency	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That Policy 31.2.6.3 is accepted.	Accept		
337	2538.96	FS2760.97	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported generally.	Accept		
338	2581.95		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.1 matter of discretion to add a new limb e. 'the <u>benefits of the signage</u> '.	Reject		
339	2581.95	FS2737.98	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
340	2581.95	FS2753.250	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
341	2581.96		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.2 to include 'community sponsorship' and remove reference to commercial advertising.	Reject		
342	2581.96	FS2737.97	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
343	2581.96	FS2753.251	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
344	2581.97		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Oppose	Amend Policy 31.2.6.3 to include the 'harbour master' and reference to lakes and rivers.	Accept		
345	2581.97	FS2737.96	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
346	2581.97	FS2753.252	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.2-31.2 - Objectives and Policies > 4.2.6-31.2.6 - Objective 6	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Accept		
347	2618.15		Mitchell Daysh Limited	Queenstown Airport Corporation	4-Chapter 31 - Signs > 4.4-31.4 - Clarification	Not Stated	That 31.4 Clarification be amended by inserting an advice note: " <u>f. The rules in this chapter do not apply to signage located in the Airport Zone which complies with Rule 17.4.2 or Rule 17.4.23</u> "	Accept		
348	2618.15	FS2754.49		Remarkables Park Limited	4-Chapter 31 - Signs > 4.4-31.4 - Clarification	Oppose	That the submission is opposed.	Reject		

349	2618.15	FS2755.48		Queenstown Park Limited	4-Chapter 31 - Signs > 4.4-31.4 - Clarification	Oppose	That the submission is opposed.	Reject		
350	2242.11			Department of Conservation	4-Chapter 31 - Signs > 4.4-31.4 - Clarification > 4.4.2-31.4.2 - Advice Notes - Rule Structure	Oppose	That an additional advice note be added to 31.4.2 as g) which is to read as follows: "Under section 4(3) Crown land uses on land held or managed under the Conservation Act 1987 or any other Act specified in Schedule 1 of that Act consistent with a Conservation Management Strategy, Conservation Management Plan or management plan, that do not have significant adverse effects beyond the site do not require Landuse consents".	Reject		
351	2242.11	FS2788.6	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.4-31.4 - Clarification > 4.4.2-31.4.2 - Advice Notes - Rule Structure	Support	That the submission is supported in part but the inclusion of significant adverse effects is opposed.	Reject		
352	2242.11	FS2789.6	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.4-31.4 - Clarification > 4.4.2-31.4.2 - Advice Notes - Rule Structure	Oppose	That the changes sought are supported in part but the inclusion of a reference to significant adverse effects is opposed.	Accept		
353	2242.11	FS2790.6	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.4-31.4 - Clarification > 4.4.2-31.4.2 - Advice Notes - Rule Structure	Oppose	That the changes are supported in part but the inclusion of a reference to significant adverse effects is opposed.	Accept		
354	2242.11	FS2760.511	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.4-31.4 - Clarification > 4.4.2-31.4.2 - Advice Notes - Rule Structure	Oppose	That the amendments proposed are opposed in part.	Accept		
355	2151.13		Beca Ltd	Ministry of Education	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	Amend Rule 31.5.23 to include educational activities.	Accept		
356	2194.20		Incite	Chorus	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That Rule 31.5.14 is deleted.	Reject		
357	2194.20	FS2788.19	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the deletion of the rule is supported.	Reject		
358	2194.20	FS2789.23	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the deletion of the rule is supported.	Reject		
359	2194.20	FS2790.23	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the deletion of the rule is supported.	Reject		
360	2195.20		Incite	Spark New Zealand Trading Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That Rule 31.5.14 is deleted.	Reject		
361	2373.21		Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	Supports Rule 31.5.9.	Accept		
362	2373.21	FS2800.55	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported.	Accept		
363	2373.21	FS2760.180	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the relief sought is supported.	Accept		
364	2384.23		Boffa Miskell Ltd	Soho Ski Area Limited, Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	Retain Rule 31.5.9.	Accept		
365	2384.23	FS2800.29	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported.	Accept		
366	2384.23	FS2760.154	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported generally.	Accept		
367	2446.5			Heritage New Zealand	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	Submitter seeks for Activity 31.5.22 to be amended as follows: "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 or archaeological site included in the inventory site included in the Inventory of Protected Features in Chapter 26 Historic Heritage.	Accept		
368	2446.5	FS2760.505	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That the relief sought is opposed.	Reject		
369	2455.22			Otago Fish and Game Council	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	submitter accepts provision 31.5.2	Accept		
370	2455.23			Otago Fish and Game Council	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	submitter accepts provision 31.5.20	Accept		
371	2455.24			Otago Fish and Game Council	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Other	submitter accepts provision 31.5.12 in part, and seeks an exclusion to activities carried out under 31.5.20	Accept in Part		
372	2455.25			Otago Fish and Game Council	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Other	submitter accepts 31.5.13 in part and seeks an exclusion to activities carried out under 31.5.20	Accept in Part		
373	2460.9		Barker & Associates	Queenstown Central Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	submitter opposes 31.5.14 and seeks that the activity status should be changed to RD	Accept in Part		

374	2460.9	FS2737.105	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		
375	2478.20		Incite	Vodafone New Zealand Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That Rule 31.5.14 is deleted.	Reject		
376	2484.19		Burton Planning Consultants Ltd	Z Energy Ltd, BP Oil NZ Ltd, Mobil Oil NZ Ltd (the Oil Companies)	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	Retain Rule 31.5.9 without modification.	Accept		
377	2484.20		Burton Planning Consultants Ltd	Z Energy Ltd, BP Oil NZ Ltd, Mobil Oil NZ Ltd (the Oil Companies)	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	Retain Rule 31.5.20 without modification.	Accept in Part		
378	2510.4			Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That "all new and replacement signs located within an approved signage platform" are included in Table 31.5 as a permitted activity. Clarify whether new and replacement signs located within an approved signage platform need to comply with standards in 31.7.1 to 31.7.6	Accept		
379	2510.4	FS2764.13	Barker & Associates Ltd	Queenstown Central Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported.	Accept		
380	2516.1		Anderson Lloyd	Go Media Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That digital advertising should not be prohibited.	Accept		
381	2516.2		Anderson Lloyd	Go Media Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That hoardings and digital advertising should not be prohibited.	Accept in Part		
382	2516.3		Anderson Lloyd	Go Media Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That small scale digital advertising including advertising on street furniture is a permitted activity	Accept in Part		
383	2538.97			NZ Transport Agency	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That Rule 31.5.13 should be amended to include an additional advice note as follows: " <u>Advice Note: Any sign located on or over a state highway will require the approval of the NZ Transport Agency</u> ".	Accept in Part		
384	2538.97	FS2760.98	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported generally.	Accept in Part		
385	2538.98			NZ Transport Agency	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That Rule 31.5.14 is accepted.	Accept		
386	2538.98	FS2760.99	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported generally.	Accept		
387	2538.98	FS2764.14	Barker & Associates Ltd	Queenstown Central Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That the submission is opposed.	Reject		
388	2538.99			NZ Transport Agency	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That Rule 31.5.15 is accepted.	Accept		
389	2538.99	FS2764.15	Barker & Associates Ltd	Queenstown Central Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That the submission is opposed.	Reject		
390	2538.99	FS2760.100	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported generally.	Accept		
391	2538.100			NZ Transport Agency	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That Rule 31.5.18 is accepted.	Accept		
392	2538.100	FS2760.101	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported generally.	Accept		
393	2538.101			NZ Transport Agency	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That Rule 31.5.19 is accepted.	Accept		
394	2538.101	FS2760.102	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported generally.	Accept		
395	2557.3		Incite	iSite Limited trading as QMS Media	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That rule 31.5.14 is deleted	Reject		
396	2575.15		John Edmonds + Associates Ltd	Queenstown Trails Trust	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	Supports rule 31.5.23, however seeks the following amendments: " <u>The following signs on or above roads and pedestrian and cycle trails [...]</u> "	Accept in Part		
397	2575.15	FS2788.20	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the proposed amendments to Rule 31.5.23 are supported.	Accept in Part		
398	2575.15	FS2789.24	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the amendments proposed to Rule 31.5.23 are supported.	Accept in Part		
399	2575.15	FS2790.24	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the amendments proposed to Rule 31.5.23 are supported.	Accept in Part		

400	2575.16		John Edmonds + Associates Ltd	Queenstown Trails Trust	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Other	That rule 31.5.23(a) is amended to read: "Any sign associated with a road network activity or public amenities (including public pedestrian and cycle trails)"	Accept in Part		
401	2575.16	FS2788.21	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the amendments proposed to Rule 31.5.23(a) are supported.	Accept in Part		
402	2575.16	FS2789.25	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the amendments proposed to Rule 31.5.23(a) are supported.	Accept in Part		
403	2575.16	FS2790.25	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the amendments proposed to Rule 31.5.23(a) are supported.	Accept in Part		
404	2585.7		Town Planning Group (NZ) Ltd	B Giddens Trust	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	Requests a rule framework that allows hoardings to be considered via resource consent as certain zones and sites may be able to absorb hoardings.	Reject		
405	2585.7	FS2764.17	Barker & Associates Ltd	Queenstown Central Limited	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Support	That the submission is supported.	Reject		
406	2593.4		Town Planning Group	McBride Street Queenstown Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	That Rule 31.5.14 and any other rules that restricts hoardings from being established be amended to provide an exemption for the properties located at 14, 16, 18A, 18B and 20 McBride Street.	Reject		
407	2593.7		Town Planning Group	McBride Street Queenstown Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	Requests a rule framework that allows hoardings to be considered via resource consent as certain zones and sites may be able to absorb hoardings.	Reject		
408	2593.8		Town Planning Group	McBride Street Queenstown Ltd	4-Chapter 31 - Signs > 4.5-31.5 - District Wide - Activities	Oppose	Requests a rule framework that allows hoardings to be considered via resource consent as certain zones and sites may be able to absorb hoardings.	Reject		
409	2295.12		JEA	Millbrook Country Club	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Other	That Rule 31.6.7 be clarified	Accept		
410	2295.12	FS2710.41	John Edmonds + Associates Ltd	McGuinness Pa Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it seeks to discourage new development on land near 493 Speargrass Flat Road zoned Rural General under the Operative District Plan.	Accept		
411	2295.12	FS2745.12	Anderson Lloyd	Juie QT Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That the part of the submission that references the further submitter's land and requests that it retain a WBRA zoning is opposed.	Reject		
415	2295.13		JEA	Millbrook Country Club	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Other	That Rule 31.6.6 (under verandah signs) be clarified	Accept		
416	2295.13	FS2710.42	John Edmonds + Associates Ltd	McGuinness Pa Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it seeks to discourage new development on land near 493 Speargrass Flat Road zoned Rural General under the Operative District Plan.	Accept		
417	2295.13	FS2745.13	Anderson Lloyd	Juie QT Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That the part of the submission that references the further submitter's land and requests that it retain a WBRA zoning is opposed.	Reject		
421	2373.22		Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That Rule 31.6.7 be amended.	Accept in Part		
422	2373.22	FS2800.56	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported.	Accept in Part		
423	2373.22	FS2760.181	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought is supported.	Accept in Part		
424	2384.24		Boffa Miskell Ltd	Soho Ski Area Limited, Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	Amend Rule 31.6.7 to exempt Ski Area Activities within the Ski Area Sub Zones.	Accept in Part		
425	2384.24	FS2800.30	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported.	Accept in Part		
426	2384.24	FS2760.155	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported generally.	Accept in Part		
427	2460.10		Barker & Associates	Queenstown Central Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	submitter opposes 31.6.6 and seeks that safety and hazard signs be exempt from temporary construction signage provisions	Accept in Part		
428	2466.98		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That Rule 31.6.2 d - is amended to provide for 4 signs as a permitted activity, instead of 2.	Reject		
429	2466.98	FS2737.11	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
430	2466.98	FS2753.98	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
431	2466.99		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	Amend Rule 31.6.6 is amended to include 'Health and Safety'.	Reject		

432	2466.99	FS2737.10	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
433	2466.99	FS2753.99	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Reject		
434	2466.100		John Edmonds + Associates Ltd	Real Journeys Ltd	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	Amend Rule 31.6.6.b to increase the permitted sign area to 2msq.	Accept		
435	2466.100	FS2737.9	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
436	2466.100	FS2753.100	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 is supported.	Accept		
437	2492.92		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That Rule 31.6.2 d - is amended to provide for 4 signs as a permitted activity, instead of 2.	Reject		
438	2492.92	FS2737.40	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
439	2492.92	FS2760.292	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought is supported.	Reject		
440	2492.93		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	Amend Rule 31.6.6 is amended to include 'Health and Safety'.	Reject		
441	2492.93	FS2737.50	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
442	2492.93	FS2760.293	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought is supported.	Reject		
443	2492.94		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	Amend Rule 31.6.6.b to increase the permitted sign area to 2msq.	Accept		
444	2492.94	FS2737.49	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
445	2492.94	FS2760.294	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought is supported.	Accept		
446	2494.96		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That Rule 31.6.2 d - is amended to provide for 4 signs as a permitted activity, instead of 2.	Reject		
447	2494.96	FS2737.70	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
448	2494.96	FS2760.414	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought is supported.	Reject		
449	2494.97		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	Amend Rule 31.6.6 is amended to include 'Health and Safety'.	Reject		
450	2494.97	FS2737.69	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
451	2494.97	FS2760.415	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought is supported.	Reject		
452	2494.98		John Edmonds + Associates Ltd	Te Anau Developments Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	Amend Rule 31.6.6.b to increase the permitted sign area to 2msq.	Accept		
453	2494.98	FS2737.68	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept		
454	2494.98	FS2760.416	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought is supported.	Accept		
455	2510.2			Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That the restriction on number of temporary sale signs be deleted.	Accept		

456	2538.102			NZ Transport Agency	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Other	That a new Rule is added for Signs Adjacent to State Highways. "Rule 31.6.12 Signs Adjacent to State Highways <u>Signs on or adjacent to state highways shall comply with the following standards:</u> <u>a. signs shall have messages that are clear concise and easily read</u> <u>b. 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/hr or higher</u> <u>c. signs shall have a maximum of 6 words and/or symbols with a maximum of 40 characters</u> <u>d. shall be located so that there is unrestricted view to the motorist for at least 180m where the speed limit is 70km/hr or higher</u> <u>e. shall be located at least 200m from an official sign or traffic signal in rural areas"</u> -	Accept in Part		
457	2538.102	FS2764.16	Barker & Associates Ltd	Queenstown Central Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported.	Accept in Part		
458	2538.102	FS2788.18	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That the proposed new rule is opposed to the extent the suggested rule fails to quantify the distance of any "adjacent" sign needs to be to be captured by the rule.	Accept in Part		
459	2538.102	FS2789.22	Boffa Miskell Ltd	Soho Ski Area Ltd and Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That the new rule is opposed to the extent the suggested rule fails to quantify the distance of any "adjacent" sign needs to be to be captured by the rule.	Accept in Part		
460	2538.102	FS2790.22	Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That the new Rule for signs adjacent to State Highways is opposed to the extent the suggested rule fails to quantify the distance of any "adjacent" sign needs to be to be captured by the rule.	Accept in Part		
461	2538.102	FS2760.103	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported generally.	Accept in Part		
462	2538.102	FS2783.269	Boffa Miskell Ltd	Lake Hayes Cellar Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That the proposed new rule 31.6.12 is supported in part, however the requirement to locate a new sign at least 200m from an official sign in the rural area may be unreasonably unworkable in areas such as the Amisfield Site.	Reject		
463	2581.98		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	That Rule 31.6.2 d - is amended to provide for 4 signs as a permitted activity, instead of 2.	Reject		
464	2581.98	FS2737.95	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
465	2581.98	FS2753.253	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
466	2581.99		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	Amend Rule 31.6.6 is amended to include 'Health and Safety' and reduce the size of sign under limb b. to 2m2.	Accept in Part		
467	2581.99	FS2737.94	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		
468	2581.99	FS2753.254	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Accept in Part		
469	2581.100		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Oppose	Amend Rule 31.6.6.b to increase the permitted sign area to 2msq and insert " <u>or Health and Safety Signs</u> ".	Accept in Part		
470	2581.100	FS2737.93	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		
471	2581.100	FS2753.255	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.6-31.6 - Rules - General Standards	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Accept in Part		
472	2131.1			Wanaka Signs	4-Chapter 31 - Signs > 4.7-31.7 - Rules - Standards for Signs in Commercial Areas	Oppose	Amend Rule 31.7.5 to be clearer as to whether all tenants on a building are entitled to a maximum of 5m2.	Accept in Part		
473	2131.1	FS2737.2	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.7-31.7 - Rules - Standards for Signs in Commercial Areas	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		

474	2131.2			Wanaka Signs	4-Chapter 31 - Signs > 4.7-31.7 - Rules - Standards for Signs in Commercial Areas	Oppose	Amend Rule 31.7.6 to make it clearer that signs allowed under a less permissive regime can be retrospectively increased.	Reject		
475	2131.2	FS2737.3	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.7-31.7 - Rules - Standards for Signs in Commercial Areas	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
476	2460.12		Barker & Associates	Queenstown Central Limited	4-Chapter 31 - Signs > 4.7-31.7 - Rules - Standards for Signs in Commercial Areas	Oppose	submitter opposes 31.7.5 and seeks the removal of 'whichever is the lesser'	Reject		
477	2510.3			Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.7-31.7 - Rules - Standards for Signs in Commercial Areas	Oppose	That rule 31.7.5 be amended to reflect signs within the enclosed interior visible from a public place are not subject to the 50% glazing rule.	Accept in Part		
478	2295.9		JEA	Millbrook Country Club	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Other	Rule 31.9.5 (a) be amended	Accept		
479	2295.9	FS2745.9	Anderson Lloyd	Juie QT Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	That the part of the submission that references the further submitter's land and requests that it retain a WBRA zoning is opposed.	Reject		
480	2295.9	FS2710.38	John Edmonds + Associates Ltd	McGuinness Pa Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported insofar as it seeks to discourage new development on land near 493 Speargrass Flat Road zoned Rural General under the Operative District Plan.	Accept		
481	2295.9	FS2788.22	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the changes sought to Rule 31.9.5 (a) are supported.	Accept		
485	2295.10		JEA	Millbrook Country Club	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Other	Rule 31.9.8 be amended	Reject		
486	2295.10	FS2710.39	John Edmonds + Associates Ltd	McGuinness Pa Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported insofar as it seeks to discourage new development on land near 493 Speargrass Flat Road zoned Rural General under the Operative District Plan.	Reject		
487	2295.10	FS2745.10	Anderson Lloyd	Juie QT Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	That the part of the submission that references the further submitter's land and requests that it retain a WBRA zoning is opposed.	Accept		
488	2295.10	FS2788.23	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the changes sought to Rule 31.9.8 are supported.	Reject		
492	2295.11		JEA	Millbrook Country Club	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Other	Rule 31.9.9 be amended	Reject		
493	2295.11	FS2710.40	John Edmonds + Associates Ltd	McGuinness Pa Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported insofar as it seeks to discourage new development on land near 493 Speargrass Flat Road zoned Rural General under the Operative District Plan.	Reject		
494	2295.11	FS2745.11	Anderson Lloyd	Juie QT Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	That the part of the submission that references the further submitter's land and requests that it retain a WBRA zoning is opposed.	Accept		
495	2295.11	FS2788.24	Boffa Miskell Ltd	Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the changes sought to Rule 31.9.9 are supported.	Accept in Part		
499	2373.23		Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	That Table 31.9 be amended.	Accept in Part		
500	2373.23	FS2800.57	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported.	Accept in Part		
501	2373.23	FS2760.182	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the relief sought is supported.	Accept in Part		
502	2373.24		Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	That Rule 31.9.1 be amended.	Accept in Part		
503	2373.24	FS2800.58	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported.	Accept in Part		

504	2373.24	FS2760.183	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the relief sought is supported.	Accept in Part		
505	2373.25		Boffa Miskell Ltd	Treble Cone Investments Ltd	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	That Rule 31.9.11 be amended.	Accept in Part		
506	2373.25	FS2800.59	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported.	Accept in Part		
507	2373.25	FS2760.184	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the relief sought is supported.	Accept in Part		
508	2381.30		Boffa Miskell Ltd	Henley Downs Farm Holdings Ltd and Henley Downs Land Holdings Ltd	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	Amend Table 31.8.	Reject		
509	2384.25		Boffa Miskell Ltd	Soho Ski Area Limited, Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	Amend Table 31.9 to separately recognise for the signage requirements for ski areas and provide signs within or attached to buildings with Ski Area Activities within Ski Area Sub Zones as a permitted activity.	Accept in Part		
510	2384.25	FS2800.31	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported.	Accept in Part		
511	2384.25	FS2760.156	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported generally.	Accept in Part		
512	2384.26		Boffa Miskell Ltd	Soho Ski Area Limited, Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	Amend Rule 31.9.1 to exempt signs associated with Ski Area Activities located within Ski Area Sub Zones.	Accept in Part		
513	2384.26	FS2800.32	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported.	Accept in Part		
514	2384.26	FS2760.157	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported generally.	Accept in Part		
515	2384.27		Boffa Miskell Ltd	Soho Ski Area Limited, Blackmans Creek No.1 LP	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	Amend Rule 31.9.11 to exempt signs associated with Ski Area Activities located within Ski Area Sub Zones.	Accept in Part		
516	2384.27	FS2800.33	Anderson Lloyd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported.	Accept in Part		
517	2384.27	FS2760.158	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Support	That the submission is supported generally.	Accept in Part		
518	2455.26			Otago Fish and Game Council	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Other	submitter supports 31.9.3 in part and seeks the following additions" c. <u>Activities carried out under 31.5.20</u>	Accept in Part		
519	2618.16		Mitchell Daysh Limited	Queenstown Airport Corporation	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Not Stated	That Rule 31.9 Standards for Signs in Other Areas be amended to exempt the Airport Zone, Queenstown Airport Mixed Use Zone and Rural Zone as it applies to Wanaka Airport from Rules 31.5, 31.7 and 31.9	Accept in Part		
520	2618.16	FS2754.50		Remarkables Park Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	That the submission is opposed.	Accept in Part		
521	2618.16	FS2755.49		Queenstown Park Limited	4-Chapter 31 - Signs > 4.9-31.9 - Rules - Standards for Signs in Other Areas	Oppose	That the submission is opposed.	Accept in Part		
522	2538.103			NZ Transport Agency	4-Chapter 31 - Signs > 4.11-31.11 - Matters of Control	Support	That Rule 31.11 is accepted.	Accept		
523	2538.103	FS2760.104	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.11-31.11 - Matters of Control	Support	That the submission is supported generally.	Accept		
524	2492.7		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.12-31.12 - Assessment Matters	Not Stated	That the assessment matters are deleted.	Reject		
525	2492.7	FS2760.207	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.12-31.12 - Assessment Matters	Support	That the relief sought is supported.	Reject		
526	2492.114		John Edmonds + Associates Ltd	Cardrona Alpine Resort Limited	4-Chapter 31 - Signs > 4.12-31.12 - Assessment Matters	Oppose	Delete section 31.12 to 31.12.6.3 Assessment Matters	Reject		

527	2492.114	FS2737.51	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.12-31.12 - Assessment Matters	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
528	2492.114	FS2760.314	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.12-31.12 - Assessment Matters	Support	That the relief sought is supported.	Reject		
529	2581.152		John Edmonds + Associates Ltd	Go Orange Limited	4-Chapter 31 - Signs > 4.12-31.12 - Assessment Matters	Oppose	Delete section 31.12 to 31.12.6.3 Assessment Matters	Reject		
530	2581.152	FS2737.104	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.12-31.12 - Assessment Matters	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Reject		
531	2581.152	FS2753.307	John Edmonds & Associates Ltd	Queenstown Water Taxis Limited	4-Chapter 31 - Signs > 4.12-31.12 - Assessment Matters	Support	That the relief sought to the objectives, policies and rules of Chapters 29, 25, 31 and 38 are supported.	Reject		
532	2538.104			NZ Transport Agency	4-Chapter 31 - Signs > 4.12-31.12 - Assessment Matters > 4.12.2-31.12.2 - All Activities - General	Support	That Rule 31.12.2.3 is accepted.	Accept		
533	2538.104	FS2760.105	Anderson Lloyd	Real Journeys Limited	4-Chapter 31 - Signs > 4.12-31.12 - Assessment Matters > 4.12.2-31.12.2 - All Activities - General	Support	That the submission is supported generally.	Accept		
534	2516.4		Anderson Lloyd	Go Media Ltd	4-Chapter 31 - Signs > 4.14-Chapter 31: Variation to Stage 1 PDP Chapter 2: Definitions	Oppose	That the definition of moving sign does not capture the 0.5 second digital dissolve on digital signs.	Accept in Part		
535	2543.2		Anderson Lloyd House	Foodstuffs (South Island) Properties Limited	4-Chapter 31 - Signs > 4.14-Chapter 31: Variation to Stage 1 PDP Chapter 2: Definitions	Oppose	That the addition of "corporate colour schemes" to the definition of sign/signage is broad and will significantly increase the total assessed signage area for supermarkets.	Accept in Part		
536	2543.2	FS2737.5	Anderson Lloyd	Books & Toys (Wanaka) Limited trading as Paper Plus Wanaka	4-Chapter 31 - Signs > 4.14-Chapter 31: Variation to Stage 1 PDP Chapter 2: Definitions	Support	That the submission is supported insofar as it does not undermine the specific relief sought by the further submitter in its original submission.	Accept in Part		
537	2557.2		Incite	iSite Limited trading as QMS Media	4-Chapter 31 - Signs > 4.14-Chapter 31: Variation to Stage 1 PDP Chapter 2: Definitions	Oppose	that the definition of 'hoarding' be deleted from the 'Sign Types' definition	Reject		
538	2557.4		Incite	iSite Limited trading as QMS Media	4-Chapter 31 - Signs > 4.14-Chapter 31: Variation to Stage 1 PDP Chapter 2: Definitions	Oppose	that the definition of 'off-site sign' with the 'Sign Types' definition be amended to delete 'hoardings'	Reject		
539	383.7			Queenstown Lakes District Council	4-Chapter 31 - Signs > 4.14-Chapter 31: Variation to Stage 1 PDP Chapter 2: Definitions	Not Stated	Delete all definitions relating to signage and replace with only those recently made operative under QLDC Plan Change 48.	Reject		

APPENDIX 3
SECTION 32 EVALUATION REPORT FOR THE SIGNAGE CHAPTER

**Queenstown Lakes District Proposed District Plan
Section 32 Evaluation
Stage 2 Components October 2017**

For:
Signs

And consequential Variations to Proposed District Plan 26 August 2015:

**Chapter 2 Definitions
Chapter 17 Airport Mixed Use Zone**

Report dated: 21 November 2017

File Reference: PDP Stage 2: Signs

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2. INTRODUCTION
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1. EXECUTIVE SUMMARY

- 1.1. Signs are a component of development throughout the District. They provide information to the public and assist with creating a sustainable and vibrant community. However signs can result in adverse effects on visual amenity, and traffic and pedestrian safety. Managing the number, type, location, appearance and design of signs ensures that adverse effects are minimised to assist with maintaining a quality environment.
- 1.2. The Stage 2 Proposed District Plan District Wide Signs Chapter (**Signs Chapter**) seeks to introduce a District wide chapter to the Proposed District Plan (**PDP**) that manages the adverse effects of signs on the environment. The Signs Chapter applies to all the land notified in Stages 1 and 2 of the district plan review.
- 1.3. The Operative Signs Chapter 18 has been used as a baseline for this review, and the key changes that are recommended, compared against the operative provisions, are as follows:
 - a) Hoardings will be a prohibited activity, rather than a non-complying activity;
 - b) Off-site signs will remain a discretionary activity, with a specific objective and associated policies;
 - c) Signs within the ground floor area of buildings within commercial zones will be limited to a maximum sign area of 5m² per tenancy as a controlled activity;
 - d) Signs for temporary events will continue to be enabled, including a limited number of signs enabled outside the event site, with a specific objective and associated policies;
 - e) Signs within reserves will be addressed through rules applying to the Open Space and Recreation Zone, with flexibility for signs for the purposes of reserves, and limited provision for signs directly associated with lawfully established commercial activities, and flexibility for signs associated with approved temporary events;
 - f) Signs within and above roads will be addressed through a new rule permitting signs associated with a road network activity or public amenity, and a limited number of other sign types will be permitted, including signs for approved temporary events and filming, and electioneering signs;
 - g) Council Design Guidelines for Queenstown, Wanaka and Arrowtown Town Centres will be incorporated by reference within policies, as matters of control and within assessment matters;
 - h) The operability of the operative rules will be improved through improvements to drafting, improvements to the interpretative diagrams, amendments to definitions, and by introducing additional definitions to PDP Chapter 2 Definitions; and
 - i) The chapter structure will be revised to be consistent with the structure and conventions established for the Stage 1 PDP chapters.

1.4. The Signs Chapter will assist the Council to fulfil its statutory functions and responsibilities as required by the Resource Management Act 1991 ('the Act' or 'the RMA') through the following objectives, policies and rules:

- (a) Objectives to minimise the adverse effects on natural and physical resources, including landscape and amenity values and traffic and pedestrian safety;
- (b) Policies that address the variability of activities and potential adverse effects associated with signs;
- (c) Rules that provide limitations on the type, number, size, location and design of signs so that the adverse effects are managed;
- (d) Providing for certain signs as a permitted activity or providing for resource consent applications to be processed on a non-notified basis where there is sufficient certainty that those processes are appropriate relative to the activity.

2. INTRODUCTION

2.1. Section 32 of the Act requires objectives in plan change proposals to be examined for their appropriateness in achieving the purpose of the Act, and the policies and methods of those proposals to be examined for their costs, benefits, efficiency, effectiveness and risk in achieving the objectives.

2.2. The purpose of this plan change is to introduce to the PDP a suite of district-wide objectives, policies and rules that manage the effects of signs, and to recommend variations to PDP Chapters 2 and 47 in respect of definitions and provisions relating to the management of the effects of signs.

2.3. Chapter 18 of the Operative District Plan has been used as a basis as that chapter became operative relatively recently and has generally been operating well. However, in the two years since the operative provisions have been administered, a number of issues with their effectiveness and operability have arisen, and this review presents a timely opportunity to address these issues.

2.4. The evaluation of the appropriateness of the Signs Chapter is based upon the following two broad issues

- Issue 1 – landscape and visual amenity values
- Issue 2 – Safety

2.5. Specific issues identified with the operative provisions are summarised as follows:

- a) Hoardings:

Hoardings are provided for as a non-complying activity in the operative signs chapter. In particular, hoardings can have significant effects on environmental quality, which is a highly valued resource for our District's economy, particularly given the projected future increases in tourist numbers. Maintaining landscape values and amenity are key issues to be addressed by the signs chapter and prohibiting hoardings will assist with addressing these issues.

b) Off-site signs:

Off-site signs are provided for in the operative chapter as a discretionary activity, however there is currently an absence of any policy guidance regarding when their approval should be considered favourably.

c) Signs within the ground floor area of buildings within commercial zones:

The issue of size limits for signs located on the ground floor area of buildings in commercial areas was addressed through the operative provisions by limiting sign area to 15% of the ground floor area of the building as a controlled activity (with breaches requiring discretionary activity consent). For buildings occupied by multiple tenants the 'quota' of sign area was calculated on the area of the building occupied by each tenant. No cap was placed on the maximum area of signage for a single tenancy, aside from the 15% limit. The result of this approach is that large buildings are able to have signs of significant size as a controlled activity. The 15% limit has the risk of being a target, and the ability for signs to be required to be smaller than the 15% coverage is currently weak.

d) Signs for temporary events:

The operative signs provisions do not acknowledge the benefits of signs associated with temporary events, which have significant social, cultural and economic benefits for the District. There is also ambiguity in the operative signs provisions as to whether temporary event signs can be erected off the site of the event without the need for resource consent for off-site signs.

e) Signs within reserves:

With Council reserves being incorporated in the Open Space and Recreation Zone through the changes being made to that zone in Stage 2 of the District Plan Review, the operative rules managing signs in reserves requires updating to relate the relevant rules to the revised zone. It is appropriate for the PDP to have a flexible approach to signs for the purposes of reserves, as these signs are also effectively managed through the various Reserve Management Plans. Limited provision is required for signs associated with lawfully established commercial activities operating in reserves, acknowledging that these activities will generally require associated signage to assist their economic success.

f) Signs within and above roads:

The operative sign provisions are silent on the management of the effects of signs within roads, as roads are not zoned in the District Plan. Signs are anticipated within roads to assist with traffic safety and way-finding, and other signs such as overhead verandahs above footpaths in commercial areas, signs in conjunction with temporary events and temporary filming activities, and election hoardings also appear within the roading corridor. It is appropriate that the Signs Chapter acknowledges the signs anticipated within the roads, and is clear on the resource consent requirements for signs that are not anticipated.

g) Referencing Council design guidelines:

The operative signs chapter refers generally to '*any relevant specific zone design guidelines*¹', however it would be more appropriate to incorporate the relevant design guidelines by specific reference. This ensures that any design guideline that applies (or amendment to a guideline) is subject to the Schedule 2 RMA process, including public notification and a hearing if necessary. Referencing the specific guidelines is also consistent with the approach taken for the PDP Queenstown, Wanaka and Arrowtown Town Centre Chapters notified in Stage 1 of the District Plan Review.

h) Improving the operability of the operative rules and the definitions in PDP Chapter 2 Definitions:

There are a number of instances in the signs chapter where, due to the drafting of a rule, its application is unclear. Most notably, this applies to the operative rules for sandwich boards and flatboard signs² (for which a practice note³ was issued in 2016 to assist with interpretation), the activity status of temporary event signs⁴ that are located off the event site, and whether illumination not exceeding 150 candelas per m² is permitted⁵.

Within the PDP Chapter 2 Definitions chapter there is scope for improved clarity regarding whether corporate colour schemes are included in the area of a sign⁶; the status of temporary event signs in relation to the definition of off-site signs⁷; the status

¹ ODP Rule 18.3.1(i) Controlled Activity – Signs in All Zones

² ODP Signs Chapter 18 Interpretative Diagram (e)

³ QLDC Practice Note 13/2016 "Interpretation of 'off-site signs rule' – sandwich boards and flat board signs located on Council's legal road"

⁴ ODP Signs Chapter 18 Activity Table 4, Rule 2 and how it interacts with Activity Table 4, Rule 12.

⁵ ODP Signs Chapter 18 Activity Table 4, Rule 13

⁶ PDP Chapter 2 Definitions – *Sign and Signage, Sign Area*

⁷ PDP Chapter 2 Definitions – *Off-Site Sign*

of a sign extending above the parapet of a building⁸ and currently PDP Chapter 2 Definitions does not include a definition of construction sign or land development sign, which are sign types referred to in the operative provisions (I note that these are recommended to be re-labelled temporary construction sign and temporary land development sign).

i) Achieving consistency with other PDP chapters:

It is appropriate for the Signs Chapter to be consistent with the structure of the other PDP chapters. Most notably, this requires re-ordering the tables of the operative signs chapter and including notes to assist plan users and advise them when an interpretative diagram within the Signs Chapter assists with interpreting a rule. In addition, minor variations are required to other PDP Chapters which currently reference the operative signs chapter.

2.6. Addressing the issues set out above will result in a more appropriate regime of managing the effects of signs and is consistent with achieving the purpose of the Act.

2.7. This Signs Chapter applies to all land notified in Stage 1⁹ of the Proposed District Plan on 26 August 2015, and all additional land notified in Stage 2. This land collectively forms the geographic area currently subject to Volume A of the District Plan. The Signs Chapter applies to all land identified as Stage 1 and Stage 2 land on the Planning Maps attached to the Stage 2 notification bundle. The Signs Chapter, forms part of Stage 2 of the Proposed District Plan.

2.8. For clarity, **Table 1** below identifies the land area (generally described by way of zone) and various components of the PDP that together comprise Volume A of the District Plan at Stage 2 of the District Plan review as it relates to the Signs Chapter. All other land within the District continues to fall into Volume B of the District Plan.

⁸ PDP Chapter 2 Definitions – *Roof Sign*

⁹ With the exception of land formally withdrawn from the PDP (Plan Change 50 Queenstown Town Centre extension, Plan Change 41 Peninsula Bay North, Plan Change 45 Northlake Special Zone, Plan Change 46 Ballantyne Road Industrial and Residential extension).

Table 1. District Plan Volume A components, showing Stage 2 components as related to the Signs Chapter.

Volume A	
Stage 1 Proposed District Plan 26 August 2015	Stage 2 As it relates to the Signs Chapter only
Introduction	
1. Introduction 2. Definitions	<ul style="list-style-type: none"> Variation to Stage 1 Definitions Chapter 2, as related to Stage 2 signs components.
Strategy	
3. Strategic Direction 4. Urban Development 5. Tangata Whenua 6. Landscapes	
Urban Environment	
7. Low Density Residential 8. Medium Density Residential 9. High Density Residential 10. Arrowtown Residential Historic Heritage Management Zone 11. Large Lot Residential 12. Queenstown Town Centre* (part withdrawn) 13. Wanaka Town Centre 14. Arrowtown Town Centre 15. Local Shopping Centres 16. Business Mixed Use Zone 17. Queenstown Airport Mixed Use Variation 1: Arrowtown Design Guidelines 2016	
Rural Environment	
21. Rural Zone 22. Rural Residential and Lifestyle 23. Gibbston Character Zone	
District Wide Matters	
26. Historic Heritage 27. Subdivision and Development 28. Natural Hazards 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	<ul style="list-style-type: none"> Stage 2 Signs Chapter 31. Variation to Stage 1 Queenstown Airport Mixed Use Chapter 17, as related to Stage 2 signs components.
Special Zones	
41. Jacks Point 42. Waterfall Park 43. Millbrook	

3. BACKGROUND

District Plan Review

- 3.1. The review of the Operative District Plan is being undertaken in stages. Stage 1 commenced in April 2014 and was publicly notified on 26 August 2015. Hearings on Stage 1 components comprising ten individual hearing streams for 33 chapters, 1 variation¹⁰ and three separate hearing streams for rezoning requests and mapping annotations¹¹ were held from March 2016 to September 2017.
- 3.2. On 29 September 2016 the Council approved the commencement of Stage 2 of the review of the Operative District Plan. As part of the 29 September 2016 resolutions, the Council addressed what the plan outcome would be at the end of the partial review, and approved the separation of the District Plan into two volumes, Volume A and Volume B. Volume A (at the point in time of notification of Stage 2) consists of the Proposed District Plan chapters notified in Stages 1 and 2 of the proposed District Plan, which includes variations to Stage 1, and all the land as identified in the Planning Maps forming the Stage 2 notification bundle, as discussed above.
- 3.3. All other land currently forms Volume B of the District Plan. This includes zones that have not yet been reviewed and notified (i.e. Township Zone, Industrial A and B Zones, Rural Visitor Zone), land that has been withdrawn from the district plan review (i.e. the land subject to Plan Changes 46 - Ballantyne Road Industrial and Residential extensions, 50 - Queenstown Town Centre extension and 51 – Peninsula Bay North) and the Frankton Flats B Special Zone and the Remarkables Park Special Zone. All Volume B land is subject to the Operative District Plan.

Signs

- 3.4. Operative Chapter 18 was notified in March 2014 as Plan Change 48. The provisions replaced a previous regime whereby the effects of signs were regulated through a combination of District Plan provisions and a Bylaw. The plan change attracted 21 submissions and 4 further submissions and a hearing was held in August 2014.
- 3.5. Council's decision on Plan Change 48 was released on 27 November 2014 and one appeal was received from APN Outdoor Limited. The appeal related to the activity status of hoardings, which was subsequently shifted from prohibited to non-complying as a result of environment

¹⁰ Variation 1 – Arrowtown Design Guidelines 2016

¹¹ Ski Area Sub Zones, Upper Clutha Area and the Queenstown Area (excluding the Wakatipu Basin).

court mediation. The appeal was formally resolved by consent order issued on 5 June 2015 and the new chapter became operative in its entirety on 24 June 2015.

- 3.6. It was the initial intention of Council that the signs chapter was notified ahead of notification of decisions on Stage 1 of the PDP, on the basis that as the various Stage 1 PDP components became operative, they would replace those existing operative components of the Operative District Plan and integrate with the Operative District Wide Chapter 18 Signs Chapter. However, as a consequence of the separation of the District Plan into two volumes each volume requires a district wide signs chapter. As a consequence, the existing Operative Signs Chapter 18 sits in Volume B of the District Plan, and Volume A of the District Plan, which will also encompass the vast majority of land in the District, requires a signs chapter.

Jurisdictional Matters

- 3.7. No decision has been made on the Proposed District Plan 2015 (Stage 1 and Variation 1) at the time of notification of Stage 2, and therefore this Stage 2 Signs Chapter cannot anticipate what Panel recommendations and subsequently the Council's decision might be, in terms of notifying zone specific standards. The chapter therefore refers to PDP chapters/zones as notified in Stage 1 and any statutory changes made since notification¹².
- 3.8. Therefore, for instance, the Signs Chapter does not refer to the Council recommended "Airport Zone", which encapsulates the Wanaka airport (as well as the notified Queenstown airport), because the (Wanaka) Airport Zone is at this point in time only recommended in response to Stage 1 submissions¹³ and in the PDP at this point in time remains zoned Rural.
- 3.9. This is a consequence of the staged approach to the review, and can be addressed through either interested parties lodging a submission, or the Council itself lodging a submission on the Signs Chapter to ensure the chapter ultimately includes any necessary standards for any new zones or issues, included in the PDP by Council Stage 1 decisions. It is acknowledged that before any submission by Council on the Stage 2 components is lodged, it will need to be passed by a resolution of Council.

4. PURPOSE OF THE REPORT

- 4.1. Section 32 of the Resource Management Act 1991 ('**the Act**' or '**the RMA**') requires objectives in plan change proposals to be examined for their appropriateness in achieving the purpose of the Act, and the policies and methods of those proposals to be examined for their efficiency, effectiveness and risk in achieving the objectives (MFE, 2014). This report fulfils the obligations

¹² For instance, Variation 1 Arrowtown Design Guidelines, withdrawal of land subject to PC 46, PC 50 and PC 51.

¹³ Refer to submission of Queenstown Airport Corporation #433. Section 42A report Chapter 17 dated 2 November 2016-Hearing Stream 8 Business Zones.

of the Council under section 32 of the Act. The analysis set out below (within sections 5 to 11) should be read together with the text of Proposed Chapter 31 Signs.

- 4.2. This report provides an analysis of the key issues, objectives and the policy response for the Signs Chapter of the proposed District Plan under the following headings;
- a) An overview of the applicable **Statutory Policy Context** (Section 5);
 - b) Description of the **Non-Statutory Context** (strategies, studies and community plans), which have informed the proposed provisions (Section 5);
 - c) A description of the **Resource Management Issues**, which provide the driver for the proposed provisions (Section 6);
 - d) An **Evaluation** against Section 32(1)(a) and Section 32(1)(b) of the Act (Sections 8 and 9), that is
 - Whether the objectives are the most appropriate way to achieve the RMA's purpose (Section 32(1)(a)).
 - Whether the provisions (policies and methods) are the most appropriate way to achieve the objectives (Section 32(1)(b)), including:
 - identifying other reasonably practicable options for achieving the objectives,
 - assessing the efficiency and effectiveness of the provisions in achieving the objectives, and
 - summarising the reasons for deciding on the provisions;
 - e) A **level of detail** that corresponds to the scale and significance of the environmental, economic, social and cultural effects that are anticipated from the implementation of the proposal (Section 32(1)(c)) (Section 7); and
 - f) Consideration of **Risk** (Section 11).

5. STATUTORY POLICY CONTEXT

Resource Management Act 1991

- 5.1. Section 5 sets out the purpose of the RMA, which requires an integrated planning approach and direction to promote the sustainable management of natural and physical resources. Guidance as to how the overall sustainable management purpose is to be achieved is provided in the other sections, including sections 6, 7 and 8 of Part 2 of the Act:

5 Purpose

- (1) *The purpose of this Act is to promote the sustainable management of natural and physical resources.*
- (2) *In this Act, 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—

- (a) sustaining the potential of natural and physical resources (excluding minerals) to meet the reasonably foreseeable needs of future generations; and*
- (b) safeguarding the life-supporting capacity of air, water, soil, and ecosystems; and*
- (c) avoiding, remedying, or mitigating any adverse effects of activities on the environment.*

5.2. Section 6 of the RMA sets out a number of matters of national importance. Depending on the location, scale and the manner in which earthworks are undertaken, earthworks and land disturbance activities are applicable to all matters in section 6:

- (a) the preservation of the natural character of the coastal environment (including the coastal marine area), wetlands, and lakes and rivers and their margins, and the protection of them from inappropriate subdivision, use, and development:*
- (b) the protection of outstanding natural features and landscapes from inappropriate subdivision, use, and development:*
- (c) the protection of areas of significant indigenous vegetation and significant habitats of indigenous fauna:*
- (d) the maintenance and enhancement of public access to and along the coastal marine area, lakes, and rivers:*
- (e) the relationship of Maori and their culture and traditions with their ancestral lands, water, sites, waahi tapu, and other taonga:*
- (f) the protection of historic heritage from inappropriate subdivision, use, and development:*
- (g) the protection of protected customary rights:*
- (h) the management of significant risks from natural hazards.*

5.3. Section 7 lists “other matters” that Council shall have particular regard to and those most relevant to the Signs Chapter include the following:

- (b) the efficient use and development of natural and physical resources:*
- (c) the maintenance and enhancement of amenity values:*
- (f) maintenance and enhancement of the quality of the environment:*
- (g) any finite characteristics of natural and physical resources:*

5.4. Section 8 requires that Council take into account the principles of the Treaty of Waitangi (Te Tiriti o Waitangi). The principles as they relate to resource management derive from Te Tiriti o Waitangi itself and from resource management case law and practice. They can be summarised as follows:

- a) That there must be active protection of the partnership between the two parties;
- b) That there is an obligation to act with reasonableness and good faith, with both parties being prepared to compromise;
- d) That dialogue and consultation will be the main way in which to give effect to the three principles outlined above.

5.5. Signs are a component of the sustainable use and development of land but the potential adverse effects need to be managed to ensure the Council in exercising its functions gives effect to sections 6 and 7 of the Act. If left unchecked or poorly managed signs can have adverse effects on the important resources of the District, including the landscapes, amenity and the safety and efficiency of roads.

5.6. Section 31 of the RMA states (relevant areas underlined to emphasise the provisions relevant to this evaluation):

31 Functions of territorial authorities under this Act

(1) Every territorial authority shall have the following functions for the purpose of giving effect to this Act in its district:

- (a) the establishment, implementation, and review of objectives, policies, and methods to achieve integrated management of the effects of the use, development, or protection of land and associated natural and physical resources of the district:*
- (b) the control of any actual or potential effects of the use, development, or protection of land, including for the purpose of—*
 - (i) the avoidance or mitigation of natural hazards; and*
 - (ii) the prevention or mitigation of any adverse effects of the storage, use, disposal, or transportation of hazardous substances; and*
 - (iia) the prevention or mitigation of any adverse effects of the development, subdivision, or use of contaminated land:*
 - (iii) the maintenance of indigenous biological diversity:*
- (c) [Repealed]*
- (d) the control of the emission of noise and the mitigation of the effects of noise:*

- (e) the control of any actual or potential effects of activities in relation to the surface of water in rivers and lakes;*
- (f) any other functions specified in this Act.*

(2) The methods used to carry out any functions under subsection (1) may include the control of subdivision

5.7. The proposed signs provisions help to achieve the integrated management of natural and physical resources by enabling signs, subject to controls to ensure the actual and potential adverse effects of signs are appropriately managed.

Local Government Act 2002

5.8. Sections 14(c), (g) and (h) of the Local Government Act 2002 are also of relevance in terms of policy development and decision making:

- (c) when making a decision, a local authority should take account of—*
 - (i) the diversity of the community, and the community's interests, within its district or region; and*
 - (ii) the interests of future as well as current communities; and*
 - (iii) the likely impact of any decision on the interests referred to in subparagraphs (i) and (ii):*

(g) a local authority should ensure prudent stewardship and the efficient and effective use of its resources in the interests of its district or region, including by planning effectively for the future management of its assets; and

- (h) in taking a sustainable development approach, a local authority should take into account—*
 - (i) the social, economic, and cultural interests of people and communities; and*
 - (ii) the need to maintain and enhance the quality of the environment; and*
 - (iii) the reasonably foreseeable needs of future generations*

5.9. As per Part II of the RMA, the provisions emphasise a strong intergenerational approach, considering not only current environments, communities and residents but also those of the future. They demand a future-focussed policy approach, balanced with considering current needs and interests. Like the RMA, the provisions also emphasise the need to take into account social, economic and cultural matters in addition to environmental ones.

5.10. Section 14(g) is of relevance in so far as a planning approach emphasising that signs of a variety of types and for a variety of purposes are anticipated, but can also have adverse effects on natural and physical resources.

5.11. Having regard to these provisions, the approach through this review is to provide a balanced framework in the District Plan to manage these resources appropriately. Furthermore, no less important is the need to ensure the provisions are presented in a manner that is clearly interpreted to facilitate effective and efficient District Plan administration.

Iwi Management Plans

5.12. When preparing or changing a district plan, Section 74(2A)(a) of the RMA states that Council's must take into account any relevant planning document recognised by an iwi authority and lodged with the territorial authority, to the extent that its content has a bearing on the resource management issues of the district.

5.13. The following iwi management plans are relevant:

The Cry of the People, Te Tangi a Taurira: Ngāi Tahu ki Murihiku Natural Resource and Environmental Iwi Management Plan 2008 (MNRMP 2008)

5.14. Section 3.4 Takitimu Me Ona Uri: High Country and Foothills contains the following policy that has relevance to signs:

3.4.8 Access and Tourism

Policy 2. Development that includes building activity should consider specific landscape and geographical features and the significance of those to Ngāi Tahu Whānui, Activity whereby buildings will protrude above ridgelines or displace sites of cultural significance should be avoided.

3.5.7 Subdivision and Development

5.15. Policies 1- 18 contain a range of policies that are relevant to development, cover iwi involvement in planning processing and plan development, interaction with developers and iwi, particularly where there may be significant effects, long term planning and cumulative effects, avoiding adverse effects on the natural environment and advocating for the use of esplanades reserves.

Kāi Tahu ki Otago Natural Resource Management Plan 2005 (KTKO NRMP 2005)

5.16. Part 10: Clutha/Mata-au Catchments *Te Riu o Mata-au* outlines the issues, and policies for the Clutha/Mata-au Catchments. Included in this chapter is a description of some of the Kāi Tahu ki Otago values associated with the Clutha/Mata-au Catchments. Generic issues,

objectives and policies for all catchments across the Otago Region are recorded in Chapter 5 Otago Region.

5.17. Part 10.2.2 Wai Māori Issues in the Clutha/Mata-au Catchment, identifies the following land use policies:

9. To encourage the adoption of sound environmental practices, adopted where land use intensification occurs.

10. To promote sustainable land use in the Clutha/Mata-au Catchment.

5.18. The iwi management plans have been taken into account as part of the preparation of the Section 32 evaluation and Signs Chapter.

Regional Policy Statements

Operative Regional Policy Statement 1998

5.19. Section 74 of the Act requires that a district plan prepared by a territorial authority must “give effect to” any operative Regional Policy Statement. The operative Otago Regional Policy Statement 1998 (**RPS**) is the relevant regional policy statement to be given effect to within the PDP.

5.20. The following Issues from Part 9: Built Environment of the RPS are relevant to signs:

Issue 9.3.1

The adverse effects of urban development and settlement can impact upon the quality of the built environment and on the use of natural and physical resources

Issue 9.3.3

Otago is dependent on an efficient transport network to utilise its resources, and to provide mobility and access for its people and communities.

5.21. The objectives and policies that have relevance to managing the effects of signs are as follows:

Objective 9.4.1:

To promote the sustainable management of Otago’s built environment in order to:

(a) Meet the present and reasonably foreseeable needs of Otago’s people and communities; and

(b) Provide for amenity values, and

(c) Conserve and enhance environmental and landscape quality; and

(d) Recognise and protect heritage values.

Objective 9.4.2:

To promote the sustainable management of Otago's infrastructure to meet the present and reasonably foreseeable needs of Otago's communities.

Objective 9.4.3:

To avoid, remedy or mitigate the adverse effects of Otago's built environment on Otago's natural and physical resources.

Policy 9.5.3:

To promote and encourage the sustainable management of Otago's transport network through:

...

(c) Promoting a safer transport system...

Policy 9.5.4:

To minimise the adverse effects of urban development and settlement, including structures, on Otago's environment through avoiding, remedying or mitigating:

...

(c) Visual intrusion and a reduction in landscape qualities; and

(d) Significant irreversible effects on:

(i) Otago community values; or

(ii) Kai Tahu cultural and spiritual values; or...

(v) Heritage values; or

(vi) Amenity values; or...

Policy 9.5.5:

To maintain and, where practicable, enhance the quality of life for people and communities within Otago's built environment through:

(a) Promoting the identification and provision of a level of amenity which is acceptable to the community; and

(b) Avoiding, remedying or mitigating the adverse effects on community health and safety resulting from the use, development and protection of Otago's natural and physical resources; and

(c) Avoiding, remedying or mitigating the adverse effects of subdivision, landuse and development on landscape values.

Policy 9.5.6:

To recognise and protect Otago's regionally significant heritage sites through:

...

(b) Developing means to ensure those sites are protected from inappropriate subdivision, use and development.

5.22. The proposed Signs Chapter appropriately manages the effects of signs on amenity values, landscape quality and heritage values, whilst contributing to the promotion of a safer transport network. The Signs Chapter is consistent with, and gives effect to, the relevant operative RPS provisions.

Proposed Regional Policy Statement 2015

5.23. Section 74(2) of the RMA requires that a district plan prepared by a territorial authority shall "have regard to" any proposed regional policy statement. The Proposed Otago Regional Policy Statement (**PRPS**) was notified for public submissions on 23 May 2015, and decisions on submissions were released on 1 October 2016. The majority of the provisions of the Decisions Version have been appealed and mediation is currently taking place. Accordingly, limited weight can be provided to the Decisions Version of the PRPS. However, the provisions of PRPS are relevant in highlighting the direction given toward local authorities managing the potential adverse effects of signs.

5.24. The following objectives and policies from the PRPS Decision version: 1 October 2016 are relevant to signs:

Objective 3.2: *Otago's significant natural resources are identified, and protected or enhanced*

Policy 3.2.4: *Managing outstanding natural features, landscapes and seascapes*

Policy 3.2.6: *Managing highly valued natural features, landscapes and seascapes*

Objective 4.5: *Urban growth and development is well designed, reflects local character and integrates effectively with adjoining urban and rural environments*

Policy 4.5.1: *Managing for urban growth and development*

Policy 4.5.3: *Urban design*

Policy 4.5.6: *Designing for public access*

Objective 5.1: *Public access to areas of value to the community is maintained or enhanced*

Policy 5.1.1: *Public access*

Objective 5.2: *Historic heritage resources are recognised and contribute the region's character and sense of identity*

Policy 5.2.3: *Managing historic heritage*

Objective 5.3: *Sufficient land is managed and protected for economic production*

Policy 5.3.3: *Distribution of commercial activities*

5.25. The Signs Chapter has regard to the above objectives and policies by managing the effects of signs throughout the District, including by:

- managing the effects on outstanding natural features, landscapes and historic heritage;
- managing the effects of signs to assist with achieving appropriate urban design outcomes and desired levels of amenity;
- providing flexibility for signs within reserves to assist with enhancing public access to areas of value to the community and supporting the use of reserves for public events; and
- balancing the need for signs in commercial areas that positively contribute to economic viability and vibrancy, and managing their location, size and design to assist with achieving these outcomes.

Proposed District Plan

Notified PDP 26 August 2015

5.26. The following objectives and policies (or parts thereof) of the PDP (Part 2 Strategic) are relevant to signs, and the Signs Chapter should take into account and give effect to these provisions:

Strategic Direction Chapter 3

Objective 3.2.1.1	Recognise, develop and sustain the Queenstown and Wanaka central business areas as the hubs of New Zealand's premier alpine resorts and the District's economy.
Policy 3.2.1.1.1	Provide a planning framework for the Queenstown and Wanaka central business areas that enables quality development and enhancement of the centres as the key commercial, civic and cultural hubs of the District, building on their existing functions and strengths.
Objective 3.2.1.2	Recognise, develop, sustain and integrate the key mixed use function of the wider Frankton commercial area, comprising Remarkables Park, Queenstown Airport and Five Mile.
Policy 3.2.1.2.2	Recognise and provide for the varying complementary functions and characteristics of the various mixed use development nodes within the Frankton commercial area.

Objective 3.2.1.3	Recognise, develop and sustain the key local service and employment functions served by commercial centres and industrial areas outside of the Queenstown and Wanaka central business areas, and the Frankton commercial area, in the District.
Policy 3.2.1.3.2	Reinforce and support the role that township commercial precincts and local shopping centres fulfil in serving local needs.
Objective 3.2.1.3	Recognise, develop and sustain the key local service and employment functions served by commercial centres and industrial areas outside of the Queenstown and Wanaka central business areas, and the Frankton commercial area, in the District.
Policy 3.2.1.3.2	Reinforce and support the role that township commercial precincts and local shopping centres fulfil in serving local needs.
Objective 3.2.2.1	Ensure urban development occurs in a manner that : <ul style="list-style-type: none"> • promotes a compact, well designed and integrated urban form; • manages the cost of Council infrastructure; and • protects the District’s rural landscapes from sporadic and sprawling development.
Policy 3.2.2.1.2	Apply provisions that enable urban development within the UGBs and avoid urban development outside of the UGBs.
Objective 3.2.3.1	Achieve a built environment that ensures our urban areas are desirable and safe places to live, work and play.
Policy 3.2.3.1.1	Ensure development responds to the character of its site, the street, open space and surrounding area, whilst acknowledging the necessity of increased densities and some change in character in certain locations.
Objective 3.2.3.2	Protect the District’s cultural heritage values and ensure development is sympathetic to them.
Policy 3.2.3.2.1	Identify heritage items and ensure they are protected from inappropriate development.
Objective 3.2.4.7	Facilitate public access to the natural environment.
Objective 3.2.5.1	Protect the character of Outstanding Natural Landscapes and Outstanding Natural Features from inappropriate subdivision, use and development.
Policy 3.2.5.1.1	Identify the district’s Outstanding Natural Landscapes and Outstanding Natural Features on the District Plan maps, and ensure that any adverse effects on their character arising from subdivision, use and development are avoided, remedied or mitigated.

Objective 3.2.5.2	Maintain and enhance the landscape character of the Rural Landscape Classification whilst acknowledging the potential for managed and low impact change.
Policy 3.2.5.2.1	Identify the district’s Rural Landscape Classification on the district plan maps, and ensure that the adverse effects of subdivision, use and development on the recognised landscape values of the classification are avoided, remedied or mitigated.
Objective 3.2.5.3	Direct new urban subdivision, use or development to occur in those areas which have potential to absorb change without detracting from landscape and visual amenity values.
Policy 3.2.5.3.1	Direct urban development to be within Urban Growth Boundaries (UGB’s) where these apply, or within the existing rural townships, and enable greater density of development in appropriate locations .
Objective 3.2.6.3	Provide a high quality network of open spaces and community facilities.
Policy 3.2.6.3.1	Ensure that open spaces and community facilities are accessible for all people.
Policy 3.2.6.3.2	That open spaces and community facilities are located and designed to be desirable, safe, accessible places.
Objective 3.2.6.4	Ensure planning and development maximises opportunities to create safe and healthy communities through subdivision and building design.
Policy 3.2.6.4.1	Ensure Council-led and private design and development of public spaces and built development maximises public safety by adopting “Crime Prevention Through Environmental Design”.
Policy 3.2.6.4.2	Ensure Council-led and private design and development of public spaces and built development maximises the opportunity for recreational and commuting walking and cycling.

5.27. The Strategic Directions seek to enable development while protecting the valued natural and physical resources of the District. The Signs Chapter is required to give effect to these obligations.

Urban Development Chapter 4:

Objective 4.2.1	Urban development is coordinated with infrastructure and services and is undertaken in a manner that protects the environment, rural amenity and outstanding natural landscapes and features.
Policy 4.2.1.1	Land within and adjacent to the major urban settlements will provide the focus for urban development, with a lesser extent accommodated within

	smaller rural townships.
Policy 4.2.1.4	Development enhances connections to public recreation facilities, reserves, open space and active transport networks.
Policy 4.2.1.5	Urban development is contained within or immediately adjacent to existing settlements.
Policy 4.2.1.6	Avoid sporadic urban development that would adversely affect the natural environment, rural amenity or landscape values; or compromise the viability of a nearby township.
Objective 4.2.5	Manage the scale and location of urban growth in the Arrowtown Urban Growth Boundary.
Policy 4.2.5.2	Ensure that development within the Arrowtown Urban Growth Boundary provides: <ul style="list-style-type: none"> • an urban form that is sympathetic to the character of Arrowtown, including its scale, density, layout and legibility in accordance with the <i>Arrowtown Design Guidelines 2016</i>...
Objective 4.2.6	Manage the scale and location of urban growth in the Wanaka Urban Growth Boundary.
Policy 4.2.6.2	Ensure that development within the Wanaka Urban Growth Boundary: <p>...</p> <ul style="list-style-type: none"> • Provides a sensitive transition to rural land at the edge of the Urban Growth Boundaries through the use of: appropriate zoning and density controls; setbacks to maintain amenity and open space; and design standards that limit the visual prominence of buildings... • Supports the coordinated planning for transport, public open space, walkways and cycleways and community facilities ... • Does not diminish the qualities of significant landscape features

5.28. The Urban Development objectives and policies encourage consolidation of urban growth within the urban growth boundaries and existing settlements. The management of signs is important to ensure these environmental objectives are realised.

Landscapes Chapter 6

Objective 6.3.3	Protect, maintain or enhance the district's Outstanding Natural Features (ONF).
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Policy 6.3.3.1	Avoid subdivision and development on Outstanding Natural Features that does not protect, maintain or enhance Outstanding Natural Features.
Policy 6.3.3.2	Ensure that subdivision and development in the Outstanding Natural Landscapes and Rural Landscapes adjacent to Outstanding Natural Features would not degrade the landscape quality, character and visual amenity of Outstanding Natural Features.
Objective 6.3.4	Protect, maintain or enhance the District's Outstanding Natural Landscapes (ONL).
Policy 6.3.4.1	Avoid subdivision and development that would degrade the important qualities of the landscape character and amenity, particularly where there is no or little capacity to absorb change.
Objective 6.3.5	Ensure subdivision and development does not degrade landscape character and diminish visual amenity values of the Rural Landscapes (RLC).
Policy 6.3.5.1	Allow subdivision and development only where it will not degrade landscape quality or character, or diminish the visual amenity values identified for any Rural Landscape.

5.29. The signs chapter gives effect to Sections 6(b) and 7(c) of the Act and the Landscape Chapter 6 by managing the actual and potential adverse effects of signs where these could affect the District's landscape values.

Council Reply versions post hearings on submissions

5.30. Following the consideration of submissions and hearings, Council filed recommended iterations of the PDP provisions where changes were supported by Council officers appearing at the hearings. These version do not have any statutory status, however they are important in the context of whether the Council's position on a matter has moved from the notified PDP.

5.31. The respective 'reply' version of the PDP chapters are not considered to give cause for a change in approach to the management of signs.

Other Council Documents Considered

The following Council Documents and projects have informed this Section 32 evaluation.

QLDC Design Guidelines:

- Wanaka Town Centre Character Guideline 2011¹⁴
- Queenstown Town Centre Special Character Area Design Guidelines – July 2015¹⁵
- Arrowtown Design Guidelines 2016¹⁶

QLDC Reserve Management Plans¹⁷:

- Arrowtown-Lakes Hayes Reserve Management Plan – August 2013
- Albert Town Recreation Reserve Management Plan – October 2010
- Ben Lomond & Queenstown Hill Reserve Management Plan – October 2010
- Eely Point reserve Development Plan – 2000
- Kelvin Heights Reserve Management Plan – 1990
- Lismore Park, Kelly's Flat & Allenby Park Reserve Management Plan – February 2008
- Pembroke Park Reserve Management Plan – September 2007
- Queenstown Gardens Reserve Management Plan – April 2011
- Queenstown Bay Foreshore Reserve Management Plan – 2016
- Queenstown Recreation Reserve Management Plan - March 2006
- Ruby Island Reserve Management Plan – 1988
- Sunshine Bay to Kelvin Heights Reserve Management Plan – February 2016
- Wanaka Lakefront Reserves Management Plan – October 2014
- Wanaka Library & Bullock Creek Reserve Management Plan – 1984
- Wanaka Recreation Reserve Management Plan – March 2017

6. INTRODUCTION

6.1. The preceding discussion has identified that signs are an important component of land use and development, however the actual and potential adverse effects of signs need to be managed to ensure that sustainable management of natural and physical resources is promoted.

¹⁴ http://www.qldc.govt.nz/assets/OldImages/Files/Strategies/Urban_Design_Strategy/Wanaka_Design_Guidelines_FINAL_July_2011.pdf

¹⁵ Version notified in Stage 1 of the District Plan Review, which was recommended to remain unmodified in the Council Right of Reply released following the adjournment of Hearing Stream 08, which was heard between 28 November – 6 December 2016: <http://www.qldc.govt.nz/assets/Uploads/Planning/District-Plan/District-Plan-Review-2015-s32-Links/Queenstown-Town-Centre/20150714-QUEENSTOWN-TOWN-CENTRE-SPECIAL-CHARACTER-AREA-GUIDELINES-COMPLETE-JG-FINAL-incl-font-size-pages-1-and-2.pdf>

¹⁶ Both the version notified as Variation 1 to the PDP, which was heard on 7 November 2016, and the Council Right of Reply version were considered: <http://www.qldc.govt.nz/assets/Uploads/Planning/District-Plan/Hearings-Page/Hearing-Stream-6A/Council-Right-of-Reply/QLDC-06A-Arrowtown-Design-Guidelines-Memorandum-filing-updated-ADG-2016-Reducedpdf.pdf>

¹⁷ All listed Reserve Management Plans are available here: <http://www.qldc.govt.nz/council-online/council-documents/reserve-management-plans/>

6.2. The following key issues have been identified as the central themes associated with signs.

Key Issues

Issue 1 –Landscape and visual amenity

- 6.3. Signs can have adverse effects on the District's landscapes and amenity values in urban and rural locations. Signs are an important resource and have an array of purposes, including most notably the promotion of commercial and community activities. They assist with enabling the District's communities and economy to thrive, however it is appropriate that the visual effects of signs are managed to ensure that they respond appropriately to their location and context. For instance, signs are anticipated in the District's commercial areas, however it is appropriate to manage their location, size and appearance, and where possible encourage integration with building design, to assist with achieving quality design outcomes, which contributes to maintaining appropriate levels of visual amenity.
- 6.4. Limiting the size and number of signs in residential and rural areas assists with maintaining desired levels of landscape and visual amenity. Managing the effects of off-site signs (signs that are not on the site of the activity they relate to) by ensuring that they respond to the character and context of their location also assists with limiting adverse effects on landscapes and amenity.

Issue 2 – Safety

- 6.5. Signs can contribute positively to safety, but also have the potential to create significant adverse effects. For example, signs within roads are an important resource to promote traffic safety; however signs that attract the attention of road users require management to ensure the safety of road users and pedestrians is maintained.
- 6.6. Signs for way-finding in commercial areas, such as town centres, can contribute positively, however if they obstruct a thoroughfare they can pose a hazard to pedestrians. Signs can assist with providing access to Council reserves by conveying information and way-finding, and flexibility is required so that they can be managed effectively through the implementation of Reserve Management Plans.

7. SCALE AND SIGNIFICANCE EVALUATION

- 7.1. The level of detailed analysis undertaken for the evaluation of the proposed objectives and provisions has been determined by an assessment of the scale and significance of the

implementation of the proposed provisions. In making this assessment, regard has been had to the following, namely whether the objectives and provisions:

- Result in a significant variance from the existing baseline in Operative District Plan Chapter 18.
- Have effects on matters of national importance.
- Adversely affect those with specific interests.
- Involve effects that have been considered implicitly or explicitly by higher order documents.
- Impose increased costs or restrictions on individuals, communities or businesses.
- Whether the proposed provisions are more appropriate than the existing.

7.2. The level of detail of analysis in this report is **low to moderate**. The Operative District Plan Chapter 18 has been used as a basis for the revised provisions, with the most notable changes within the proposed rules being a change to the activity status of hoardings, and the introduction of a maximum sign area of 5m² per tenancy for signs within the ground floor area of buildings in commercial areas. The objectives and policies have been revised to provide greater clarity regarding the desired environmental outcomes. Although articulated in a more comprehensive manner, these outcomes align with those generally anticipated by the operative signs chapter. In the case of hoardings, no resource consents have been applied for or consequently issued for this sign type since the current rules (Operative District Plan Chapter 18) became operative, which suggests that there is not a high level of demand for hoardings.

7.3. The proposed changes to definitions improve their operability and the operability of the objectives and provisions that utilise those terms. In the same vein, rules in the operative chapter that have been identified as having uncertain application or being open to ambiguous interpretation have been reworded to ensure that they can be implemented and enforced more effectively and efficiently than the status quo.

7.4. Signs within reserves are proposed to be managed through rules for the Open Space and Recreation Zones, rather than the operative regime of a rule that relates to reserves rather than the underlying zone. The revised provisions enable flexibility for signs for the purpose of a reserve, acknowledging that signs within these areas are already well managed through the implementation of Reserve Management Plans. There is also limited provision for signs related to commercial activities operating within reserves, acknowledging that such activities are likely to require associated signage to assist with attracting patronage.

7.5. QLDC Practice Note 13/2016 is a guidance document that sits outside the operative chapter but assists with the interpretation of the operative rules relating to sandwich boards and flat

board signs. The information provided in the practice note has been incorporated into the Signs Chapter through policy and a clearer articulation of the relevant rules, and although the practice note will still contain relevant information, it will no longer be required.

- 7.6. The format and structure of the operative chapter has not been continued, and rather the chapter structure developed for the PDP has been used. This results in a departure from the status quo, as most notably the tables for activities have been re-ordered. Maintaining consistency with the PDP chapter structure is considered important to ensure that the PDP is presented as a cohesive whole.
- 7.7. An analysis of alternatives has been undertaken, including consideration of the option of reverting back to a regime of a signs Bylaw in conjunction with District Plan provisions. It is recommended that a continuation of the status quo (no Bylaw) is a more effective and efficient method of managing the effects of signs.
- 7.8. In summary the Signs Chapter will result in variance from the existing baseline, however in most instances the current approach to managing the effects of signs is recommended to remain.

8. EVALUATION OF PROPOSED OBJECTIVES SECTION 32(1)(a)

- 8.1. The identification and analysis of issues has helped define how Section 5 of the RMA should be applied. This has informed determination of the most appropriate objectives to give effect to Section 5 of the RMA in light of the issues.
- 8.2. Section 32(1)(a) requires an examination of the extent to which the proposed objectives are the most appropriate way to achieve the purpose of the Act. The following objectives serve to address the key Strategic issues in the District:

<i>Proposed Objective</i>	<i>Appropriateness</i>
<p>31.2.1</p> <p>The location, size, design and appearance of signs are managed to assist with maintaining appropriate levels of amenity.</p>	<p>The objective provides a framework for addressing the effects of signs in order to maintain visual amenity. The objective contemplates that signs are necessary and are anticipated in the District, but their effects on amenity must be managed. It provides guidance regarding the matters relating to signs that require management to assist plan users and to focus the policies and provisions on those matters.</p> <p>The objective recognises and provides the basis for a policy framework to implement the Council’s function required under s31 of the RMA, in particular the management of effects of development. The objective gives effect to the Strategic Direction, Urban Development and Landscapes objectives and policies identified in part 5 of this evaluation.</p> <p>Recognises the interrelationship between part 5 of the Act and provides a framework for the effective management of resources as required by section 6, and in particular the matters listed in section 6 (a), (b), (d), and (f), and has regard to sections 7(b),(c) and (f) of the RMA.</p> <p>For the above reasons the objective is the most appropriate way to achieve the purpose of the RMA.</p>
<p>31.2.2</p> <p>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.</p>	<p>The objective provides a framework for the issue of safety to be addressed in the management of the adverse effects of signs. The objective contemplates that signs are necessary and anticipated in the District, but their effects on safety must be managed. The objective does not preclude that signs can contribute positively to public safety.</p> <p>The objective recognises and provides the basis for a policy framework to implement the Council’s function required under s31 of the RMA, in particular the management of effects of development. The objective gives effect to the Strategic Direction and Urban Development objectives and policies identified in part 5 of this evaluation.</p> <p>1 Section 32 Evaluation PDP Stage 2 Signs</p> <p>Provides a framework for the effective management of resources as required by section 6 (d), and has regard to</p>

	sections 7(b) and (f) of the RMA.
<p>31.2.3</p> <p>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.</p>	<p>The objective provides a targeted framework for ensuring that signs respond positively to the design values of buildings, thereby focussing on a specific issue that is relevant to Objective 31.2.1. As signs are often erected in conjunction with activities occurring in associated buildings, it is appropriate to provide a specific objective and associated policies.</p> <p>The objective recognises and provides the basis for a policy framework to implement the Council’s function required under s31 of the RMA, in particular the management of effects of development. The objective gives effect to the Strategic Direction and Urban Development objectives and policies identified in part 5 of this evaluation.</p> <p>Recognises the interrelationship between part 5 of the Act and provides a framework for the effective management of resources as required by section 6, and in particular the matters listed in section 6 (a), (b), and (f), and has regard to sections 7(b),(c) and (f) of the RMA.</p> <p>For the above reasons the objective is the most appropriate way to achieve the purpose of the RMA.</p>
<p>31.2.4</p> <p>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.</p>	<p>The objective provides a targeted framework for the management of the effects of signs located on waterfronts, wharves and jetties.</p> <p>The objective recognises and provides the basis for a policy framework to implement the Council’s function required under s31 of the RMA, in particular the management of effects of development. The objective gives effect to the Strategic Direction, Urban Development and Landscapes objectives and policies identified in part 5 of this evaluation.</p> <p>Recognises the interrelationship between part 5 of the Act and provides a framework for the effective management of resources as required by section 6, and in particular the matters listed in section 6 (a), (b), (d), (e) and (f), and has regard to sections 7(b),(c) and (f) of the RMA.</p> <p>For the above reasons the objective is the most appropriate way to achieve the purpose of the RMA.</p>
<p>31.2.5</p> <p>Signs promoting temporary events for a limited duration are enabled so long as they are managed to minimise adverse effects on traffic,</p>	<p>The objective provides a targeted framework for the management of the effects of signs associated with temporary events.</p> <p>The objective recognises and provides the basis for a policy framework to implement the Council’s function required under s31 of the RMA, in particular the management of effects of development. The objective gives effect to the Strategic Direction, Urban Development and Landscape objectives and policies identified in part 5 of this evaluation.</p>

<p>pedestrian and public safety and visual amenity.</p>	<p>Recognises the interrelationship between part 5 of the Act (contributing to providing for the social, economic and cultural well-being, while avoiding, remedying or mitigating adverse effects of activities on the environment), and has regard to sections 7(b),(c) and (f) of the RMA.</p> <p>For the above reasons the objective is the most appropriate way to achieve the purpose of the RMA.</p>
<p>31.2.6 Off-site signs are enabled in limited circumstances.</p>	<p>The objective provides a targeted framework for the management of the effects of off-site signs, as they are a sign-type that can, in particular have significant effects on visual amenity and traffic if they are not appropriately managed.</p> <p>The objective recognises and provides the basis for a policy framework to implement the Council’s function required under s31 of the RMA, in particular the management of effects of development. The objective gives effect to the Strategic Direction, Urban Development and Landscape objectives and policies identified in part 5 of this evaluation.</p> <p>Recognises the interrelationship between part 5 of the Act and assists with the effective management of resources as required by section 6(a), (b), (d) and (f) and has regard to sections 7(b),(c) and (f) of the RMA.</p> <p>For the above reasons the objective is the most appropriate way to achieve the purpose of the RMA.</p>

9. EVALUATION OF THE PROPOSED PROVISIONS SECTION 32(1)(b)

9.1. The following tables consider whether the proposed provisions are the most appropriate way to achieve the relevant objectives. In doing so, it considers the costs and benefits of the proposed provisions and whether they are effective and efficient. For the purposes of this evaluation the proposed provisions are grouped by the resource management issue.

Issue 1 – Landscape and visual amenity

A summary of proposed provisions and components of the Signs Chapter that address this issue and give effect to the objectives:

General Policies¹⁸:

- Policy 31.2.1.1 Maintain character and amenity values
- Policy 31.2.1.2 Consideration of character and amenity values anticipated by relevant Zone (or in the case of roads, the nearest adjoining Zone)
- Policy 31.2.1.3 Strongly encourage signs to be located on the site of the related activity
- Policy 31.2.1.4 Manage adverse effects of lighting in conjunction with signs
- Policy 31.2.1.6 Manage adverse effects of signs in Zones for commercial and mixed use activities
- Policy 31.2.1.7 Limit sign types enabled in public places, attached to utilities and on buildings for community activities
- Policy 31.2.1.8 Signs on Outstanding Natural Features (ONFs) and in Outstanding Natural Landscapes (ONLs)
- Policy 31.2.1.9 Use of signage platforms
- Policy 31.2.1.10 Signs that result in adverse effects to be avoided
- Policy 31.2.1.11 Manage the effects of signs on heritage values (in conjunction with Chapter 26 – Historic Heritage)

Policies for signs associated with development:

- Policy 31.2.3.1 Matters to be considered for the display of signs in conjunction with buildings to achieve consistency with the building design
- Policy 31.2.3.2 Ensure the design of signs attached to buildings is consistent with the amenity, visual, heritage, landscape and streetscape values of the site and surrounding environment
- Policy 31.2.3.3 Guidance for approval of signs that exceed the size of dimension limits
- Policy 31.2.3.4 Manage the extent of signage on windows to encourage visual interest
- Policy 31.2.3.5 Encourage use of signage platforms integrated with building design

Policies for signs located on waterfronts, wharves and jetties:

- Policy 31.2.4.1 Provide for signs that convey information regarding commercial activities and services operating from the wharf, jetty or waterfront
- Policy 31.2.4.2 Ensure that waterfront signs only convey essential information directly associated with the activities occurring there
- Policy 31.2.4.3 Effects on views and amenity

Policies for signs associated with temporary events:

- Policy 31.2.5.1 Recognise the contribution of temporary events to the social, economic and cultural wellbeing of the District by enabling

¹⁸ All policy references in this table paraphrase the general intent of the policy – refer to the Signs Chapter for the full wording of the policies

signs on the event site but limit the size and duration of signs, and enabling a limited number of signs to be located off the event site

- Policy 31.2.5.2 Have particular regard to the effects on visual amenity when considering temporary event signs

Policies for off-site signs:

- Policy 31.2.6.1 Lists matters to have regard to when considering the appropriateness of an off-site sign
- Policy 31.2.6.2 Acknowledges that off-site signs that convey information to assist the public, rather than being for the purposes of commercial advertising, can have social and cultural benefits

Matters addressed in rules:

- Identification of the sign types enabled as a permitted activity, and those requiring resource consent
- Signs on wharves and jetties (including signs on buildings on wharves and jetties)
- Off-site signs
- Temporary event signs
- Identified sign types that are prohibited
- Limits on the number, size, design and appearance of signs enabled or requiring resource consent within the various specified District Plan Zones.
- Provision for the establishment of signage platforms in specified zones to manage the effects of signs, whilst providing flexibility for the sign content to change without the need for a subsequent resource consent.
- Managing the effects of sign illumination.

<i>Matters addressed in rules</i>	<i>Costs</i>	<i>Benefits</i>	<i>Effectiveness & Efficiency</i>
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<p>Identification of the sign types anticipated in the District</p>	<p>Environmental</p> <ul style="list-style-type: none"> Costs to environment where activities are undertaken within the permitted limits for the various sign types. These costs are considered to be low. <p>Economic</p> <ul style="list-style-type: none"> Costs to apply for consent where the permitted standards for the various sign types are not met. <p>Social & Cultural</p> <ul style="list-style-type: none"> None identified 	<p>Economic</p> <ul style="list-style-type: none"> Provides certainty regarding the various sign types considered by the PDP by listing the various types and defining them in Chapter 2 Definitions. This reduces costs associated with uncertainty. <p>Environmental</p> <ul style="list-style-type: none"> Enables standards to be tailored to the specific sign types defined in Chapter 2 Definitions to appropriately manage effects. The following variations to definitions notified in Stage 1 of the District Plan Review Chapter 2 Definitions will also assist with achieving this outcome: <ul style="list-style-type: none"> a) varying Chapter 2 Definitions to amend the notified definitions of <i>Flat board</i>, <i>Free Standing Sign</i>, <i>Under Verandah Sign</i> and <i>Wall Sign</i> removes duplication, as definitions of these sign types also appear in the notified definition of <i>Sign Types</i>, which is recommended to be retained (albeit in a modified form); and b) varying Chapter 2 Definitions to amend the definition of <i>Ground Floor Area (For Signs)</i> as it is not a definition, and rather provides guidance for plan users as to 	<p>Effectiveness and efficiency</p> <p>The provisions are effective and efficient as they provide certainty regarding the activity status of various sign types.</p>
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		<p>how to calculate ground floor area. The guidance from the notified definition is recommended to be shifted to the Interpretive Diagram section 31.13 of the Signs Chapter; and</p> <p>c) varying Chapter 2 Definitions to amend the notified version of the definition of <i>Sign and Signage</i> to provide greater clarity that corporate colour schemes are included in the definition; and</p> <p>d) varying Chapter 2 Definitions to amend the notified version of the definition of <i>Sign Area</i> to remove any doubt that corporate colour schemes are included in the calculation of the area of a sign; and</p> <p>e) within the notified definition of <i>Sign types</i> it is recommended that <i>Off-site Sign</i> is varied to exclude temporary event signs, this in turn assist with the correct application of rule 31.6.2(d), which provides for a limited number of temporary event signs to be located off the site of the event; and</p> <p>f) within the notified definition of <i>Sign types</i> it is recommended</p>	
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		<p>that <i>Roof Sign</i> is varied to capture signs projecting above the <i>parapet</i>. This change enables clearer interpretation of the definition and rules relating to roof signs; and</p> <p>g) within the notified definition of <i>Sign types</i> it is recommended that a new definition of <i>Temporary Construction Sign</i> is inserted to assist with the clear interpretation of Rules 31.5.8 and 31.6.6; and</p> <p>h) within the notified definition of <i>Sign types</i> it is recommended that a new definition of <i>Temporary Land Development Sign</i> is inserted to assist with the clear interpretation of Rules 31.5.6 and 31.6.4; and</p> <p>Social & Cultural</p> <ul style="list-style-type: none"> The signs rules will enable a range of sign types, including those that contribute to social and cultural vibrancy, within appropriate limits. 	
<p>Signs on wharves and jetties</p>	<p>Environmental</p> <ul style="list-style-type: none"> Potential for costs to environment when signs are erected on wharves and jetties. These costs are considered to be 	<p>Economic</p> <ul style="list-style-type: none"> Requiring discretionary activity consent for signs on wharves and jetties will ensure that adverse effects 	<p>Effectiveness and efficiency</p> <p>The provisions relating to wharves and jetties are effective and efficient as they ensure that the</p>

	<p>low, as all signs on wharves and jetties will require discretionary activity consent and will be assessed against the relevant objectives and policies.</p> <p>Economic</p> <ul style="list-style-type: none"> Financial and time costs and uncertainty for applicants, as all signs on wharves and jetties will require discretionary activity resource consent, however this is a continuation of the status quo approach in the operative signs chapter so will not result in increased costs compared to the status quo. <p>Social & Cultural</p> <ul style="list-style-type: none"> None identified 	<p>are appropriately avoided, remedied or mitigated. This in turn will ensure that the high amenity values associated with the District's waterbodies are maintained, both for residents and visitors contributing to the District's economy.</p> <p>Environmental</p> <ul style="list-style-type: none"> Signs on wharves and jetties can have adverse environmental effects, including adversely affecting natural character, obstructing public access and decreasing people's enjoyment of the District's waterbodies. Requiring discretionary activity consent for these signs will enable these effects to be considered and appropriately managed. <p>Social & Cultural</p> <ul style="list-style-type: none"> Managing the effects of signs on wharves and jetties will contribute positively to the social and cultural wellbeing of the District's residents and visitors. 	<p>adverse effects of signs are managed through a discretionary activity consent process, which will enable signs that have adverse effects on amenity values to be declined or modified through the consent process.</p>
<p>Off-site signs</p>	<p>Environmental</p> <ul style="list-style-type: none"> Potential for costs to environment when off-site signs result in adverse environmental effects. These costs are considered to be low, as all off-site signs will require discretionary activity consent. 	<p>Economic</p> <ul style="list-style-type: none"> Requiring discretionary activity consent for all off-site signs will ensure that adverse effects are appropriately avoided, remedied or mitigated. This in turn will ensure that amenity values are maintained, for 	<p>Effectiveness and efficiency</p> <p>The provisions relating to off-site signs are effective and efficient as they ensure that the adverse effects of these sign types are managed through a discretionary activity consent process, which will</p>

	<p>Economic</p> <ul style="list-style-type: none"> Financial and time costs and uncertainty for applicants, as all off-site signs will require discretionary activity resource consent. <p>Social & Cultural</p> <ul style="list-style-type: none"> Off-site signs for community events will require discretionary activity consent, however Policy 31.2.6.2 acknowledges that off-site signs that convey information to assist the public or convey public notices can have social and cultural benefits. 	<p>the enjoyment of residents and visitors contributing to the District's economy.</p> <p>Environmental</p> <ul style="list-style-type: none"> Off-site signs can have adverse environmental effects, including adversely affecting landscape and amenity values. Requiring discretionary activity consent for all off-site signs will enable these effects to be considered and appropriately managed. <p>Social & Cultural</p> <ul style="list-style-type: none"> Off-site signs can have social and cultural benefits, including being used for the purpose of advertising community events, however it is appropriate that their effects are managed. Policy 31.2.6.2 acknowledges that off-site signs that convey information to assist the public or convey public notices can have social and cultural benefits. This policy will be considered through the discretionary activity consent process. 	<p>enable signs that have adverse effects on amenity values to be declined or modified through the consent process.</p>
<p>Temporary event signs</p>	<p>Environmental</p> <ul style="list-style-type: none"> Temporary event signs will be enabled on the event site, and a limited number of signs will be enabled outside the event 	<p>Economic</p> <ul style="list-style-type: none"> Providing a flexible regime for temporary event signs within the event site acknowledges that signs 	<p>Effectiveness and efficiency</p> <p>The provisions relating to temporary event signs are effective and efficient as they ensure that</p>

	<p>site, as a permitted activity. These signs may have adverse effects, however the effects will have a limited duration, due to the limited duration of approved events (as addressed in Chapter 35 Temporary Activities and Relocated Buildings).</p> <p>Economic</p> <ul style="list-style-type: none"> Costs to the event organiser to obtain consent for additional signs outside the event site. The number of signs enabled off the event site has been rolled over from the operative signs chapter, so these costs would not increase from the status quo. <p>Social & Cultural</p> <ul style="list-style-type: none"> Limiting the number of temporary events signs located outside the event site will limit the advertising space permitted on signs to promote events, which may impact on the level of patronage of the event. 	<p>within event sites are important to the functioning of the event. This supports the role of events as activities that support the District's economy.</p> <p>Environmental</p> <ul style="list-style-type: none"> Events on Council reserves will require approval from Council as land owner, and will be assessed through a separate Council process against the relevant Reserve Management Plan. This process will provide the opportunity for the effects of signs in conjunction with the event to be considered, and would avoid a two-step process for event organisers. Temporary event signs are erected for a limited duration, and consequently their environmental effects are limited. <p>Social & Cultural</p> <ul style="list-style-type: none"> Temporary events contribute positively to the social and cultural vibrancy of the District, and having a flexible regime for signs within event sites supports the contribution of events to the District. 	<p>the adverse effects of these signs are appropriately managed through:</p> <ol style="list-style-type: none"> providing flexibility for signs within the event site, which will be managed through the application of Reserve Management Plans for events on Council reserves; and enabling a limited number of signs to be located off the event site. <p>This approach is effective and efficient as it decreases the duplication of Council consenting processes.</p>
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<p>Identified sign types that are prohibited</p>	<p><i>Environmental</i></p> <ul style="list-style-type: none"> • None identified <p><i>Economic</i></p> <ul style="list-style-type: none"> • Economic cost for an individual or business wanting to erect a sign identified in Table 31.5 as prohibited (including roof signs and hoardings). • Reduces the diversity of sign types enabled in the District, which correspondingly results in a reduction of advertising opportunities for economic activities. However, in the case of hoardings, no resource consents have been applied for, for this sign type since the current rules (Chapter 18 of the Operative District plan) became operative, which suggests that there is not a high level of demand for hoardings. <p><i>Social & Cultural</i></p> <ul style="list-style-type: none"> • None identified 	<p><i>Economic</i></p> <ul style="list-style-type: none"> • The sign types identified as prohibited in Table 31.5 are signs that have significant adverse effects on landscape and amenity values and traffic safety. Maintaining landscape and amenity values is very important to the District's economy as a tourist destination, as is providing a safe roading network. • Prohibiting the identified sign types will ensure that there is no threat from the adverse effects of these signs, including adverse economic effects. • Regarding the prohibited activity status of hoardings, provision has been made for off-site signs as a discretionary activity, which allows flexibility for advertising outside the site of the activity. Alternative options for advertising are now available, such as through electronic media, which reduces the necessity for hoardings to provide for economic wellbeing. <p><i>Environmental</i></p> <ul style="list-style-type: none"> • The sign types identified as prohibited in Table 31.5 are signs that have significant adverse effects, including in particular the adverse effects on landscape and amenity values. 	<p><i>Effectiveness and efficiency</i></p> <p>Prohibiting the activities listed in Activity Table 31.5 is effective and efficient as it will ensure that these signs types are avoided, which provides complete certainty regarding the management of their effects.</p>
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<p>Limits for signs within the various specified District Plan Zones.</p>	<p>Environmental</p> <ul style="list-style-type: none"> None identified <p>Economic</p> <ul style="list-style-type: none"> Economic costs associated with complying with the specified limits. Economic costs associated with the 5m² cap on the area of ground floor signs in commercial areas (rule 31.7.5) due to a decrease in the sign area for controlled activity consent compared against the operative signs 	<p>Economic</p> <ul style="list-style-type: none"> Enabling a variety of signs and sign-types in commercial areas provides the opportunity for businesses operating in these areas to attract custom. Signs in commercial areas therefore assist with enabling a healthy economy. In commercial areas signs, if managed appropriately, contribute to vibrancy, can assist with crime 	<p>Effectiveness and efficiency</p> <p>Managing the effects of signs through appropriate standards that relate directly to the various District Plan Zones is effective and efficient as it ensures that the effects of signs area managed in a manner that results in environmental outcomes that are commensurate with the levels of amenity anticipated by the PDP for the zones.</p>

	<p>chapter, and as a consequence, less advertising area being enabled through controlled activity consent. The discretionary activity status for breaches would remain, however.</p> <p>Social & Cultural</p> <ul style="list-style-type: none"> • None identified 	<p>prevention, and can assist visitors with way-finding.</p> <ul style="list-style-type: none"> • The limits for permitted and controlled activity signs in each of the Zones are designed to ensure that signs do not result in adverse environmental effects that would impact negatively on the District's economic wellbeing. • The 5m² cap on the area of ground floor signs in commercial areas (rule 31.7.5) will reduce the sign area enabled on buildings as a controlled activity which will enable quality urban design outcomes to be achieved. Encouraging high quality urban design has significant economic benefits for the District's economy. Breaches of this rule would remain a discretionary activity, which enables flexibility for signs that breach the standard that do not result in significant adverse effects to be considered favourably. <p>Environmental</p> <ul style="list-style-type: none"> • Applying limits on the number, size and design of signs within the respective District Plan Zones enables the standards to be tailored to the environmental outcomes anticipated for the 	
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		<p>various zones. For instance, signs are anticipated within commercial areas to assist with the economic viability of businesses operating and to assist with way-finding, however in residential areas it is appropriate to have limited provision for signs, commensurate with the high levels of amenity anticipated, and the lesser necessity for signs in residential areas.</p> <ul style="list-style-type: none"> • In rural areas, it is appropriate to limit the size and number of signs, acknowledging that the high landscape values of these areas can be adversely affected by the adverse effects of signs. • The 5m² cap on the area of ground floor signs in commercial areas (rule 31.7.5) will reduce the sign area enabled for each tenant in buildings as a controlled activity, however it will enable better urban design outcomes to be achieved. Encouraging high quality urban design has significant environmental benefits, and ensuring that the effects of large signs on buildings are appropriately managed will deliver positive environmental outcomes, when compared to the operative 	
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		<p>provisions.</p> <p>Social & Cultural</p> <ul style="list-style-type: none"> Managing the effects of signs based on the levels of amenity anticipated for the various Zones will ensure that adverse affects are appropriately managed, which will have positive social and cultural effects. 	
Signage Platforms	<p>Environmental</p> <ul style="list-style-type: none"> None identified <p>Economic</p> <ul style="list-style-type: none"> Economic costs associated with applying for consent for a signage platform. This is however offset by the benefits of signage platforms due to avoiding the requirement for subsequent resource consents for changes to the sign content. <p>Social & Cultural</p> <ul style="list-style-type: none"> None identified 	<p>Economic</p> <ul style="list-style-type: none"> Provision for signage platforms provides flexibility for the sign content to be changed without the need for a subsequent resource consent (subject to the amended sign content complying with any conditions of consent placed on the consent for the signage platform). This reduces the need for subsequent consents, thereby reducing the costs associated with signs. Encouraging signage platforms to be integrated into building design generally achieves better design outcomes, contributing positively to building design values and urban design, which has positive economic effects. <p>Environmental</p> <ul style="list-style-type: none"> Encouraging signage platforms to 	<p>Effectiveness and efficiency</p> <p>Signage platforms are an effective and efficient method of providing for signs as they result in fewer signs consent being required to be issued, whilst ensuring that the adverse effect of signs are appropriately managed.</p>

		<p>be integrated into building design generally achieves better design outcomes, contributing positively to building design values and urban design, which has positive environmental outcomes.</p> <p>Social & Cultural</p> <ul style="list-style-type: none"> • None identified. 	
<p>Managing the effects of sign illumination.</p>	<p>Environmental</p> <ul style="list-style-type: none"> • None identified <p>Economic</p> <ul style="list-style-type: none"> • Economic costs to developers associated with complying with the limits on illumination and/or costs associated with applying for consent to exceed the standards for illumination. • Costs to Council of enforcing the standards for sign illumination. <p>Social & Cultural</p> <ul style="list-style-type: none"> • None identified 	<p>Economic</p> <ul style="list-style-type: none"> • Managing the effects of sign illumination ensures that the adverse effects are appropriately managed and landscape and amenity values are maintained, which is beneficial for the District's economic wellbeing. <p>Environmental</p> <ul style="list-style-type: none"> • Including standards that set limits on the illumination of signs will ensure that the effects of illumination are appropriately managed so that the District's environmental values are maintained. <p>Social & Cultural</p> <ul style="list-style-type: none"> • None identified. 	<p>Effectiveness and efficiency</p> <p>Managing the effects of illumination is an effective and efficient method of managing adverse effects of illuminated signs.</p>

Issue 2 – Safety

A summary of proposed provisions and components of the Signs Chapter that address this issue and give effect to the objectives:

Policies¹⁹

- Policy 31.2.1.3 Strongly encourage signs to be located on the site of the related activity
- Policy 31.2.1.4 Manage adverse effects of lighting in conjunction with signs
- Policy 31.2.1.5 Assist with improving legibility of public spaces and incorporate Crime Prevention Through Environmental Design (CPTED) Principles
- Policy 31.2.1.10 Signs that result in adverse effects to be avoided
- Policy 31.2.2.1 Avoid obstructing pedestrian thoroughfares or the roading network
- Policy 31.2.2.2 Design and location of signs must not adversely affect traffic safety due to distraction or obstructing sight lines
- Policy 31.2.2.3 Support the establishment of information signs and lay-bys at the entrance to settlements
- Policy 31.2.2.5 Ensure lighting in conjunction with signs does not adversely affect pedestrian and traffic safety
- Policy 31.2.3.4 Manage signage on windows to promote passive surveillance
- Policy 31.2.5.2 Consideration of temporary events signs shall have particular regard to the effects on traffic and public safety
- Policy 31.2.5.3 Limit the number of temporary event signs that are designed and located to attract the attention of road users
- Policy 31.2.6.1 Restrict the establishment of off-site signs, having regard to whether the sign will adversely affect the safety of the roading network
- Policy 31.2.6.2 Acknowledge that off-site signs that convey information to assist the public can have social benefits
- Policy 31.2.6.3 Limit the number of off-site signs designed and located to attract the attention of road users, unless erected by a road controlling authority for the purpose of assisting road users and promoting traffic safety
- Policy 31.2.6.4 Limit the duration of consents for off-site signs where future landuse and/or transport network changes are likely to result in the off-site sign being inappropriate from a site development and traffic safety perspective.

Matters addressed in rules:

- Signs within roads

¹⁹ All policy references in this table paraphrase the general intent of the policy – refer to the Signs Chapter for the full wording of the policies

<ul style="list-style-type: none"> • Identified sign types that are prohibited • Off-site signs and temporary event signs • Managing the effects of illumination 			
<i>Matters addressed in rules</i>	<i>Costs</i>	<i>Benefits</i>	<i>Effectiveness & Efficiency</i>
Signs within roads	<p>Environmental</p> <ul style="list-style-type: none"> • None identified <p>Economic</p> <ul style="list-style-type: none"> • The rule for signs within roads (Rule 31.5.25) places limits on the signs enabled as a permitted activity within roads, reducing the opportunity for signs within roads. • Costs to Council of enforcing the new rules for signs within roads. <p>Social & Cultural</p> <ul style="list-style-type: none"> • None identified 	<p>Economic</p> <ul style="list-style-type: none"> • Introducing a rule that addresses the signs enabled within or above roads as a permitted activity fills a gap in the operative signs provisions. Limiting the signs enabled as a permitted activity within roads will ensure that the effects of signs on traffic safety are appropriately managed in a clearly enforceable manner, which will contribute to traffic safety which will contribute positively to the District's economy. <p>Environmental</p> <ul style="list-style-type: none"> • Providing a regime for managing the effects of signs within roads, provides certainty regarding the signs anticipated within roads, thereby providing a baseline of the anticipated effects. <p>Social & Cultural</p>	<p>Introducing a rule that lists the signs permitted in roads provides more certainty than the operative provisions, which are silent on signs within roads. This is a more effective and efficient method of managing the effects of signs within roads than the status quo.</p>

		<ul style="list-style-type: none"> Signs associated with approved temporary events and filming are provided for in roads as a permitted activity, these activities have social and cultural benefits for the District. 	
<p>Identified sign types that are prohibited</p>	<p>Environmental</p> <ul style="list-style-type: none"> None identified <p>Economic</p> <ul style="list-style-type: none"> Economic cost for an individual or business wanting to erect a sign identified in Table 31.5 as prohibited (including roof signs and hoardings). <p>Social & Cultural</p> <ul style="list-style-type: none"> None identified 	<p>Economic</p> <ul style="list-style-type: none"> The sign types identified as prohibited in Table 31.5 are signs that have significant adverse effects on traffic safety. Providing a safe and efficient roading network is important to the District's economic wellbeing. <p>Environmental</p> <ul style="list-style-type: none"> The sign types identified as prohibited in Table 31.5 are signs that have the potential to create significant adverse effects, including adverse effects on traffic safety. Prohibiting the identified sign types will ensure that there is no threat from the adverse environmental effects of these signs. <p>Social & Cultural</p> <ul style="list-style-type: none"> Prohibiting the identified sign types will ensure that there is no threat from the adverse environmental effects of these signs to the District's social and cultural values. 	<p>Effectiveness and efficiency</p> <p>Prohibiting the activities listed in Activity Table 31.5 is effective and efficient as it will ensure that these signs types are avoided, which provides certainty regarding their treatment.</p>

<p>Off-site signs and temporary event signs</p>	<p>Environmental</p> <ul style="list-style-type: none"> Temporary event signs will be enabled on the event site, and a limited number of signs will be enabled outside the event site, as a permitted activity. These signs may have limited adverse effects, however the effects will have a limited duration, due to the limited duration of approved events (as addressed in Chapter 35 Temporary Activities and Relocated Buildings). <p>Economic</p> <ul style="list-style-type: none"> Costs to the event organiser to obtain consent for additional signs outside the event site. The number of signs enabled off the event site has been rolled over from the operative signs chapter, so these costs would not increase from the status quo. <p>Social & Cultural</p> <ul style="list-style-type: none"> Limiting the number of temporary events signs located outside the event site will limit the advertising space permitted on signs to promote events. 	<p>Economic</p> <ul style="list-style-type: none"> Providing a flexible regime for temporary event signs within the event site acknowledges that signs within event sites are important to the functioning of the event. This supports the role of events as activities that support the District's economy. Managing the effects of off-site signs through a discretionary activity consent regime will ensure that effects on traffic safety can be considered through the consent process. <p>Environmental</p> <ul style="list-style-type: none"> Temporary event signs located off the event site are erected for a limited duration, and consequently their effects on safety are limited. Managing the effects of off-site signs through a discretionary activity consent regime will ensure that effects on traffic safety can be considered through the consent process. <p>Social & Cultural</p> <ul style="list-style-type: none"> Temporary events contribute positively to the social and cultural 	<p>Effectiveness and efficiency</p> <p>The provisions relating to temporary event signs are effective and efficient as they ensure that the adverse effects of these signs are appropriately managed through:</p> <ul style="list-style-type: none"> a) providing flexibility for signs within the event site, which will be managed through the application of Reserve Management Plans for events on Council reserves; and b) enabling a limited number of sign to be located off the event site. <p>This approach is effective and efficient as it decreases the duplication of Council consenting processes.</p> <p>The provisions relating to off-site signs are effective and efficient as they ensure that the adverse effects of these sign types on traffic safety are managed through a discretionary activity consent process.</p>
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		vibrancy of the District, and having a flexible regime for signs within event sites supports the contribution of events to the District.	
Managing the effects of sign illumination.	<p>Environmental</p> <ul style="list-style-type: none"> • None identified <p>Economic</p> <ul style="list-style-type: none"> • Economic costs associated with applying the limits on illumination and/or costs associated with applying for consent to exceed the standards for illumination. <p>Social & Cultural</p> <ul style="list-style-type: none"> • None identified 	<p>Economic</p> <ul style="list-style-type: none"> • Managing the effects of illumination ensures that the adverse effects on traffic safety are appropriately managed, which is beneficial for the District's economic wellbeing. <p>Environmental</p> <ul style="list-style-type: none"> • Including standards that set limits on the illumination of signs will ensure that the effects of illumination are appropriately managed so that the District's environmental values are maintained. <p>Social & Cultural</p> <ul style="list-style-type: none"> • None identified. 	<p>Effectiveness and efficiency</p> <p>Managing the effects of illumination is an effective and efficient method of preventing adverse effects of illuminated signs.</p>

Other reasonably practicable options for achieving the objectives (s32(1) (b)(i)):

Broad options considered

Option 1: Status quo/no change

Rolling over the operative provisions without addressing the issues identified would not provide the opportunity to improve the provisions, including improving their operability and the ability for Council to enforce the standards without significant risk of challenge. The review also provides the opportunity to put the operative chapter into the format of other PDP chapters, which enables the PDP to be presented as a cohesive whole and will assist with the overall legibility of the PDP.

Option 2: Re-introducing a regime of District Plan provisions plus Bylaw

The operative regime of managing the effects of signs through the District Plan without a Bylaw is generally working well. Introducing a Bylaw would risk creating a two-step process for applicants, which would be a less efficient alternative. Managing the effects of signs through the Signs Chapter provides a more streamlined and appropriate method.

Hoardings

Option: Continue the ODP non-complying activity status for hoardings, rather than prohibited

Hoardings have a very narrow district plan definition, which separates them from other sign types, including *off-site signs*. As off-site signs would be a discretionary activity, there remain alternatives to hoardings anticipated by the Signs Chapter. A review of the resource consent applications for signs received by Council since the ODP Chapter 18 became operative shows that no consents for hoardings have been applied for. This suggests that there is low demand for this sign type. Hoardings can have significant adverse effects on traffic safety and visual amenity due to their size and location and prohibited activity status is an effective and efficient method of avoiding adverse effects and achieving the objectives.

Ground floor signs in commercial areas

Other reasonably practicable options for achieving the objectives (s32(1) (b)(i)):

Option: Continue the ODP approach, which has a 15% coverage limit for signage, but no maximum sign area

The PDP zones for commercial areas, including Wanaka and Queenstown Town Centres, anticipate and encourage high quality urban design outcomes. Realising these outcomes contributes positively to social and economic wellbeing. Large signs can lower the quality of the environment and by detracting from quality building design. The 5m² cap on the area of ground floor signs in commercial areas (rule 31.7.5) will reduce the sign area enabled on buildings as a controlled activity which will enable quality urban design outcomes to be achieved. Breaches of this rule would remain a discretionary activity, which enables flexibility for signs that breach the standard that do not result in significant adverse effects to be considered favourably.

Introducing a maximum limit on the area of ground floor signs is a more appropriate method of achieving the relevant objectives than the ODP approach.

Use of Discretionary Activity Status

Option: Use restricted discretionary activity status, rather than discretionary activity status with assessment matters, for activities that fail to comply with standards

Restricted discretionary activities feature widely in the PDP, however the Operative Signs Chapter 18 generally applies full discretion for signs that fail to comply with standards, rather than restricted discretion. Signs can result in a range of adverse effects, which can result from factors such as the degree of departure from the performance standards, and the specific context of a sign's location and design. Due to the wide-ranging adverse effects that can result, it is appropriate that full discretion can be applied. Assessment matters are appropriate to guide the applicant and the processing planner; however they are not intended to provide an exhaustive list of matters to be considered.

Continuing with the operative regime of using discretionary activity status combined with assessment matters is considered a more appropriate method of achieving the objectives.

10. EFFICIENCY AND EFFECTIVENESS OF THE PROVISIONS

10.1. The proposed provisions strike an appropriate balance to achieve the integrated management of the effects of the use, development, or protection of land and associated natural and physical resources of the district. In doing so, the proposed provisions are more appropriate than the alternatives considered.

11. THE RISK OF NOT ACTING

11.1. Section 32(c) of the RMA requires an assessment of the risk of acting or not acting if there is uncertain or insufficient information about the subject matter of the provisions. It is not considered that there is uncertain or insufficient information about the subject matter of the provisions.

11.2. The issues identified and options taken forward are the most appropriate way to achieve the purpose of the RMA. If these changes were not made there is a risk the District Plan would fall short of fulfilling its functions.