

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.

31.2 Objectives and Policies

31.2.1 Objective - Signage which is of a scale and extent that maintains the character and amenity values of the District and enhances access.

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, consider the character and amenity values anticipated by the nearest adjoining Zone.
- 31.2.1.3 Encourage signs to be located on the site of the related activity.
- 31.2.1.4 Off-site signs are provided for in limited circumstances.

- 31.2.1.5 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 transport network.
- 31.2.1.6 Acknowledge that off-site signs that convey information to assist the public or convey public notices, rather than being for the purpose of commercial advertising, can have social and cultural benefits.
- 31.2.1.7 Ensure that any lighting in conjunction with signs does not lead to adverse effects on the receiving environment.
- 31.2.1.8 Support the establishment of information and direction signs that:
- a. assist with improving the legibility of, and knowledge of access to, public spaces; and
 - b. assist with achieving Crime Prevention Through Environmental Design (CPTED) principles.
- 31.2.1.9 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.
- 31.2.1.10 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.

- 31.2.1.11 Avoid, remedy or mitigate the adverse effects of signs located on an Outstanding Natural Feature or within an Outstanding Natural Landscape through applying the relevant assessment matters in part 21.21 of the District Plan.
- 31.2.1.12 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.
- 31.2.1.13 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;
 - c. 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.
- 31.2.1.14 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;
 - 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; and
 - d. the function of the sign.

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

31.2.2 Objective –Signs have limited adverse effects on public safety, including the safety of pedestrians and users of the transport network.

Policies

- 31.2.2.1 Avoid adverse effects of signs that obstruct access to or through a pedestrian thoroughfare or the transport 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.
- 31.2.2.6 Limit the number of off-site signs that are designed and located to attract the attention of users of the transport network, with the exception of off-site signs installed by a road controlling authority or the harbourmaster that are for the purpose of assisting users of roads, lakes or rivers and promoting traffic or navigation safety.
- 31.2.2.7 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.

31.2.3 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. the location of the sign on the building;
 - e. the 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 where the sign:
- a. is well integrated with 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 interaction between buildings, 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 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 transport network.

31.2.6 Objective – Signs located within Ski Area Sub-Zones do not compromise the landscape and visual amenity values of the area when viewed from public places (including public roads).

Policies

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

31.2.6.2 Manage signs advertising commercial activities and sponsorship signs within Ski Area Sub-Zones so that the landscape and visual amenity values of the area, when viewed from public places (including public roads), can be maintained.

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

31.3.2 Interpreting and Applying the Rules

- 31.3.2.1 Table 31.4 sets out the District wide activity status for specific types of signs. These apply in all zones and on roads. These sign types must comply with the standards in Table 31.5.
- 31.3.2.2 Table 31.6 sets out the activity status for specific sign types in commercial areas. The activities listed in Table 31.6 must comply with the standards in Table 31.7.
- 31.3.2.3 Table 31.8 sets out the activity status for specific sign types in in specified residential zones. These activities must comply with the standards in Table 31.9.
- 31.3.2.4 Table 31.10 sets out the activity status for sign types in rural areas. These activities must comply with the standards in Table 31.11.
- 31.3.2.5 Table 31.12 sets out the activity status for sign types in the Open Space and Recreation Zones. These activities must comply with the standards in Table 31.13.
- 31.3.2.6 Table 31.14 sets out the activity status for sign types in the Special Zones. These activities must comply with the standards in Table 31.15.
- 31.3.2.7 Where an activity does not comply with a standard listed in a Standards table, the activity status identified by the 'Non-Compliance Status' column shall apply.
- 31.3.2.8 If there is a conflict between a rule in Table 31.4 and a rule in a table applying to a specific area (Tables 31.6, 31.8 and 31.10), then the rule in the specific area table shall apply.

31.3.2.9 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.

31.3.2.10 To measure the area of the ground floor façade for applying Rules 31.7.3 and 31.7.4:

- 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 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.

31.3.2.11 The Diagrams in section 31.20 of this Chapter illustrate how some standards are to be applied and illustrate some sign types.

31.3.2.12 The rules in this chapter do not apply to signage located in the Airport Zone that complies with Rule 17.4.2, or has been granted a consent under Rule 17.4.5 or 17.6.4.

31.3.2.13 The following abbreviations are used within this Chapter.

P	Permitted	C	Controlled
RD	Restricted Discretionary	D	Discretionary
NC	Non Complying	PR	Prohibited

Advice Notes

31.3.2.14 Any sign located on or over Council land will require the approval of the Council as landowner.

31.3.2.15 Any sign located on or over a State Highway will require the approval of the New Zealand Transport Agency as landowner.

31.4 District Wide Rules - Activities

These rules apply in all Zones and on roads and, other than Rule 31.4.12, are subject to the standards in Table 31.5. In addition, specific rules apply in each Zone.

	Table 31.4 – District Wide Rules - Activity Status	Activity status
31.4.1	Flags	P
31.4.2	Temporary event signs	P
31.4.3	Real estate signs (including auction signs)	P
31.4.4	Temporary land development signs	P
31.4.5	Temporary sale signs	P
31.4.6	Temporary construction signs	P
31.4.7	Free standing signs	P
31.4.8	Sandwich or flat board signs	P
31.4.9	Under verandah signs, including under verandah signs within the road where these are related to any overhanging building	P
31.4.10	New and replacement signs located within a static signage platform approved by resource consent subject to compliance with all conditions of the resource consent	P
31.4.11	Signs displayed within a digital signage platform approved by resource consent subject to compliance with all conditions of the resource consent	P
31.4.12	Signs required by acts of Parliament, legislation or statutory requirements. Signs permitted by this rule are not subject to any other rules in Chapter 31.	P
31.4.13	Electioneering signs	P
31.4.14	<p>The following signs on or above roads:</p> <p>31.4.14.1 Any sign associated with a road network activity, education activity or public amenities, including:</p> <ul style="list-style-type: none"> a. traffic and direction signs; b. road name signs; c. interactive warning signs; d. speed limit signs; e. parking restriction signs; and f. public information boards and associated directional signs. <p>31.4.14.2 Under verandah signs;</p> <p>31.4.14.3 The part of a freestanding sign located above a footpath in a road and complying with Rule 31.5.7;</p>	P

	31.4.14.4 Signs for temporary events and temporary filming; 31.4.14.5 Electioneering signs.	
31.4.15	Subject to compliance with the Standards as to size specified for the zone the sign is located in, as defined in Tables 31.7, 31.9, 31.11, 31.13 and 31.15, the following signs in or above public pedestrian paths and cycleways: 31.4.15.1 traffic and direction signs; 31.4.15.2 road, path or cycleway name signs; 31.4.15.3 interactive warning signs; 31.4.15.4 speed limit signs; 31.4.15.5 parking restriction signs; and 31.4.15.6 public information boards and associated directional signs.	P
31.4.16	Signs on wharves and jetties (including on buildings established on wharves and jetties)	D
31.4.17	Off-site signs, including off-site signs located within or above roads, but excluding: 31.4.17.1 under verandah signs above a footpath where these are related to any overhanging building; and 31.4.17.2 the part of a freestanding sign located above a footpath.	D
31.4.18	Signs on any Category 1, 2 or 3 item listed in the Inventory of Listed Heritage Features in Chapter 26 Historic Heritage or within a setting or extent of place shown in Section 26.8.1.	D
31.4.19	Billboards, including billboards located within or above roads, except where specifically provided for in Table 31.7	PR
31.4.20	Flashing, moving, animated signs and signs that create an optical illusion excluding digital signage provided for in Table 31.7.	PR
31.4.21	Roof signs	PR
31.4.22	Signs displaying sexually explicit, lewd or otherwise offensive content	PR
31.4.23	Any of the following signs which are located so as to be visible from any road or public place for the purpose of advertising:	PR

	<p>31.4.23.1 any stationary sign-written trailer or vehicle;</p> <p>31.4.23.2 any sign attached to any stationary trailer or vehicle;</p> <p>31.4.23.3 any permanently moored vessel; and</p> <p>31.4.23.4 any sign attached to a permanently moored vessel.</p>	
31.4.24	Signs imitating any traffic direction and safety sign as required by the New Zealand Transport Agency	PR

31.5 District Wide Rules –Standards

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
31.5.1	<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> <p>31.5.1.1 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</p> <p>31.5.1.2 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.</p>	D
31.5.2	<p>Temporary Event Signs</p> <p>Temporary event signs shall comply with the following standards:</p> <p>31.5.2.1 signs shall not be erected more than two months prior to the date of the temporary event;</p> <p>31.5.2.2 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);</p> <p>31.5.2.3 signs shall be removed within 24 hours of completion of the event; and</p> <p>31.5.2.4 signs are able to be erected off the site of the event, however the number of signs erected off the event site</p>	D

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
	<p>must not exceed a maximum of two signs visible from any State Highway and a maximum of two signs visible from any other road. The maximum sign areas prescribed in Rule 31.6.2(b) apply.</p> <p>Note: Chapter 35: Temporary Activities and Relocated Buildings also applies to temporary events.</p>	
31.5.3	<p>Real Estate Signs (including Auction signs)</p> <p>Real estate signs (including auction signs) shall comply with the following standards:</p> <p>31.5.3.1 signs shall be located on the site to which they relate;</p> <p>31.5.3.2 signs shall have an area no greater than 1.62m²;</p> <p>31.5.3.3 maximum limit of 1 sign per agency;</p> <p>31.5.3.4 real estate signs shall be removed within 14 days of an unconditional agreement for sale and purchase being made; and</p> <p>31.5.3.5 auction signs shall be removed within 7 days of the auction irrespective of whether the site or development is sold.</p>	D
31.5.4	<p>Temporary Land Development Signs</p> <p>Temporary land development signs shall comply with the following standards:</p> <p>31.5.4.1 maximum limit of 1 sign per development;</p> <p>31.5.4.2 the sign shall relate to a land development that involves a minimum of 6 allotments or units;</p> <p>31.5.4.3 the sign shall be located on the site of the development to which it relates;</p> <p>31.5.4.4 the sign shall have a maximum area of 8.64m²; and</p>	D

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
	31.5.4.5 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.	
31.5.5	<p>Temporary Sale Signs</p> <p>Temporary sale signs shall:</p> <p>31.5.5.1 be located on the site of the temporary sale; and</p> <p>31.5.5.2 be erected or displayed for a maximum of 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>	D
31.5.6	<p>Temporary Construction Signs</p> <p>Temporary construction signs shall comply with the following standards:</p> <p>31.5.6.1 maximum of 4 per site;</p> <p>31.5.6.2 each sign shall have an area no greater than 2m²; and</p> <p>31.5.6.3 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
31.5.7	<p>Free Standing Signs</p> <p>Freestanding signs shall comply with the following standards:</p> <p>31.5.7.1 shall have a maximum height of 3.5m;</p> <p>31.5.7.2 if located above a footpath, shall be elevated a minimum height of 2.5m above the footpath;</p> <p>31.5.7.3 shall not extend more than 1 metre over any footpath; and</p> <p>31.5.7.4 shall have a maximum area of 2m² (both faces of the sign can be sign-written).</p> <p>Note: Part 31.20 of this Chapter has a diagram which illustrates the application of this rule.</p>	D
31.5.8	Sandwich Boards and Flat Board Signs	D

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
	<p>Sandwich boards and flat board signs shall comply with the following standards:</p> <p>31.5.8.1 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>31.5.8.2 maximum of 2 flat board signs or 1 sandwich board per site; and</p> <p>31.5.8.3 sandwich boards and flat board signs must be located wholly within the site where the goods and services advertised are available.</p> <p>Note: Part 31.20 of this Chapter has a diagram which illustrates the application of this rule.</p>	
31.5.9	<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>	D
31.5.10	<p>Electioneering Signs</p> <p>Electioneering signs shall comply with the following standards:</p> <p>31.5.10.1 shall have an area no greater than 3m² (both faces of the sign may be sign-written);</p> <p>31.5.10.2 shall be displayed no more than 2 months prior to the election/referendum date; and</p> <p>31.5.10.3 shall be removed before the election/referendum day.</p>	D
31.5.11	<p>Illumination of Signs</p> <p>Illumination of signs shall not exceed 150 candelas per square metre (cd/m²) of illumination.</p>	D
31.5.12	<p>Signs on land adjoining State Highways</p> <p>Signs on land adjoining State Highways, other than signs permitted by Rule 31.4.2, shall comply with the following standards:</p>	RD

Table 31.5 – District Wide Rules - Standards		Non-compliance status
31.5.12.1	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.	
31.5.12.2	Signs shall have a maximum of 6 words and/or symbols, with a maximum of 40 characters.	
31.5.12.3	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.	
31.5.12.4	Shall be located at least 200m from an official sign or traffic signal in rural areas.	
Discretion is restricted to safety and efficiency of the State Highway network		

31.6 Rules – Activity Status of Signs in Commercial Areas

The rules relating to signs in Table 31.6 are additional to those in Table 31.4 and are subject to the standards in Table 31.7. If there is a conflict between the rules in Table 31.4 and the rules in Table 31.6, the rules in Table 31.6 apply.

Table 31.6 – Activity Status of Signs in Commercial Areas		Queenstown and Wanaka Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Arrowtown Town Centre Zone (including commercial activities in the Town Centre Transition Overlay)	Jacks Point Village Activity Areas	Airport Zone-Queenstown	Airport Zone - Wanaka	Local Shopping Centre Zone	Business Mixed Use Zone
31.6.1	Static signage platforms that is one of the sign types listed in Rules 31.6.2 to 31.6.5 below and complies with the standards applying to that sign type.	C	C	C	C	C	C	C

Table 31.6 – Activity Status of Signs in Commercial Areas		Queenstown and Wanaka Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Arrowtown Town Centre Zone (including commercial activities in the Town Centre Transition Overlay)	Jacks Point Village Activity Areas	Airport Zone-Queenstown	Airport Zone - Wanaka	Local Shopping Centre Zone	Business Mixed Use Zone
	Control is reserved to the matters set out in Rule 31.14.							
31.6.2	Arcade directory signs.	P	P	P	P	P	P	P
31.6.3	Upstairs entrance signs.	P	P	P	P	P	P	P
31.6.4	<p>All signs located within the ground floor facade of a building</p> <p>In those zones where this is a controlled activity, control is reserved to the matters set out in Rule 31.14.</p> <p>Note: Parts 31.3.2 and 31.16 of this Chapter explain and illustrate the application of this rule.</p>	C	C	C	P	P	C	C
31.6.5	<p>Above ground floor signs.</p> <p>In those zones where this is a controlled activity, control is reserved to the matters set out in Rule 31.14.</p>	C	C	C	P	P	C	C

Table 31.6 – Activity Status of Signs in Commercial Areas		Queenstown and Wanaka Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Arrowtown Town Centre Zone (including commercial activities in the Town Centre Transition Overlay)	Jacks Point Village Activity Areas	Airport Zone-Queenstown	Airport Zone - Wanaka	Local Shopping Centre Zone	Business Mixed Use Zone
	Note: Part 31.16.7 of this Chapter has a diagram which illustrates the application of this rule.							
31.6.6	Digital signage platforms within the ground floor facade of a building	D	NC	PR	PR	PR	PR	PR
31.6.7	Digital signage platforms above ground floor level	NC	NC	PR	N C	NC	PR	PR
31.6.8	Digital signs not located within a digital signage platform	PR	PR	PR	PR	PR	PR	PR
31.6.9	Billboard signs	D	PR	PR	PR	PR	PR	PR
31.6.10	Any sign activity which is not listed in Table 31.4 or Rules 31.6.1 to 31.6.9 inclusive	D	D	D	D	D	D	D

31.7 Rules – Standards for Signs in Commercial Areas

	Table 31.7 – Standards for Commercial Area Signage	Non-compliance status
31.7.1	Arcade directory signs Are not to exceed 3m ² in area and are limited to one per arcade.	D
31.7.2	Upstairs entrance signs Are not to exceed 1.5m ² in area per building.	D
31.7.3	Signs and static signage platforms within the ground floor facade of a building 31.7.3.1 Each tenancy shall not display signs within the ground floor facade of the building that exceed a. or b. whichever is lesser:	D, unless consent is sought for a. but complies with b. – RD

	Table 31.7 – Standards for Commercial Area Signage	Non-compliance status
	<p style="padding-left: 40px;">a. a maximum area of 5m² per tenancy; or b. 15% of the Ground Floor Facade that the tenancy occupies.</p> <p>Arcade directory and upstairs entrance signs are not included within the ground floor facade signage allowance;</p> <p>31.7.3.2 Signs shall not exceed 50% coverage of glazing. This applies to individual or partitioned glazed areas located within the ground floor facade. Signage platforms with a glazed front and sealed rear such that the interior of the building cannot be seen, are not subject to this clause.</p> <p>31.7.3.3 Signs not attached to glazing that are sited more than 1 metre inside the enclosed interior of a building are not subject to this rule.</p>	<p>When RD, discretion is restricted to the matters set out in Rule 31.18.</p> <p style="text-align: center;">D</p>
31.7.4	<p>Digital signage platforms within the ground floor facade of a building</p> <p>31.7.4.1 Each tenancy shall not display signs within the ground floor facade of the building that exceed a. or b. whichever is lesser:</p> <p style="padding-left: 40px;">a. a maximum area of 5m² per tenancy; or b. 15% of the Ground Floor Facade that the tenancy occupies.</p> <p>Arcade directory and upstairs entrance signs are not included within the ground floor facade signage allowance;</p> <p>31.7.4.2 Signs shall not exceed 50% coverage of glazing. This applies to individual or partitioned glazed areas located within the ground floor facade. Signage platforms with a glazed front and sealed rear such that the interior of the building cannot be seen, are not subject to this clause.</p>	NC

	Table 31.7 – Standards for Commercial Area Signage	Non-compliance status
	31.7.4.3 Signs not attached to glazing that are sited more than 1 metre inside the enclosed interior of a building are not subject to this rule.	
31.7.5	Above ground floor signs and static signage platforms Are not to cumulatively exceed 3m ² in area per building or 1m ² per tenancy up to a maximum of 3m ² per floor.	D
31.7.6	Digital signage displayed within a digital signage platform 31.7.6.1 No live broadcasts are to be transmitted, 31.7.6.2 Only static advertisements are to be displayed for a minimum duration of 7 seconds, 31.7.6.3 There is to be no flashing, movement or animation of images; 31.7.6.4 The only movement of the signage is to allow for the dissolve of one image to another; 31.7.6.5 There shall be no noise associated with the screen or images displayed on the sign; 31.7.6.6 The screen shall incorporate lighting control to adjust brightness in line with ambient light levels; and 31.7.6.7 Shall not be visible from any Residential Zone.	D
31.7.7	Billboard Signs 31.7.7.1 Not to exceed 2m ² in area; 31.7.7.2 Not to be visible from any Residential Zone	PR

31.8 Rules – Activity Status of Signs in Residential Areas

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.10. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.8– Activity Status of 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	Jacks Point Zone Residential Activity Areas	Visitor Accommodation Sub-Zones
31.8.1	One sign per site that complies with Rule 31.10.1.	P	P	P	P	P
31.8.2	Signs for recreation grounds, nursing homes, education activities and community activities that complies with Rule 31.9.2.	P	P	P	P	P
31.8.3	Signs for Visitor Accommodation that comply with Rule 31.9.3	D	D	D	D	P
31.8.4	Any sign activity which is not listed in Table 31.4 or Rules 31.8.1 to 31.8.3 inclusive	D	D	D	D	D

31.9 Standards for Signs in Residential Areas

Table 31.9 – Standards for Signs in Residential Areas		Non-compliance status
31.9.1	Other than as provided for in Rule 31.10.2 or Rule 31.10.3, one sign per site with a maximum area of 0.5m ² with no internal or external illumination of the sign.	D
31.9.2	Signs for recreation grounds, nursing homes, education activities and community activities Maximum area of 2m ² per site and can be attached to a building or free standing.	D
31.9.3	Signs for Visitor Accommodation Within a Visitor Accommodation Sub-Zone Must be limited to no more than two signs as listed: 31.9.3.1 A sign identifying the visitor accommodation establishment measuring no more than 2m ² in area; 31.9.3.2 A sign containing only the words “No” and “Vacancy” measuring no more than 0.15m ² in area.	D

31.10 Rules – Activities in Rural Areas

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.11. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.10 – Activities in Rural Areas		Rural Zone, Gibbston Character Zone & Wakatipu Basin Rural Amenity Zone and Precinct	Rural Lifestyle and Rural Residential Zones	Ski Area Sub-Zone
31.10.1	Signage complying with the standards in Table 31.11.	P	P	P
31.10.2	Any operational, directional and safety signage relating to the movement of vehicles and people around the zone	D	D	P
31.10.3	Any sign activity which is not listed in Table 31.4 or Rules 31.10.1 or 31.10.2.	D	D	D

31.11 Standards for Signs in Rural Areas

	Table 31.11 – Standards for Signs in Rural Areas	Non-compliance status
31.11.1	<p>Signage within the Rural Zone (excluding Ski Area Sub Zones), Gibbston Character Zone, Wakatipu Basin Amenity Zone, Rural Lifestyle Zone and Rural Residential Zone</p> <p>Up to 2m² of signage per site with no internal or external illumination of the sign.</p>	D
31.11.2	<p>Signs within Ski Area Sub-Zones</p> <p>31.11.2.1 Operational, directional and safety signage related to the movement of vehicles and people around the Sub-Zone – no limit</p>	D

	Table 31.11 – Standards for Signs in Rural Areas	Non-compliance status
	31.11.2.2 All signs other than those provided for in a above, up to 4m ² of signage per site with no internal or external illumination of the sign.	

31.12 Rules – Activity Status of Signs in Open Space and Recreation Zones

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.13. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.12 – Activity Status of signs in Open Space and Recreation Zones		Nature Conservation Zone, Informal Recreation Zone and Active Sports and Recreation Zone	Civic Spaces Zone and Community Purposes Zone
31.12.1	Identification of a static signage platform. Control is reserved to the matters set out in Rule 31.17.	C	D
31.12.2	Signs only for the purposes of 31.12.2.1 park information; and 31.12.2.2 park way-finding.	P	D
31.12.3	Signs directly associated with a temporary event occurring on the same site. Note: Rule 31.5.2 also applies to temporary event signs and must also be complied with.	P	P
31.12.4	Signs for commercial activities and community activities.	D	P

Table 31.12 – Activity Status of signs in Open Space and Recreation Zones		Nature Conservation Zone, Informal Recreation Zone and Active Sports and Recreation Zone	Civic Spaces Zone and Community Purposes Zone
31.12.5	Any sign activity which is not listed in Table 31.4 or Rules 31.12.1 to 31.12.4 inclusive.	D	D

31.13 Standards for Signs in Open Space and Recreation Zones

	Table 31.13 – Standards for Signs in Open Space and Recreation Zones	Non-compliance status
31.13.1	<p>Static signage platforms in the Nature Conservation Zone, Informal Recreation Zone and the Active Sports and Recreation Zone</p> <p>Static signage platforms that individually are no more than 2.5m² in area.</p>	D
31.13.2	<p>Signs for commercial activities and community activities within the Civic Spaces Zone and the Community Purposes Zone</p> <p>31.13.2.1 maximum of 2 signs per building or activity;</p> <p>31.13.2.2 the maximum area of each sign shall not exceed 1m²; and</p> <p>31.13.2.3 any sign shall be located in the same location and on the same site as the business or activity the sign relates to.</p>	D

31.14 Rules – Activity Status of Signs in Special Zones

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.15. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.14 – Activity Status of signs in Special Zones		Jacks Point Zone outside of Village Activity Areas and residential Activity Areas	Waterfall Park Zone	Millbrook Resort Zone
31.14.1	Signs for commercial activities and community activities Control is reserved to the matters set out in Rule 31.17.	C	C	C
31.14.2	Identification of a signage platform for a commercial activity or community activity Control is reserved to the matters set out in Rule 31.17.	C	C	C
31.14.3	Signs for visitor accommodation Control is reserved to the matters set out in Rule 31.17.	D	D	C
31.14.4	Signs not associated with commercial activities, community activities or visitor accommodation	P	P	P
31.14.5	Any sign activity which is not listed in Table 31.4 or Rules 31.14.1 to 31.14.4 inclusive	D	D	D

31.15 Standards for Signs in Special Zones

	Table 31.15– Standards for Signs in Special Zones	Non-compliance status
31.15.1	Signs for commercial activities, community activities or visitor accommodation 31.15.1.1 maximum of 2 signs per building or activity; 31.15.1.2 the maximum area of each sign shall not exceed 1m ² ; and 31.15.1.3 any sign shall be located in the same location and on the same site as the business or activity the sign relates to.	D

	Table 31.15– Standards for Signs in Special Zones	Non-compliance status
31.15.2	<p>Signs for activities other than for commercial activities, community activities and visitor accommodation</p> <p>One sign per site with a maximum area of 0.5m² with no internal or external illumination of the sign.</p>	D

31.16 Non-Notification of Applications

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

31.17 Matters of Control

31.17.1 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.

31.18 Matters of Discretion

31.18.1 Council’s discretion shall be restricted to:

- a. colour and materials;
- b. design and content;
- c. location;
- d. access and safety; ~~and~~
- e. landscape and visual amenity values, and
- f. dominance effects.

31.19 Assessment Matters

31.19.1 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.

31.19.2 All Activities – General

31.19.2.1 The extent to which the proposed sign is compatible with the character of the site, buildings and surrounding environment.

31.19.2.2 Whether the sign is located on the site of the activity it relates to and the extent to which there is a functional or locational constraint for locating the sign outside of the site of the activity.

31.19.2.3 Whether the sign will affect public safety, including the safety of pedestrians and users of the transport network.

31.19.2.4 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.

31.19.2.5 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.

31.19.2.6 Whether the sign will adversely affect heritage values.

31.19.3 Controlled Activities

Colour and materials

31.19.3.1 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

31.19.3.2 Design, including lighting, is consistent with and sympathetic to the surrounding environment

31.19.3.3 Whether there are any effects on heritage buildings, or on buildings and structures in heritage precincts, and whether any conservation advice has been obtained.

31.19.3.4 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

31.19.3.5 Whether the requirements of multiple tenants within a building have been provided for.

Access and safety

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

Compliance with any relevant Council design guidelines

31.19.3.7 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.

31.19.3.8 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.

31.19.3.9 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.

31.19.4 Discretionary Activities – Signs within Commercial Areas

31.19.4.1 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.

31.19.4.2 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.

31.19.4.3 For any sign within the Arrowtown Town Centre Zone apply the assessment matters in 31.19.3.8.

31.19.5 Discretionary Activities – Signs within Residential Areas

31.19.5.1 Compatibility with the 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.

31.19.5.2 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 Lower Density Suburban Residential Zone and Medium Density Residential Zone) apply

the guideline (from section 4.23.1) to ensure that the design and placement respects historic buildings and the character of the area. In addition, locate and design signs to complement the context and site.

31.19.6 Discretionary Activities – Signs within Other Areas

31.19.6.1 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.

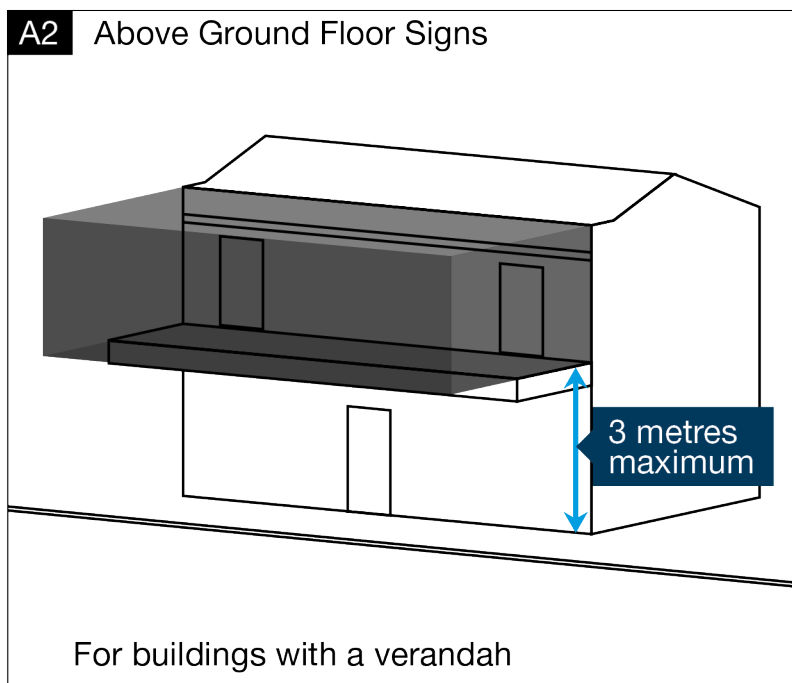
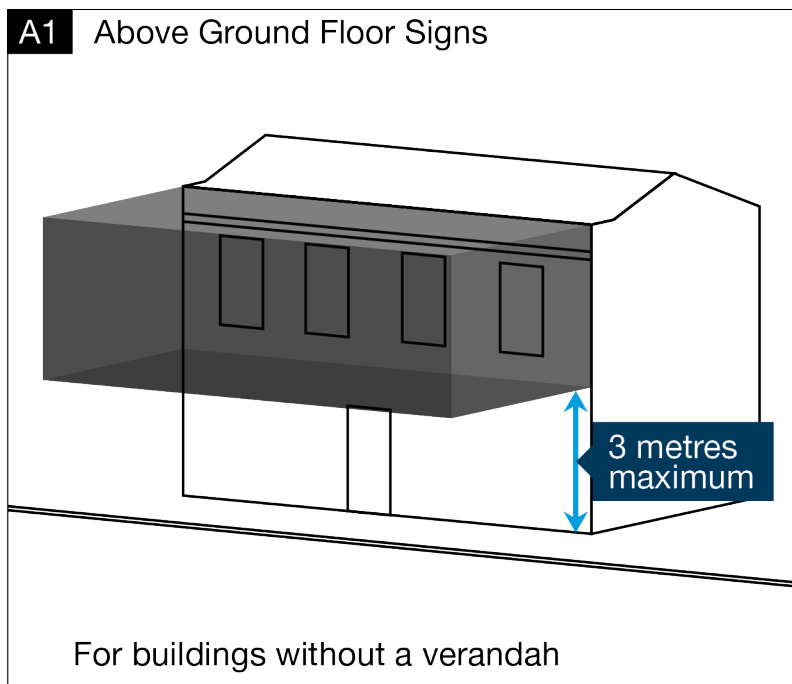
31.19.6.2 Any adverse effects of the proposed signage in terms of:

- 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.

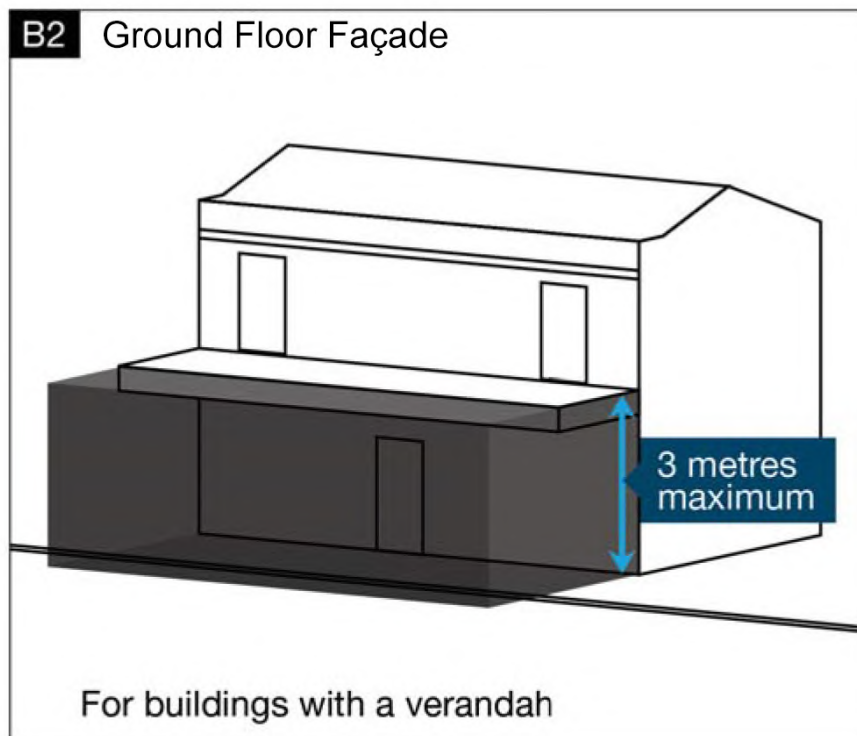
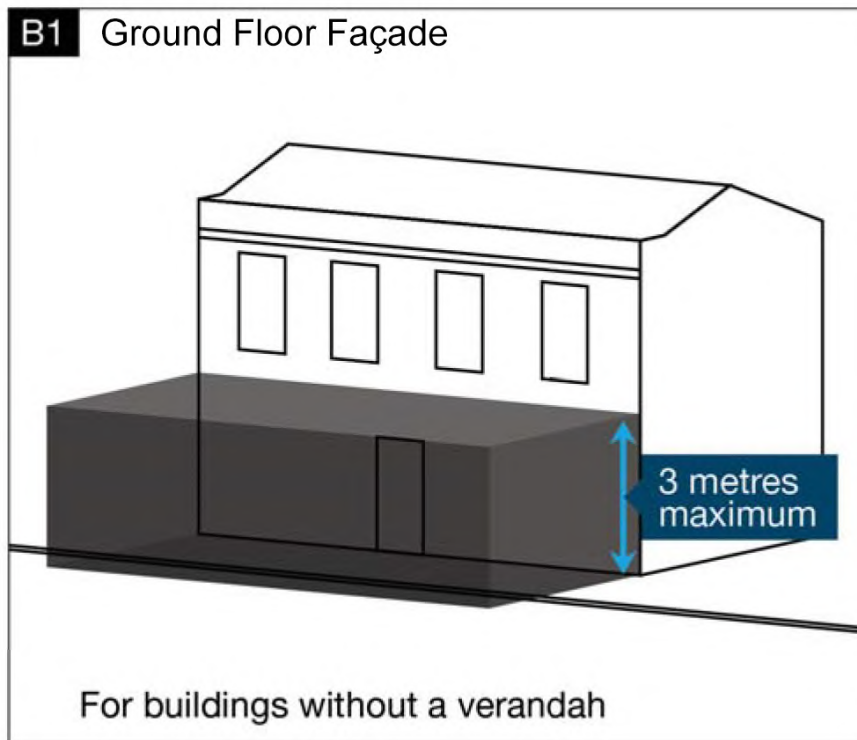
31.19.6.3 When considering the effects of signs located on an Outstanding Natural Feature (ONF) or within an Outstanding Natural Landscape (ONL) identified on the Planning Maps, apply any relevant assessment matters in part 21.21 Rural Zone of the District Plan.

31.20 Interpretive Diagrams

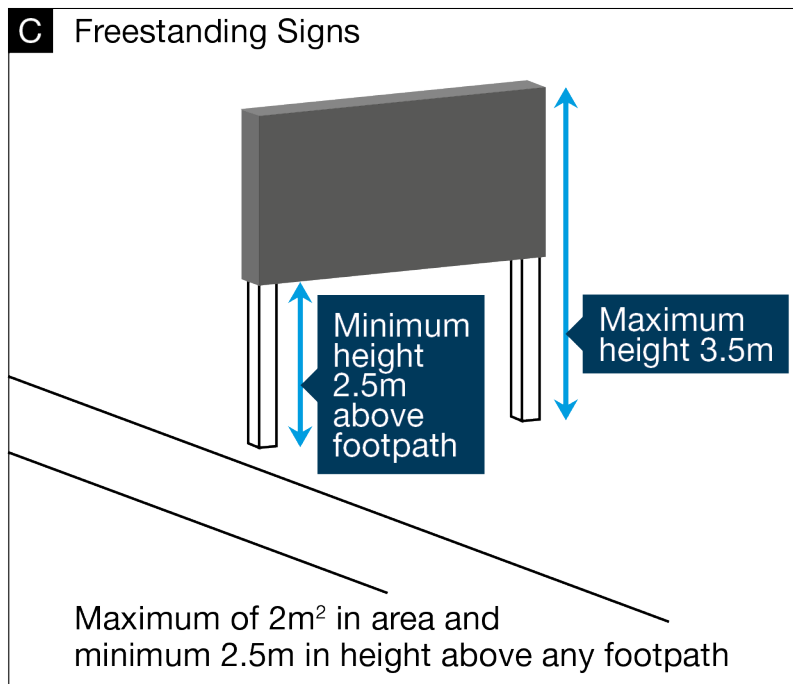
31.20.1 Above Ground Floor Signs



31.20.2 Ground Floor Façade for signs



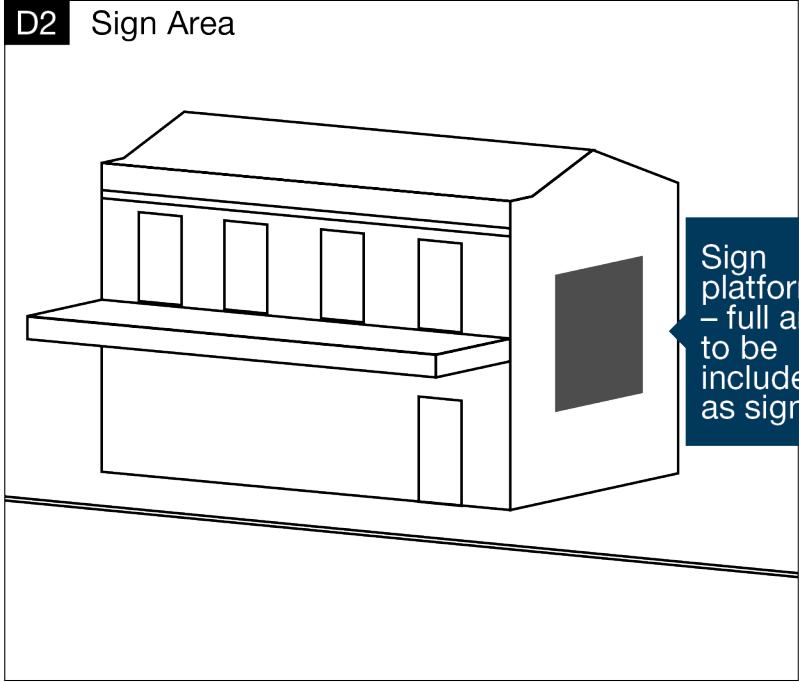
31.20.3 Freestanding Signs



31.20.4 Sign Area

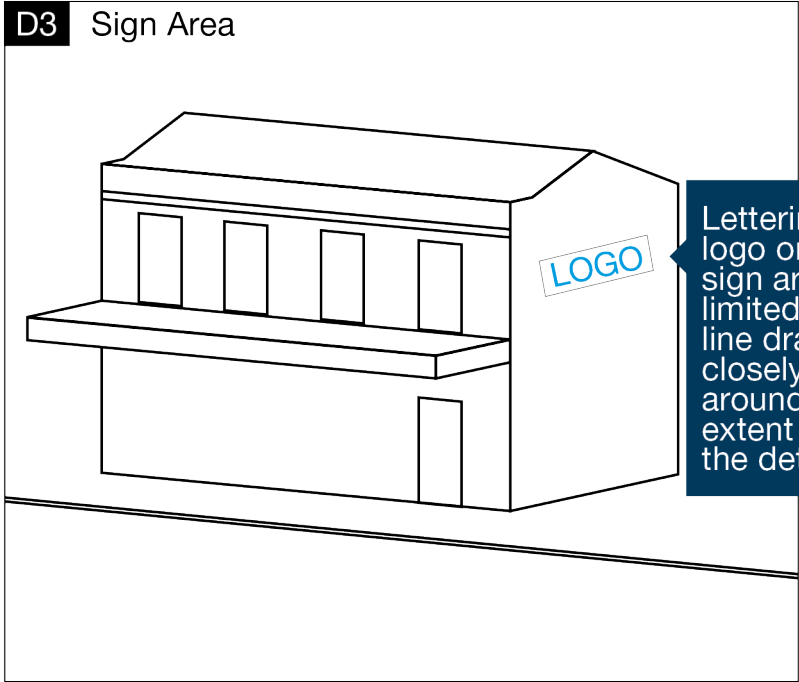


D2 Sign Area



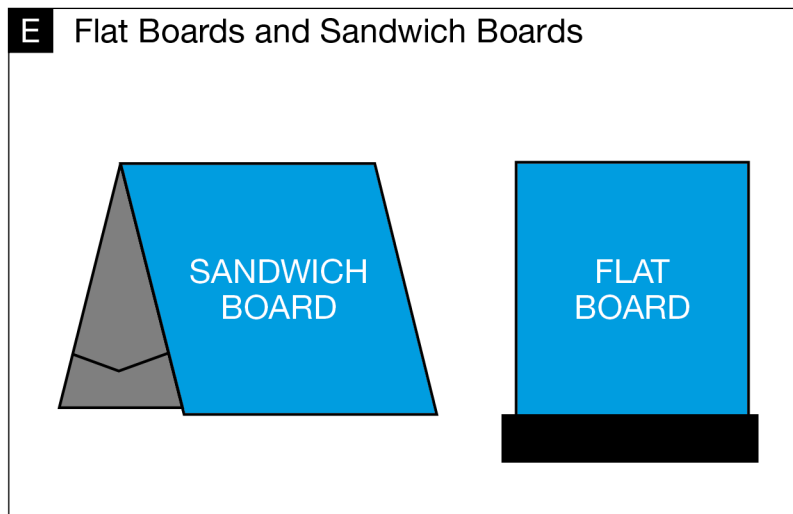
Sign platform – full area to be included as sign

D3 Sign Area

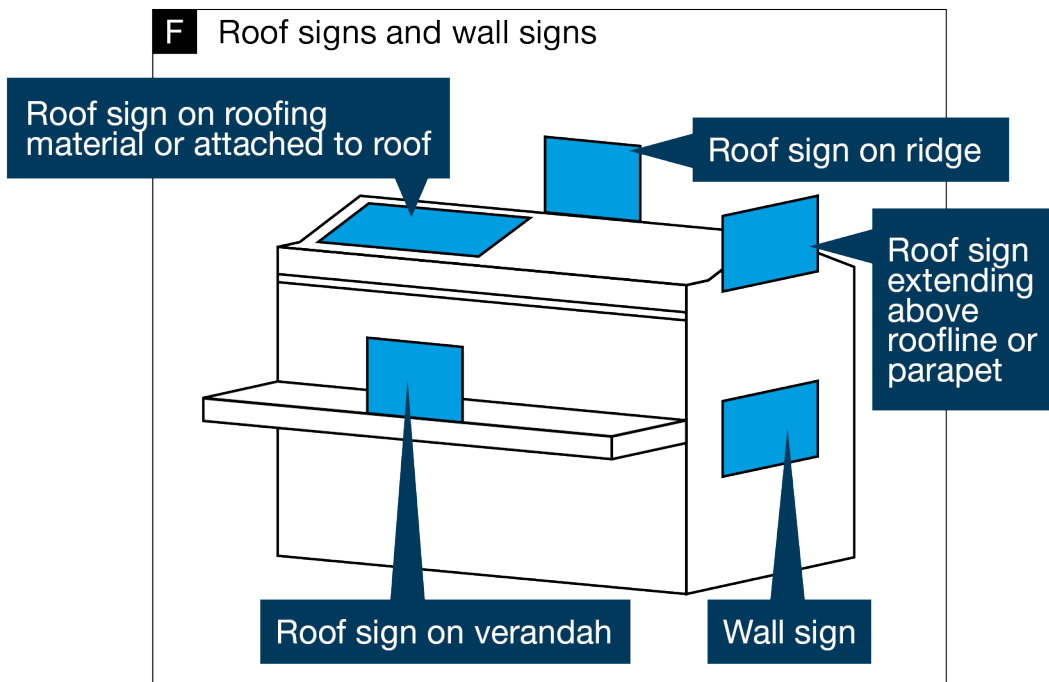


Lettering or logo only – sign area is limited to a line drawn closely around the extent of the detail

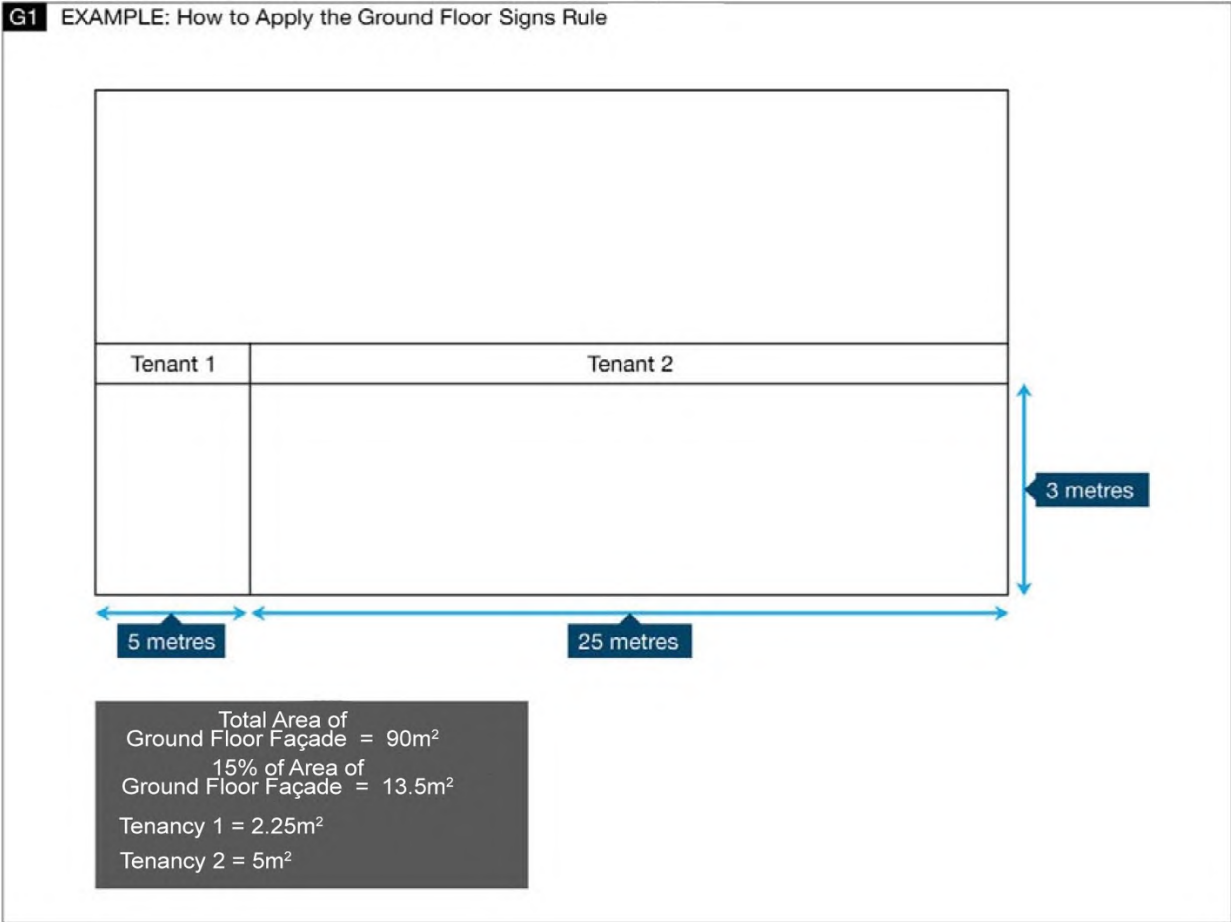
31.20.5 Flat Boards and Sandwich Boards



31.20.6 Roof Signs and Wall Signs



31.20.7 How to apply Rule 31.6.4: Maximum Area of Ground Floor Signs in commercial areas



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.
Corporate Colour Scheme	Means the colour or colours which a business or organisation adopts as a <u>key visual element of its corporate identity.</u>
Sign and Signage	Means: a. any external name, figure, character, outline, display (<u>excluding a display of physical goods or products available for sale on the premises</u>), 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 <u>billboard sign</u> 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. <u>corporate colour schemes</u> ;

	<p>d. any sign written vehicle/trailer or any advertising media attached to a vehicle/trailer.</p> <p>Notes: (i) This does include corporate colour schemes. (ii) See definitions of SIGN AREA and SIGN TYPES.</p>
<p>Sign Area</p>	<p>The area of a sign means <u>Means</u> the surface area of a sign, and the area of a sign includes:</p> <p>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></p> <p>b. <u>the entire area coloured with a corporate colour scheme.</u></p>
<p>Sign Types</p>	<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>HoardingBillboard Sign: means any sign, <u>including located in a digital signage platform</u>, that is for purely commercial brand awareness purposes and which does not relate to land use activity conducted on the site.</p> <p>Digital Sign: <u>means an internally lit sign that displays electronic messages (text) and/or images.</u></p> <p>Digital Signage Platform: <u>means a physical structure and area specifically for the purpose of displaying digital signage.</u></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>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:</p> <ol style="list-style-type: none"> a. does not relate to goods or services available at the site where the sign is located; b. is not a Billboard Sign; and c. is not a <u>Temporary Event Sign</u>. <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> <p>Signage Platform: means a physical area identified for the purpose of signage.</p> <p><u>Static Signage Platform:</u> <u>means a signage platform for the purpose of displaying any sign type other than a digital sign.</u></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>
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	<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 Zone:

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

Insert in Rule 17.4.2 after Rule 17.4.2.3:

Note: For advertising or promotional signage located within 20m of the zone boundary Chapter 31 applies.

QUEENSTOWN LAKES DISTRICT COUNCIL

Hearing of Submissions on Proposed District Plan

Stream 15 Report

Report and Recommendations of Independent Commissioners Regarding Chapters 25, 29, 31, 38, and Visitor Accommodation

Report 19.5 – Chapter 31 Signs

Commissioners

Denis Nugent (Chair)

Sarah Dawson

Calum MacLeod

Robert Nixon

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1. PRELIMINARY

1.1 Introduction

1. This report needs to be read in conjunction with Report 19.1. That report sets out the overall hearing process for Stream 15, the approach we have taken to assessing the submissions in terms of the statutory requirements, and deals with an issue raised in submissions which was common to all chapters considered in Stream 15.

1.2 Terminology

2. Throughout this report, we use the abbreviations set out in Section 1.1 of Report 19.1 plus following abbreviations which are specific to submissions dealing with Chapter 31:

Darby Planning LP
et al

Darby Planning LP¹; Henley Downs Farm Holdings Limited and Henley Downs Land Holdings Limited²; Treble Cone Investments Limited³; Soho Ski Area Limited, Blackmans Creek No. 1 LP⁴; Mt Christina Limited⁵; Glencoe Station Limited⁶; Glendhu Bay Trustees Limited⁷

1.3 Background

3. This report deals with the submissions and further submissions lodged in respect of Chapter 31 Signs, the variation to Chapter 2 Definitions notified with Chapter 31, and the variation to Chapter 17 Airport Zone notified with Chapter 31.
4. Ms Amanda Leith, a consultant engaged by the Council, prepared a Section 42A Report, rebuttal evidence and a reply statement and we had the benefit of evidence from several submitters. Ms Leith advised us that she was not the author of Chapter 31 as notified. Ms Leith also advised that while she had lodged submissions on Stage 2 matters on behalf of other clients, none of the firm's clients had submissions on, or any other interest in, the subject matter of Chapter 31. We appreciate Ms Leith's explaining this to us and are satisfied that she approached her task as the Council's reporting officer on this topic professionally.
5. The hearings proceeded as described in Report 19.1.
6. There were 207 submission points lodged against Chapter 31 and associated definitions, and 332 further submission points. Although we may not mention each of these points individually in this report, we have considered all of the relevant submissions and further submissions in preparing this report. We set out in Appendix 2 a list of the submissions and further submissions and our recommendation in respect of each one.

¹ Submission 2376
² Submission 2381
³ Submission 2373
⁴ Submission 2384
⁵ Submission 2383
⁶ Submission 2379
⁷ Submission 2382

1.4 Higher Order Documents

7. In her Section 42A Report, Ms Leith set out the relevant provisions of Part 2 of the Act and provided her opinion as to how those provisions were relevant to this Chapter⁸. Ms Leith also referred us to provisions of the 1998 RPS she considered relevant, and the provisions of the proposed RPS at the time of writing her report.
8. We have discussed in Report 19.1 how we consider the Partially Operative RPS 1998, the Partially Operative RPS 2019 and the Proposed RPS should be approached in formulating our recommendations and also the changes in status of various proposed RPS provisions and the weighting that should be given to them. Overall, we think Ms Leith was correct when she stated that the consideration of signage is complex given that it may be located in a multitude of locations, serving a variety of functions, with a range of different effects⁹. In that sense it is unsurprising that the Partially Operative RPS 1998 and Partially Operative RPS 2019 do not have specific policies related to signage, but it requires of us, in evaluating the proposed provisions and submissions, to take a broad view of both documents and the contents of Part 2 of the Act.
9. Ms Leith attached the Section 32 Evaluation Report to her Section 42A Report. We have considered the content of that evaluation report in our assessment of submissions below and refer to it when necessary.

2. GENERAL ISSUES

2.1 Major Issue – Hoardings/Billboards

10. By the time we reached the end of the hearings, including receipt of the Council's reply, the sole significant issue where there was not some measure of agreement between the submitters and the Council officers was the activity status of hoardings/billboards.
11. As notified, the definition of hoarding was 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.
12. Notified Rule 31.5.14 classified hoardings as a prohibited activity. It appears that this rule gave effect to notified Policy 31.2.1.10 which stated:
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;*
 - c. *hoardings;*
 - d. *signs displaying sexually explicit, lewd or otherwise offensive content;*

⁸ At paragraphs 4.3 to 4.10

⁹ At paragraph 4.26

- 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.*
13. Four submissions¹⁰ sought that clause (c) of Policy 31.2.1.10 be deleted. The submission from NZTA¹¹ sought that the words “adverse effects from” be deleted from the introductory line of the policy so that the signs be avoided, not the adverse effects of them.
14. The submissions on Rule 31.5.14 sought:
- a) Support the rule¹²;
 - b) Delete the rule¹³;
 - c) Change the status to Restricted Discretionary¹⁴;
 - d) Change the status so it is not Prohibited¹⁵;
 - e) Consider providing for consent to be granted for hoardings in some zones¹⁶.
15. Four submissions sought the deletion of the definition of “hoarding” with an amendment to the definition of “off-site sign” so that signs purely for brand awareness were considered “off-site signs”¹⁷.
16. In her Section 42A Report¹⁸, Ms Leith set out the background to the provisions for hoardings and off-site signs in the ODP, noting that hoardings were a non-complying activity in the ODP as a result of Plan Change 48. After reviewing the content of the relevant submissions, Ms Leith concluded that “billboard” would be preferable term to “hoarding” and recommended that the definition of “hoarding” be amended by replacing “hoarding” with “billboard”. She also recommended changes to the definition of “off-site sign” which we discuss later in this report.
17. Ms Leith considered carefully whether billboards would be appropriate in the various zones and locations in the district. Although not specified in her analysis, she does allude in several places to the size of billboards being an issue when considering the effects on visual amenity. She concluded that billboards should remain a prohibited activity largely throughout the district with no amendment to Policy 31.2.1.10. We note that she highlighted that billboard signs would be allowed within the Airport Zone: Queenstown¹⁹.
18. Ms Leith confirmed this position in her Rebuttal Evidence²⁰, concluding that to allow billboards in the district’s commercial zone would have the potential to result in increased levels of visual

¹⁰ Submissions 2194, 2195, 2478 and 2557

¹¹ Submission 2538, supported by FS2760

¹² Submission 2538, supported by FS2760, opposed by FS2764

¹³ Submissions 2194 (supported by FS2788, FS2789, FS2790), 2195, 2478 and 2557

¹⁴ Submission 2460, supported by FS2737

¹⁵ Submission 2516

¹⁶ Submissions 2585 (supported by FS2764) and 2593

¹⁷ Submissions 2194, 2195, 2478 and 2557

¹⁸ At Section 7

¹⁹ Ibid, at paragraph 7.21

²⁰ At paragraph 5.2ff

clutter, dominance and adverse amenity effects. She added “... if billboard signs were to be provided with a consenting pathway, a rationalisation of the size requirements for signage within the commercial zones may be required to off-set the potential cumulative adverse proliferation or dominance effects within streetscapes.”

19. Turning first to the NZTA submission on Policy 31.2.1.10, Ms Leith recommended that this submission be accepted and the policy focus purely on the signs. Mr MacColl supported that recommendation but provided no reasoning for that support. We disagree with Ms Leith. We consider the focus of the policies and rules should be on the effects of signs, not signs per se. Also we note that her reasoning was premised on all the sign types listed being prohibited activities. We consider that policies should not be determined by the rules that give effect to them, but rather how they policies implement the objective(s). The objective is directed at maintaining character and amenity values. In our view it is the effects of signs on character and amenity values that the policy should be directed to.
20. Mr Andrew Maclennan provided expert planning evidence in support of the submission lodged by QMS Media Limited²¹. It was his opinion that there was a role for billboard signs in the district’s commercial zones as a discretionary activity²². He suggested such signs up to 18m² should be discretionary, and then non-complying beyond that size²³. Mr Maclennan told us he did not have sufficient experience of the Queenstown Lakes District to be able to advise as to locations where he considered signs of such size could be appropriate.
21. Mr Michael Gray, managing director of Go Media Limited²⁴, provided useful background on the nature of signage, types of signs and their scale. He considered that provisions should be made for small scale advertising on street furniture and small format digital displays in the Town Centre. It was his view that the standards should provide for standard digital advertising signage size, which he said vary between approximately 1.5m² and 2.3m².²⁵
22. At the hearing, Mr Gray told us that changing the content of signage he was proposing did not change the effects. We understood him to be excluding sexually explicit, lewd or otherwise offensive content (as listed in Policy 31.2.1.10-d) when he made that comment. He clarified that the maximum scale sought was 5m² and that he considered a discretionary activity consent was appropriate for such signage²⁶.
23. Ms Leith did not alter her position regarding billboard signs in her reply statement, although she did recommend some modifications to the definition of “off-site sign” to clarify the distinction of such signs and billboard signs.
24. Having considered all the submissions and evidence on this issue, we have concluded that the argument has been distorted by a perception by all those providing evidence (with possibly the exception of Mr Gray) that at issue are large-scale signs. Certainly Mr Maclennan was focused on signs of 18m², and Ms Leith’s concerns regarding “billboard signs” in the District’s commercial zones was in large part a concern about scale²⁷.

²¹ Submission 2557

²² A Maclennan, EIC at paragraph 24

²³ Notes of hearing, 27 September 2018

²⁴ Submission 2516

²⁵ M Gray, EIC at paragraph 13

²⁶ Notes of hearing, 27 September 2018

²⁷ A Leith, Section 42A Report at paragraph 7.19

25. We consider that confusion is understandable to some extent. The common definition of “hoarding” is:
*A temporary fence (of boards) round a building during erection or repair, often used for displaying advertisements or notices, a structure for displaying advertisements.*²⁸
26. That for “billboard” is:
*A large outdoor board or hoarding for advertisements.*²⁹
27. The definition of “hoarding” as notified, or “billboard sign” as recommended, included in the PDP relates purely to the nature of the content of the sign, not its size, nor its location. It is our understanding a defined term in a plan replaces or over-rides any inconsistency with the common usage of that term³⁰.
28. Focussing on “hoarding” as defined in Stage 2, no real reason was provided in Ms Leith’s report or evidence as to why signs for purely brand awareness purposes, as opposed to advertising a place, business, event, or brand sold by a business, should be prohibited in all parts of the District except Queenstown Airport³¹. We infer from Ms Leith’s comment in her rebuttal evidence quoted above³² that she expects that limiting signage to that directly related to the activities located within commercial areas would limit the proliferation of signs. We consider that the cumulative effect of including signs purely for commercial brand awareness in the mix can be dealt with if the activity is classified as discretionary, as Mr Gray sought.
29. We agree with Ms Leith that the term hoarding should be replaced because that could be confused with the temporary structures around construction sites. Given the ordinary meaning of billboard, we are not sure that is the best replacement name, but it was a term accepted by the Council and submitters, with no evidence opposing Ms Leith’s recommended amendment to the definition. We therefore recommend the term “billboard sign” replace hoarding, and that “billboard sign” be defined with the same meaning as the notified definition of “hoarding”.
30. Having concluded that some provision should be made for billboard signs in the district, we need to consider the four submissions³³ that sought the deletion of clause (c) from Policy 31.2.1.10.
31. Our recommendation in respect of billboard signs is aimed at avoiding the adverse effects of those signs. Thus, other than the change to term used in clause (c), the policy can remain unaltered.
32. Before proceeding to consider what provision should be made in Chapter 31 for billboard signs, Mr Gray’s evidence on the digitalisation of signage means we need to consider how Chapter 31 deals with digital signage in parallel with the provisions for billboard signs.

²⁸ The New Shorter Oxford English Dictionary, Clarendon Press, Oxford, 1993

²⁹ *ibid*

³⁰ Interpretation Act 1999

³¹ Signs within the Airport Zone: Queenstown are a permitted activity under Rule 17.4.2, subject to the variation proposed by Stage 2 that signs within 20m of the zone boundary are subject to the rules in Chapter 31.

³² A Leith, Rebuttal Evidence at paragraph 5.2

³³ Submissions 2194, 2195, 2478 and 2557

33. As notified, Chapter 31 made no specific provision for digital signage. However, “*Flashing, moving, animated signs and signs that create an optical illusion*” were listed as a prohibited activity throughout the District³⁴.
34. Two submissions³⁵ sought that provisions should be made for digital signage, and that it should not be prohibited. Ms Leith, in her Section 42A Report, accepted that provisions should be made for digital signs³⁶, and identified that Policy 31.2.1.10 and Rule 31.5.15 could be interpreted as prohibiting digital signs³⁷. She recommended a series of amendments to the rules to provide for digital signage platforms in the Wanaka and Queenstown Town Centre Zones³⁸, subject to specified standards. Ms Leith recommended further finessing of these provisions in her Reply Evidence³⁹.
35. Digital signage is a form of display rather than a physical structure, in the same way that painted signwriting, or paper posters are a form of display. Mr Gray told us that the advantage of digital signage, from a sign provider’s point of view, is that the content of the sign can be changed remotely and as frequently as desired. Ms Leith advised that she had no issue with images alternating after a set period of time via digital signage. We understood her evidence to be that she did not support animated images on digital signage, but accepted that allowance should be made for the time for images to change by excluding such changing from the concept of “moving signs”⁴⁰.
36. We were unsure why the recommended provisions should permit a video screen in a display window showing a series of still shots of a tourist activity offered by the business on the premises, but prohibit the same screen showing a video of the same activity. However, submitters did not seek provision for such signage so we take the matter no further. It is also unclear whether digital signage can be used for some of the signs that are listed as permitted, such as traffic warning signs or signs showing when public transport will arrive/depart from a stop. These are matters the Council may wish to consider in the context of a variation, as there is no scope in the submissions to broaden digital signage beyond advertising.
37. Given that digital signage can only occur within a physical structure to convey the images, we consider the rules should be clear that the only provision made for digital signage be within a digital signage platform. We think that was the intention of Ms Leith, although it was not explicit in her reply version of Chapter 31. For this reason, as well as recommending the amendments proposed by Ms Leith, we recommend an additional rule be included making digital signage outside a digital signage platform a prohibited activity.
38. We also consider that understanding the rules would be assisted by providing definitions of “digital sign”, “static signage platform” and “digital signage platform”. We consider these to consequential amendments within scope of those submissions seeking provision be made for digital signage.

³⁴ Rule 31.5.15

³⁵ Submissions 2516 and 2557

³⁶ At Section 8

³⁷ At paragraph 8.3

³⁸ Ms Leith referred to “the two Town Centre zones”. We presume she was referring to the Wanaka and Queenstown Town Centre Zones, and not the Arrowtown Town Centre Zone which does not have the same focus on enabling commercial activities as the other two.

³⁹ At Section 5

⁴⁰ A Leith, Section 42A Report at paragraphs 8.3 and 8.4

39. We agree with Ms Leith that provision should be made for digital signage, but in our view Ms Leith's recommended amendments to Chapter 31 did not explicitly provide for billboard signs to use digital signage. We consider explicit provision must be made as billboard signs are defined by the content of the sign, not the structure or form of display. Ms Leith's recommendations for "digital signage platforms" appear to relate to something other than billboard signs. We consider this can be overcome by amending the definition of billboard signs to make it clear that those signs can utilise digital signage platforms.
40. Go Media⁴¹ sought an amendment to the definition of "moving sign" so that it did not unintentionally capture the 0.5 second digital dissolve between images on a digital display of static images. Ms Leith's suggested means of resolving this issue was to amend notified Rule 31.5.15 (which classified moving signs as a prohibited activity) to exclude digital signage allowed by the rules she proposed providing for digital signage⁴². We agree with that approach and the rules we recommend reflect that approach.
41. We have concluded that billboard signs should be provided for in the Queenstown and Wanaka Town Centre Zones and accept Mr Gray's position that such signs should be a discretionary activity. We do not agree with Mr MacLennan that such signs could be as large as 18m² given the scale of the two Town Centre Zones. We understood his opinion was based solely on his experience in Christchurch and other large cities, rather than the small, compact town centres in this district. We also consider Mr Gray's suggestion of 5m² to be too large in the context of the two town centres. In our view, signage solely for commercial brand awareness should not be visible from adjacent residential areas and the size of the signs should recognise the compact nature of the town centres. Thus, we have concluded that 2m² is an appropriate maximum size.
42. In discussing digital signage, Ms Leith expressed the view that it could be appropriate in the Airport Zone: Queenstown. We note that the provisions of Chapter 17, as varied by Stage 2, contains a self-contained set of signage standards, except where the sign is within 20m of the zone boundary⁴³. Thus, any provisions in Chapter 31 would only apply in the area within 20m of the zone boundary. As at least part of the zone boundary adjoins residential areas, without evidence as to how effects could be mitigated, we do not consider billboard signs or digital signage provisions of Chapter 31 should be extended to the Airport Zone: Queenstown.
43. For those reasons we recommend the following provisions be included in Chapter 31:
- a. The term Hoarding used in the notified version of the Chapter be changed to Billboard signs;
 - b. The definition Billboard signs be the same as the notified definition of Hoarding with an amendment to include reference to digital signage platforms;
 - c. Billboard signs be a discretionary activity in the Queenstown and Wanaka Town Centre Zones;
 - d. Billboard signs in the Queenstown and Wanaka Town Centre Zones be limited to 2m² in area and not be visible from any Residential Zone;
 - e. Provision for digital signage platforms at ground floor level and above ground floor, as recommended by Ms Leith;
 - f. A rule be included explicitly prohibiting digital signage outside of digital signage platforms within the commercial zones;

⁴¹ Submission 2516

⁴² A Leith, Reply Evidence, paragraph 5.3

⁴³ We note that no submissions were lodged in respect of this amendment to Chapter 17, which should form a note to Rule 17.4.2 given the renumbering of rules in the Decisions Version.

- g. The rule prohibiting moving signs contain an exclusion for digital signs specifically provided for.
44. We also recommend definitions of Digital Sign, Static Signage Platform and Digital Signage Platform be included in Chapter 2 in the list of Sign Types reading as follows:

Digital Sign:

means an internally lit sign that displays electronic messages (text) and/or images.

Digital Signage Platform:

means a physical structure and area specifically for the purpose of displaying digital signage.

Static Signage Platform:

means a signage platform for the purpose of displaying any sign type other than a digital sign.

2.2 Definitions

45. In conjunction with notifying Chapter 31 the Council notified a variation to Chapter 2 of the PDP to delete certain definitions, modify others and to insert additional definitions.
46. The following definitions were deleted:
- Flatboard
 - Free Standing Sign
 - Under Verandah Sign
 - Wall Sign
 - Ground Floor Area (For Signs)
47. We note that “Flat Board Sign”, “Free Standing Sign” and “Under Verandah Sign” were also defined under the term “Sign Types” and those definitions were retained in the variation, albeit with a minor modification to the definition of “Free Standing Sign”.
48. The following definitions were modified:
- Sign and Signage
 - Sign Area
 - Free Standing Sign (within the term “Sign Types”)
 - Off-Site Sign (within the term “Sign Types”)
 - Roof Sign (within the term “Sign Types”)
 - Temporary Event Sign (within the term “Sign Types”)
49. New definitions were inserted within the term “Sign Types” for:
- Temporary Construction Sign
 - Temporary Land Development Sign
50. The Council lodged a submission on Stage 1 of the PDP⁴⁴ seeking that all definitions relating to signage be deleted and replaced with only those made operative under Plan Change 48. This submission became a submission on the variation through the operation of clause 16B(1) of the First Schedule to the Act. The variation did not simply include the definitions in Plan Change 48 and we heard no evidence from the Council other than that from Ms Leith. We take from that that the Council’s position was different in 2018 from that in 2015 when the

⁴⁴ Submission 383

original submission was lodged. We therefore recommend this submission be accepted in part to reflect that some of the definitions mirror those in Change 48.

51. Other submissions were received in respect of four definitions:
- Hoarding⁴⁵;
 - Moving Sign⁴⁶;
 - Off-Site Sign⁴⁷; and
 - Sign and Signage⁴⁸.
52. In addition, there were several submissions that sought that Chapter 31 be amended to make signs a permitted activity in circumstances where they could not be seen by the public⁴⁹. Ms Leith noted that the definition of Sign and Signage specified that to come within the definition a sign must be visible from a road or public place⁵⁰. Thus we treat those submissions as being on the definition of Sign and Signage and recommend they be accepted.
53. We have dealt with the submissions relating to the definition of Hoarding above in our discussion regarding Billboard Signs. The submission relating to Moving Sign has also been dealt with in that discussion.
54. As notified in Stage 2, the definition of “Off-Site Sign” read:
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.
55. Four submissions⁵¹ sought that “Hoardings” be deleted from this definition. We have dealt with the issue of hoardings in our discussion on billboard signs above.
56. Ms Leith recommended changes to this definition to properly distinguish off-site signs from billboard signs⁵². We accept that the notified definition is ambiguous as to the contents of the sign. Ms Leith’s amendments aimed to ensure that off-site signs were for businesses or activities that were located within the vicinity but were unable to reasonably advertise their business or activity on-site. By the time of her Reply Evidence she arrived at the following formulation:
Off-Site Sign:
means a sign which does not relate to the use or activities at the site where the sign is located but relates to a use or activity occurring on a site within 150m of the sign and excludes Billboard Signs and Temporary Event Signs.
57. We consider that the amendments Ms Leith has made to limit an off-site sign to being located within 150m of the use or activity it relates to is beyond the scope of the submissions as it is an outcome that could not be reasonably foreseen by a person reading the submissions seeking to amend the definition. We also consider the notified definition allowed for off-site

⁴⁵ Submissions 2194, 2195, 2478 and 2557

⁴⁶ Submission 2516

⁴⁷ Submissions 2194, 2195, 2478 and 2557

⁴⁸ Submission 2543, supported by FS2737

⁴⁹ Submission 2466 (supported by FS2737, FS2753, FS2764, FS2788, FS2789, FS2790), 2492 (supported by FS2737, FS2789, FS2760, FS2790), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

⁵⁰ A Leith, Section 42A Report at paragraphs 17.8 and 27.2

⁵¹ Submissions 2194, 2195, 2478 and 2557

⁵² A Leith, Section 42A Report at Section 7

signs to contain the public information material referred to in notified Policy 31.2.6.2 as it provided for any material that was not goods or services available on the site, commercial branding (billboard sign definition) or in relation to a temporary event. Ms Leith's proposal removes the possibility of such signage. If the Council wishes to include such imitations, either in the definition or a standard, then the Council will need to initiate a variation to impose such a limitation.

58. While we consider Ms Leith's suggestions to be beyond scope, we do think some improvement can be made which would not change the intended application of the definition but remove potential ambiguities. In our view a more appropriate wording is:

Off-Site Sign:

means a sign which:

- a. does not relate to goods or services available at the site where the sign is located;
- b. is not a Billboard Sign; and
- c. is not a Temporary Event Sign.

59. We recommend that the definition of Off-Site Sign be as set out in the previous paragraph as a minor grammatical amendment under Clause 16(2).

60. The remaining submission on the definition of Sign and Signage opposed the inclusion of corporate colours within the definition⁵³.

61. Ms Leith initially recommended this submission could be satisfied by amending the definition to exclude neutral and recessive colours⁵⁴. Following questioning by the Panel as to the subjectivity of the term proposed, Ms Leith resiled from that position in her Reply Evidence⁵⁵. She did recommend, however, that if we considered clarification of the term "corporate colours" was required, there was scope in Submission 2543 to include a definition of the term, and suggested wording of such a definition.

62. We heard no evidence from the submitter on this issue.

63. Ms Leith's further analysis of the issue in her Reply Evidence is helpful and we consider it would be useful to include a definition of the term "corporate colours" based on her analysis of how colours are used as part of the signage of several business chains. We note that the term used in the various definition is "corporate colour scheme".

64. For those reasons we recommend the inclusion of a new definition as follows:

Corporate Colour Scheme

Means the colour or colours which a business or organisation adopts as a key visual element of its corporate identity.

65. Ms Leith recommended an amendment to the definition of sign and signage in response to the submission from Wanaka Flooring Xtra⁵⁶. This submission noted that as notified, the definition included merchandise seen through a window within the allowed signage. Ms Leith advised that she shared the concerns of the submitter on this issue⁵⁷. She recommended the

⁵³ Submission 2543, supported by FS2737

⁵⁴ A Leith, Section 42A Report, Section 13

⁵⁵ At Section 9

⁵⁶ Submission 2128, supported by FS2737

⁵⁷ A Leith, Section 42A Report, paragraph 12.6ff

definition include the phrase “excluding a display of physical goods or products available for sale on the premises” after the word “display”. Ms Quin, in giving evidence for Books & Toys (Wanaka) Ltd⁵⁸, supported this amendment, although she also sought that posters be included in the exclusion.

66. We agree with Ms Leith for the reasons she gave in her evidence. We deal with the issue of posters raised by Ms Quin below. We therefore recommend that the definition of sign and signage read as follows:

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, billboard sign 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;
- d. any sign written vehicle/trailer or any advertising media attached to a vehicle/trailer.

2.3 General Submissions

67. Several other submissions require consideration before discussing the provisions in the chapter and the submissions on those provisions. Three submissions supported the chapter and sought it be confirmed⁵⁹. In addition, one submission sought a full rework of the chapter “removing ludicrous terms, and making things easier to understand”⁶⁰. As we are recommending changes to the chapter, we recommend these submissions be accepted in part.
68. Mr Clarke⁶¹ also sought that sign writing companies advise their clients of their responsibilities, and that the Council enforce the sign rules. Those two matters are beyond what we can recommend be included in the PDP but we bring them to the Council’s attention.

2.4 31.1 – Purpose

69. This section contains a broad outline of the benefits of signs, and the potential adverse effects signs can have on visual amenity and traffic and pedestrian safety. It then briefly summarises the regulatory approach taken in this chapter.

⁵⁸ Submitter 2510 and Further Submitter 2737

⁵⁹ Submissions 2019, 2235 and 2495

⁶⁰ Submission 2128, supported by FS2737

⁶¹ Submission 2235

70. The only submissions on this section sought that it be amended to better provide for interpretative signs⁶². Ms Black provided evidence on the issue of signs for interpretation on behalf of the Real Journeys Group, and Mr Farrell supported her evidence. However, neither Ms Black nor Mr Farrell suggested how Section 31.1 should be altered to give effect to this submission.
71. We consider the first sentence of this section covers the issues raised in terms of the Purpose statement. That reads (as notified):
Signs provide information to the general public and can assist with creating a sustainable and vibrant community.
72. We recommend that Section 31.1 be adopted as notified.

3. SECTION 31.2 – OBJECTIVES AND POLICIES

3.1 General Approach to Submissions on Objectives and Policies

73. We will consider submissions on the six notified objectives in Chapter 31 first, and then consider any submissions seeking additional objectives. Once we have a set of objectives to recommend, we will consider the policies to achieve those objectives, starting with the policies as notified and then considering any submissions suggesting new policies.

3.2 Objective 31.2.1

74. As notified this read:

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

75. One submission⁶³ supported Objective 31.2.1. Two submissions⁶⁴ sought that the objective be amended by including references to enhancement of access.
76. Ms Leith agreed with the intent of these latter two submissions but recommended slightly altered wording⁶⁵. At the hearing we questioned Ms Leith as to whether, as notified or including her proposed amendment, Objective 31.2.1 was expressed as an objective. Ms Leith reviewed the objectives and policies before preparing her reply evidence⁶⁶ and, as a consequence, recommended this objective be reworded as follows:

Signage which is of a scale and extent which maintains the character and amenity of the District and enhances access.

77. We agree that this wording is more appropriate for an objective than that notified, and that the amendments proposed are either grammatical or within the relief sought by the submitters. We also agree that including the reference to enhancing access better achieves the purpose of the Act in relation to signage. We do consider, however, that two minor

⁶² Submissions 2466 (supported by FS2737 and FS2753), 2492 (supported by FS2737 and FS2760), 2494 (supported by FS2737 and FS2760) and 2581 (supported by FS2737 and FS2753)

⁶³ Submission 2446

⁶⁴ Submissions 2242 (supported by FS2788, FS2789 and FS2790, opposed by FS2760) and 2455 (supported by FS2760) and 2455 (supported by FS2760)

⁶⁵ A Leith, Section 42A Report, at paragraph 14.1ff

⁶⁶ A Leith, Reply Evidence at Section 3

changes should be made under Clause 16(2) to further improve the grammar and to use wording consistent with that used by the Act.

78. For those reasons, we recommend that Objective 3.2.1 be reworded as follows:

Signage which is of a scale and extent that maintains the character and amenity values of the District and enhances access.

3.3 Objective 31.2.2

79. As notified this read:

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.

80. One submission⁶⁷ supported this objective and the Real Journeys Group⁶⁸ sought that it be amended so that it referred to the “roading and water transport network”.

81. Ms Leith did not recommend any change to this objective in her Section 42A Report, and we received no specific evidence from Real Journeys Group on its proposed amendment. However, following our request of Ms Leith to consider whether this was expressed as an objective, she recommended in her Reply Evidence that it be reworded as:

Signs are managed to limit the impact on public safety, including the safety of pedestrians and users of the transport network.

82. We consider this wording still fails to express a desired environmental outcome. We consider it should be expressed as:

Signs have limited adverse effects on public safety, including the safety of pedestrians and users of the transport network.

83. We are satisfied that this conveys the meaning intended by the notified wording, but in a way that properly expresses the outcome desired, and recommend this wording be adopted. We consider this to be in large part a grammatical change with no change in meaning under Clause 16(2). The replacement of “roading” with “transport” is within scope of the change sought by the Real Journeys Group.

3.4 Objective 31.2.3

84. As notified this read:

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.

⁶⁷ Submission 2538, supported by FS2760

⁶⁸ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

85. The only submissions on this objective were from the Real Journeys Group⁶⁹. They sought that the words “and do not detract from” and “developments and” be deleted.
86. In her Section 42A Report, Ms Leith noted that no reasons were given by the submitters for the amendments sought⁷⁰. She recommended no change be made to it, both in that report and in her Reply Evidence. No evidence was presented by Real Journeys Group in respect of this objective.
87. In the absence of reasons or evidence as to why it should be amended we recommend it be adopted as notified.

3.5 Objective 31.2.4

88. As notified this read:

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.

89. The only submissions on this objective were from the Real Journeys Group⁷¹. These submissions sought the inclusion of “and interpretative” before “information”.
90. Ms Leith did not recommend any amendments to this objective. Ms Black provided evidence on behalf of the Real Journeys Group as to how and where it saw value in the provision of interpretative signs. However, her evidence referred to locations that were not on waterfronts, wharves and jetties. Mr Farrell asserted that there were no significance resource management issues or reasons why interpretative signage should not be included alongside information and directional signage⁷², and supported the amendment sought by Real Journeys Group based on that assertion. He provided no analysis or factual evidence that would enable us to evaluate his assertion.
91. This objective applies on the edges of, and within, lakes and rivers in the District. At the higher level, Chapter 3 contains the following objective and policy:
- 3.2.4.3 The natural character of the beds and margins of the District’s lakes, rivers and wetlands is preserved or enhanced.
- 3.3.19 Manage subdivision and/or development that may have adverse effects on the natural character and nature conservation values of the District’s lakes, rivers, wetlands and their beds and margins so that their life-supporting capacity and natural character is maintained or enhanced.
92. In our view, this objective is consistent with the higher level objective and policy which are, at least in part, giving effect to section 6(a) of the Act. It perhaps would be more explicit if it stated that signs in such locations only convey necessary information but in the absence of evidence we are not prepared to recommend such an amendment.

⁶⁹ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

⁷⁰ At paragraph 27.8

⁷¹ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

⁷² B Farrell, EiC at paragraph 25(a)

93. Mr Farrell did not consider the provisions from Chapter 3 or those of section 6(a) of the Act when advising us of his support for the amendment sought by the submitters. We consider when the objective is read in the context of those provisions, it is the most appropriate way to achieve the purpose of the Act, and we recommend it be adopted as notified.

3.6 Objective 31.2.5

94. As notified this read:

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.

95. The only submission⁷³ on this objective supported it. Ms Leith concluded that as drafted this was not an objective and recommended the removal of the words “for a limited duration are enabled so long as they are managed to” to make it outcome focused⁷⁴. We agree with Ms Leith both that, as notified, this was not worded as an objective, and that her amendment turns it into an objective. We are satisfied that this is a minor grammatical change that can be made under Clause 16(2). Consequently, we recommend this objective be adopted with the following wording:

Signs promoting temporary events minimise adverse effects on traffic, pedestrian and public safety and visual amenity.

3.7 Objective 31.2.6

96. As notified this read:

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

97. The sole submission⁷⁵ on this objective sought that it be amended to read “Discourage off-site signs”. Ms Leith did not recommend any change to it.

98. Mr MacColl, appearing for the submitter, supported Ms Leith’s recommendation that the objective remain unchanged. Mr Ferguson, appearing for the further submitters in opposition, did not refer to this objective.

99. We consider this to be unsatisfactory as an objective as it fails to identify an environmental outcome. It is so deficient that we are unable to discern from it what outcome it is sought. We do not consider limited frequency of off-site signs to be an outcome in itself. The objective should convey the reason why it is desirable for such signs to only be provided for in limited circumstances. We consider the version sought by NZTA fails the same test.

100. If we had scope we would recommend deletion of objective 31.2.6. Given that it is worded as a policy, we consider the better solution is to move it to be a policy under Objective 31.2.1. We therefore recommend it be renumbered as Policy 31.2.1.4 and the subsequent renumbering of other policies.

⁷³ Submission 2181

⁷⁴ A Leith, Reply Evidence, Appendix 1

⁷⁵ Submission 2538, supported by FS2760, opposed by FS2783, FS2788, FS2789, FS2790

3.8 New Objective

101. Two submissions⁷⁶ sought the formulation of a new objective and associated policies “*seeking to enable signs associated with ski area activities located within SASZs*”. No specific wording was proposed in the submissions.

102. Ms Leith agreed with the submitters that provision should be made for signage in SASZs and recommended a new Objective 31.2.7 worded as follows⁷⁷:

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.

103. Mr Ferguson, appearing for the submitters, supported Ms Leith’s recommendation without discussing the wording of the objective⁷⁸. Mr Farrell, appearing for the further submitters, also supported Ms Leith’s recommendation⁷⁹.

104. We agree with Ms Leith that some signage is required in SASZs, and other signage in those Sub-Zones is not unexpected. However, the objective as drafted is a combination of environmental outcome (“*preserving a high standard of amenity and public views*”) and methods of achieving the outcome (only limited commercial signage or necessary other signage). We also note that Ms Leith discussed the PDP provisions which exclude the SASZs from the ONL of the Rural Zone, but acknowledges that nonetheless activities in SASZs could have potential effects on landscape and visual amenity values⁸⁰. We have difficulty reconciling that conclusion with use of the phrase “*preserving a high standard of amenity and public views*”. We are unsure what is meant by a high standard of amenity, and consider it unlikely that SASZ signage would block public views.

105. Ms Leith also noted that the definition of sign requires that it be visible from a road or public place. We note that the definition of road restricts it to public roads⁸¹. Thus views from public places into the SASZ are what are at issue, and the landscape and visual amenity values enjoyed by people when viewing the SASZs from those public places. Having said that, we note that some SASZs are on reserve or conservation land so are technically public places in any event.

106. Consequently, we recommend that a new Objective 31.2.6 be inserted which reads:

Signs located within Ski Area Sub-Zones do not compromise the landscape and visual amenity values of the area as viewed from public places (including public roads).

3.9 Summary of Recommendations on Objectives

107. Having considered the submissions and the evidence before us, we have concluded that the objectives we have recommended above are, to extent provided by scope in the submissions, the most appropriate way to meet the purpose of the Act when dealing with signs.

⁷⁶ Submissions 2373 (supported by FS2760, FS2800) and 2384 (supported by FS2760, FS2800)

⁷⁷ A Leith, Section 42A Report, Section 17

⁷⁸ C Ferguson, EiC at paragraph 135

⁷⁹ B Farrell, EiC at paragraph 25(c)

⁸⁰ A Leith, Section 42A Report, at paragraph 17.7

⁸¹ See section 315 Local Government Act 1974

3.10 Policies 31.2.1.1 to 31.2.1.11

108. As notified these read:

- 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 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;*
- 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.*

31.2.1.11 *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.*

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

109. There were no submissions lodged in respect of Policies 31.2.1.1, 31.2.1.2, 31.2.1.6 or 31.2.1.9. The only submissions lodged in respect of Policies 31.2.1.3⁸² and 31.2.1.4⁸³ supported those policies.
110. In her reply evidence, after reviewing the objectives and policies as discussed above, Ms Leith recommended some minor grammatical changes to Policies 31.2.1.2 and 31.2.1.4. In Policy 31.2.1.2 she recommended that rather than “applying” the nearest Zone when considering effects of signs located on roads, the policy should require that the nearest Zone be taken into consideration.
111. We agree that as notified the policy did not properly express how the impacts of signs located on roads on character and amenity values would be considered, but are not satisfied that Ms Leith’s amendment assists either. In our view, although it makes the policy rather repetitive internally, we consider the policy should state that it is the character and amenity values anticipated in the adjoining Zone which are to be considered when a sign is proposed within a road.
112. We note that we consider this policy may be too narrow in referencing the nearest adjoining zone. If two or more zones are in the immediate vicinity, which can occur where a zone boundary follows a road, the most sensitive zone will not necessarily be the nearest. We consider the policy would be better phrased so as to consider the character and amenity values

⁸² Submission 2538, supported by FS2760

⁸³ Submission 2538, supported by FS2760

of the adjoining zones, but there is no scope provided by the submissions to make such a change. We recommend the Council consider a variation to improve the scope of this policy.

113. Accordingly, given the limited scope to amend the policy, we recommend, as a minor grammatical amendment under Clause 16(2), that Policy 31.2.1.2 read:
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, consider the character and amenity values anticipated by the nearest adjoining Zone.
114. Ms Leith recommended that Policy 31.2.1.4 be amended by changing “will” to “does”. We agree that this minor amendment can be made under Clause 16(2) and that it improves the grammar of the policy. We recommend the policy be adopted with that amendment and renumbered as 31.2.1.7.
115. Ms Leith did not recommend any amendments to Policies 31.2.1.1, 31.2.1.3, 31.2.1.6 or 31.2.1.9. We recommend those policies be adopted as notified, subject to 31.2.1.6 being renumbered as 31.2.1.9, and 31.2.19 being renumbered as 31.2.1.12.
116. Submissions on Policy 31.2.1.5 sought:
a) Amend clause (a) by including reference to public access rights to public spaces⁸⁴;
b) Include reference to interpretation signs and change “public spaces” in clause (a) to “open spaces”⁸⁵.
117. Ms Leith agreed with the Department of Conservation and Fish & Game that clause (a) should include reference to knowledge of access to public spaces and recommended an amendment slightly different from, but to similar effect to, that sought by the submitters. With respect to the amendments sought by the Real Journeys Group, she considered the provision made for information signs covered their concerns⁸⁶. In responding to the Panel’s question regarding interpretative signs in her reply evidence, Ms Leith did not refer to this policy but her explanation was that such signs fell to be considered as information boards or free-standing signs, and that she considered adequate provision had been made for those types of signs in the chapter⁸⁷.
118. We agree with Ms Leith that, in terms of this policy, interpretative signs as sought by the Real Journeys Group are captured within the term information signs. Ms Black provided evidence of the type of interpretative sign she considered should be provided for, and that consisted of a sign displaying information⁸⁸. No evidence was presented as to why “public spaces” should be changed to “open spaces”.
119. We are satisfied that the amendment recommended by Ms Leith, subject to a minor grammatical change, is the most appropriate means to give effect to the objective in the form we are recommending. For those reasons we recommend that Policy 31.2.1.5 be renumbered as 31.2.1.8 and worded as follows:

⁸⁴ Submissions 2242 (supported by FS2788, FS2789, FS2790, opposed by FS2760) and

⁸⁵ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

⁸⁶ A Leith, Section 42A Report at paragraph 27.4

⁸⁷ A Leith, Reply Evidence at Section 10

⁸⁸ F Black, EiC, Figures 14 and 15

Support the establishment of information and direction signs that:

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

120. The submissions on Policy 31.2.1.7, similar to those by the Real Journeys Group on Policy 31.2.1.5, sought the replacement of “public places” with “open places” and the inclusion of reference to interpretation signs⁸⁹. Ms Leith did not recommend any change to this policy, and for the same reasons we gave in respect of Policy 31.2.1.5, we recommend these submissions be rejected and the policy be adopted as notified, albeit renumbered as 31.2.1.10.

121. The only submissions on Policy 31.2.1.8 sought to limit its application to permanent signs⁹⁰. We apprehended from Ms Black’s evidence that this amendment was sought due to a concern that the placement of temporary signs in the Ski Area Sub-Zones in conjunction with events such as the Winter Games would be hindered by this policy. It was Ms Leith’s opinion that such signage would not be captured by the provisions of Chapter 31 as the definition of “sign or signage” was limited to signs visible from a road or any public place⁹¹. At the hearing Mr Farrell accepted that the only amendment required to this policy was that recommended by Ms Leith that we discuss below⁹².

122. Ms Leith did recommend a minor amendment to this policy to make it clear that the avoidance, remediation or mitigation of adverse effects of signs in the locations referenced was achieved by application of the Chapter 21 assessment matters. We agree that her recommended wording improves the understanding of the policy but we recommend the reference to the Chapter 21 provisions be amended to refer to the Decisions Version of the Chapter (Section 21.21). These amendments are minor non-substantive amendments that can be made under Clause 16(2).

123. For those reasons, we recommend that Policy 31.2.1.8 be adopted with the following wording, renumbered as 31.2.1.9:

Avoid, remedy or mitigate the adverse effects of signs located on an Outstanding Natural Feature or within an Outstanding Natural Landscape through applying the relevant assessment matters in part 21.21 of the District Plan.

124. We have dealt with the submissions on notified Policy 31.2.1.10 in Section 3.10 above and concluded there that the policy could remain unaltered, subject to renumbering and the replacement of “hoardings” in clause (c) with “billboard signs”. Consequently we recommend Policy 31.2.1.10 be renumbered 31.2.1.13, with “hoardings” in clause (c) replaced with “billboard signs”, and otherwise be adopted as notified.

125. Four submissions⁹³ sought that Policy 31.2.1.11 have two new clauses added:

⁸⁹ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

⁹⁰ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

⁹¹ A Leith, Rebuttal Evidence at paragraph 8.1

⁹² B Farrell, Summary of Evidence at paragraph 6

⁹³ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

The benefits of the sign;

The function of the sign.

126. Ms Leith agreed with this and recommended the policy be so amended⁹⁴. We accept Ms Leith's reasoning and recommend this policy be renumbered as 31.2.1.14 and adopted with the following wording:

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;
- 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; and
- d. the function of the sign.

3.11 Policies 31.2.2.1 to 31.2.2.5

127. As notified these read:

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.

128. No submissions were received in respect of Policies 31.2.2.3 and 31.2.2.4, and the sole submission⁹⁵ on Policy 31.2.2.1 supported the policy. Ms Leith recommended a minor grammatical change to Policy 31.2.2.1 such that it referred to the transport network rather than the roading network. This would give the policy wording consistent with Objective 31.2.2. We agree with that minor amendment, which can be made under Clause 16(2). Subject to that amendment to Policy 31.2.2.1, we recommend that Policies 31.2.2.1, 31.2.2.3 and 31.2.2.4 be adopted as notified.

129. NZTA supported Policy 31.2.2.2⁹⁶. Real Journeys Group sought that this policy be amended to apply to users of lakes and rivers as well as road users⁹⁷.

⁹⁴ A Leith, Section 42A Report at paragraph 27.7

⁹⁵ Submission 2538, supported by FS2760

⁹⁶ Submission 2538, supported by FS2760

⁹⁷ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

130. Ms Leith did not consider that a situation would arise where signage may affect the safety of users of the water transport network, and consequently did not recommend any change to the wording of this policy. No evidence was presented by either Ms Black or Mr Farrell in support of the Real Journeys Group’s submission.
131. In the absence of evidence as to why the policy should apply to water transport we are not prepared to recommend any changes. We recommend this policy be adopted as notified.
132. NZTA supported Policy 31.2.2.5⁹⁸. Real Journeys Group⁹⁹ sought that it be amended to ensure that lighting associated with signs did not adversely affect navigation safety.
133. Ms Leith opined that the term “traffic safety” incorporated “navigation safety” and on that basis no amendment to the policy was necessary. No evidence was presented by either Ms Black or Mr Farrell in support of the Real Journeys Group’s submission.
134. We are not sure that Ms Leith’s opinion regarding the meaning of traffic safety is correct. The common use of the word traffic means road traffic. Where other types of traffic is intended, then that type usually prefaces the word, for example air traffic, foot traffic. Navigation has a common meaning applying to the use of the surface of waterbodies. If we had evidence about whether lighting in conjunction with signs had potential adverse effects on navigation safety we would have been prepared to consider the amendment requested. However, we received no evidence on this and the summary of reasons in relation to signs in the submissions provided no assistance. Rather, those reasons suggested that the signs provisions should enable more prominent signage.
135. On that basis we are not prepared to recommend any change to this policy and recommend it be adopted as notified.

3.12 Policies 31.2.3.1 to 31.2.3.5

136. As notified these read:

- 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).*

⁹⁸ Submission 2538, supported by FS2760

⁹⁹ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

- 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.*

137. There were no submissions on Policy 31.2.3.4 or Policy 31.2.3.5. Ms Leith did recommend a clarifying amendment to Policy 31.2.3.4 to replace “passive surveillance of [streets and public places]” with “interaction between buildings, [streets and public places]”. We agree that wording better describes the function of windows in a commercial area, which is the only location where signs in windows are likely to occur. We consider this to be a minor change which does not alter the fundamental meaning of the policy that can be made under Clause 16(2). We therefore recommend that Policy 31.2.3.5 be adopted as notified, and Policy 31.2.3.4 be adopted with the following wording:

Manage the extent of signage on windows to promote interaction between buildings, streets and public places, and to encourage visual interest for pedestrians.

138. The only submissions on Policies 31.2.3.1, 31.2.3.2 and 31.2.3.3 were lodged by Real Journeys Group¹⁰⁰. Those submissions sought that:
- a) “consistent with and” be deleted from the first line of Policy 31.2.3.1;
 - b) “and sympathetic to” be deleted from Policy 31.2.3.2; and
 - c) clauses d. and e. be deleted from Policy 31.2.3.3.

¹⁰⁰ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

139. As with the amendments sought by the same submitters to Objective 31.2.3, no reasons were given in the submissions for the changes sought, and no evidence was presented in support of the amendments¹⁰¹.

140. In the absence of evidence we are not prepared to recommend the changes sought. Ms Leith did recommend some minor grammatical improvements to Policies 31.2.3.1 and 31.2.3.3. We agree that those are minor changes that can be made under Clause 16(2) and they improve the readability of the two policies. Subject to those changes, which are shown in Appendix 1, we recommend that Policies 31.2.3.1, 31.2.3.2 and 31.2.3.3 be adopted as notified.

3.13 Policies 31.2.4.1 to 31.2.4.3

141. As notified these read:

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.

142. The only submissions on these policies were those lodged by Real Journeys Group on Policy 31.2.4.2 seeking to amend it such that signs were not limited to only essential information and could relate to activities taken within spaces located on wharves and jetties and/or the waterfront¹⁰².

143. Mr Farrell told us he supported the relief sought based on Ms Black's evidence¹⁰³. Mr Farrell's summary evidence suggests this is related to the evidence Ms Black provided on the need for interpretative signage (dealt with in Section 3.5 above)¹⁰⁴.

144. As we noted in Section 3.5 above, Ms Black's evidence did not relate to waterfront signs and, in any event, we have difficulty seeing how the amendments sought by the submitters to Policy 31.2.4.2 assists in enabling interpretative signs. We also noted in Section 3.5 the higher order objective and policy giving effect to section 6(a) of the Act and suggested that Objective 31.2.4 would be more clearly consistent with those higher order provisions if it stated signs were only to convey necessary information.

145. We are satisfied on the evidence before us that Policy 31.2.4.2 is the most appropriate means of achieving Objective 31.2.4 and that it should be adopted as notified.

¹⁰¹ See Section 3.4 above

¹⁰² Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

¹⁰³ B Farrell, EiC, at paragraph 25(a)

¹⁰⁴ B Farrell, Summary Statement of Planning Evidence on behalf of the Real Journeys Group, dated 25 September 2018, at paragraph 6

146. As there were no submissions on the other two policies we recommend they be adopted as notified also.

3.14 Policies 31.2.5.1 to 31.2.5.3

147. As notified these read:

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 network.

148. The only submissions on these policies supported Policy 31.2.5.2¹⁰⁵, or sought that “roading network” in Policy 31.2.5.3 be changed to “transport network”¹⁰⁶.

149. Ms Leith recommended all these submissions be accepted. We agree that transport network is a preferable term to roading network.

150. Ms Leith also recommended that, as a grammatical change, the term “have particular regard to” in Policy 31.2.5.2 be replaced with “avoid or mitigate”. We do not consider that to be a minor grammatical change. While the amended wording may give better effect to Objective 31.2.5 which seeks to minimise adverse effects on the relevant matters, there is no submission providing scope for such wording.

151. Consequently, other than the replacement of “roading” with “transport” in Policy 31.2.5.3, we recommend the policies be adopted as notified.

3.15 Policies 31.2.6.1 to 31.2.6.4

152. As notified these read:

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*

¹⁰⁵ Submission 2538, supported by FS2760

¹⁰⁶ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

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 network, however enable off-site signs erected by a road controlling authority that are for the purpose of assisting road users and promoting traffic safety.*

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.*

153. NZTA supported Policy 31.2.6.1¹⁰⁷. Real Journeys Group¹⁰⁸ sought that the list of matters in this policy have “the benefits of the signage” appended at the end of the list. No reasons or evidence were provided in respect of this specific change. We discussed in Section 3.1 of Report 19.1, the issue of including consideration of benefits of the proposal as a matter of discretion. We concluded there that the broad and indeterminable nature of benefits make it difficult to consider them as expressed as a matter of discretion for a restricted discretionary activity. A similar problem arises with this policy. For example, is it the private or public benefits that particular regard is to be had to?
154. Ms Leith recommended that “roading” in clause d be changed to “transport” for consistency with other policies. We agree with that change and otherwise recommend that Policy 31.2.6.1 be adopted as notified. We also consider it should be moved to sit under Objective 31.2.1 as we have recommended that notified Objective 31.2.6 become a policy. We consider under Objective 31.2.1 to be most appropriate location for this policy and recommend it become Policy 31.2.1.5.
155. Real Journeys Group¹⁰⁹ sought to amend Policy 31.2.6.2 so that it read:
Acknowledge that off-site signs convey information to assist the public, convey public notices, or promote community sponsorship can have social and cultural benefits.
156. Ms Leith noted that community sponsorship signage did not fit well within the definition of off-site signage. She considered it should be considered as temporary or event signage¹¹⁰.
157. The reasons Mr Farrell gave in his evidence for supporting the amendments sought by Real Journeys Group related to the appropriateness of temporary event and sponsorship signage being permitted. In our view he overlooked the definition of “off-site sign”.
158. When the Real Journey Group’s submissions and evidence on Policy 31.2.6.2 are considered in the light of the definition of Off-Site Sign, it appears to us that what they are seeking policy support for is not off-site signage. It is probably temporary event signage, but may be billboard signage.

¹⁰⁷ Submission 2538, supported by FS2760

¹⁰⁸ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

¹⁰⁹ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

¹¹⁰ A Leith, Section 42A Report at paragraph 27.9

159. Ms Leith recommended deletion of “to” from the policy for grammatical purposes. We agree with that recommendation as it removes repetitive use of the word. That change can be made under Clause 16(2) of the Act. Other than that change we recommend the policy be adopted as notified, but moved to sit under Objective 31.2.1 and be renumbered as 31.2.1.6.
160. Turning to Policy 31.2.6.3, Real Journeys Group¹¹¹ sought amendments such that the policy apply to users of lakes and rivers as well as roads. NZTA supported the policy¹¹².
161. Ms Leith supported the Real Journeys Group submission and recommended the policy be amended consistent with that submission in her Section 42A Report¹¹³. In her Reply Evidence, Ms Leith further refined the wording to improve the grammar¹¹⁴.
162. We accept Ms Leith’s recommended wording in large part, but, consistent with our earlier discussion of the term “traffic” not applying to surface of water activities, we consider the policy should be further amended to refer to navigation safety. We also consider this policy would be better located under Objective 31.2.2. Therefore, we recommend that this policy be numbered and worded as follows:

31.2.2.6 Limit the number of off-site signs that are designed and located to attract the attention of users of the transport network, with the exception of off-site signs installed by a road controlling authority or the harbourmaster that are for the purpose of assisting users of roads, lakes or rivers and promoting traffic or navigation safety.

163. No submissions were lodged in respect of Policy 31.2.6.4. We recommend it be adopted with the wording as notified, but that it be moved to be under Objective 31.2.2 as Policy 31.2.2.7.

3.16 New Policies Sought

164. In Section 3.8 above we discussed the submissions seeking the inclusion of objectives and policies for signage in Ski Area Sub-Zones. Ms Leith agreed that policies should be provided to enable operational, safety and directional signage on ski fields, and also to allow some advertising and branding signage within limits¹¹⁵.
165. Mr Ferguson, appearing for Darby Planning LP et al¹¹⁶, supported Ms Leith’s recommended policies¹¹⁷. Mr Farrell, appearing for Real Journeys Group¹¹⁸, generally agreed with Ms Leith’s recommended policies, but considered they should refer to sponsorship signs and should be directed to maintaining views and amenity from surrounding public places¹¹⁹.

¹¹¹ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

¹¹² Submission 2538, supported by FS2760

¹¹³ At paragraph 26.6

¹¹⁴ A Leith, Reply Evidence, Appendix 1

¹¹⁵ A Leith, Section 42A Report, at paragraph 17.12

¹¹⁶ Submissions 2376, 2381, 2383, 2382, 2379, 2384 and 2373

¹¹⁷ C Ferguson, EiC, paragraph 135

¹¹⁸ Submissions 2466, 2581, 2594, 2494 and 2492, and Further Submissions FS2760, FS2752, FS2753, FS2800

¹¹⁹ B Farrell, EiC, paragraph 25(c)

166. In her Reply Evidence, Ms Leith recommended amended policies without any further discussion, worded as follows¹²⁰:

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 *Manage signs advertising commercial activities within Ski Area Sub-Zones so that views and amenity values of surrounding public places can be maintained.*

167. We agree that suggested Policy 31.2.7.1 is appropriate to achieve the objective, subject to a minor grammatical correction. However, we consider that the second policy needs amendment to give effect to the objective we are recommending. In Section 3.8 we concluded that it was the landscape and visual amenity values of the area when viewed from public places that was at issue, not surrounding areas. The second policy should have similar wording to appropriately give effect to the objective. We also consider the second policy is the appropriate place to identify sponsorship signage.

168. For those reasons, we recommend that the following two policies be inserted under Objective 31.2.6:

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

31.2.6.2 Manage signs advertising commercial activities and sponsorship signs within Ski Area Sub-Zones so that the landscape and visual amenity values of the area, when viewed from public places (including public roads), can be maintained.

3.17 Overall Conclusion Regarding Policies

169. We are satisfied that, within the scope available, the policies we are recommending are the most appropriate to achieve the objectives of the PDP.

3.18 General Submissions on Objectives and Policies

170. Real Journeys Group sought that the objectives and policies recognise that signs are intended to be conspicuous¹²¹. We consider the objectives and policies we are recommending take into account the intention of signage, but balances that with the need to maintain amenity values and landscape values in the District. We therefore recommend these submissions be accepted in part.

4. SECTIONS 31.3 OTHER PROVISIONS AND RULES, AND 31.4 CLARIFICATION

4.1 Preliminary

171. As notified Section 31.3 merely contained a table of other relevant District Wide Chapters. Section 31.4 contained Advice Notes, split into General and Rule Structure.

172. In the reports on Stage 1 of the PDP, the Hearing Panel recommended a common approach in respect of the matters notified in Sections 31.3 and 31.4. This included all the material in a single section under the headings: District Wide; Interpreting and Applying the Rules; and

¹²⁰ A Leith, Reply Evidence, Appendix 1

¹²¹ Submissions 2466 (supported by FGS2737, FS2753, FS2788, FS2789, FS2790), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2760)

Advice Notes. We will take the same approach with this Chapter for consistency. This will entail renumbering of all the subsequent section and rules.

4.2 Submissions

173. No submissions were received in relation to Section 31.3. Two submissions were received in relation to Section 31.4:
- a. QAC sought an advice note to clarify the relationship between sign rules in Chapter 17 and Chapter 31¹²²;
 - b. DoC sought an advice note clarified the land use exemption the department enjoys under section 4(3) of the Act¹²³.
174. Ms Leith agreed with QAC that it would be helpful for there to be a provision clarifying the relationship between Chapters 17 and 31¹²⁴. She did not consider the DoC note was necessary as she considered that notified Rule 31.5.20 covered the matter¹²⁵. We did not hear from the department in support of this submission.
175. We accept Ms Leith's recommendation regarding clarifying the relationship between Chapters 17 and 31 and have incorporated a provision into our re-arranged Section 31.3. As to the DoC submission, we consider Ms Leith missed the point of the submission. Section 4(3) exempts the department from any district plan provision in certain circumstances. Those may include the erection of signs on the conservation estate. Given it is a statutory provision, however, we do not think it need be repeated in the District Plan.

4.3 Recommendation

176. We recommend that notified Sections 31.3 and 31.4 be combined into a revised Section 31.3 as set out in Appendix 1 to this report. This will entail subsequent renumbering of all rules and other provisions.

5. SECTION 31.5 – DISTRICT WIDE – ACTIVITIES

5.1 Preliminary

177. As notified the rules in Sections 31.5 to 31.9 inclusive comprised tables which, apart from Tables 31.5 and 31.6, mixed activities and standards. In addition, the relationship between the five tables was ambiguous at best. Ms Leith attempted to create a coherent structure for these rules throughout the hearing process and we thank her for that work. We have taken Ms Leith's recommended structure and added clarification notes in an attempt to remove potential ambiguity. We have also found it necessary to break notified Table 31.9 into six tables. This is explained in detail, and the reasons for it, in Section 9.4 below.
178. The new table structure we are recommending is as follows:
- Table 31.4: District Wide Rules – Activity Status
 - Table 31.5: District Wide Rules – Standards
 - Table 31.6: Activity Status of Signs in Commercial Areas
 - Table 31.7: Standards for Signs in Commercial Areas
 - Table 31.8: Activity Status of Signs in Residential Areas
 - Table 31.9: Standards for Signs in Residential Areas
 - Table 31.10: Activity Status of Signs in Rural Areas

¹²² Submission 2618, opposed by FS2754, FS2755

¹²³ Submission 2242, opposed by FS2788, FS2789, FS2790, FS2760

¹²⁴ A Leith, Section 42A Report, Section 20

¹²⁵ Ibid, at paragraph 14.7

- Table 31.11: Standards for Signs in Rural Areas
 Table 31.12: Activity Status of Signs in Open Space and Recreation Zones
 Table 31.13: Standards for Signs in Open Space and Recreation Zones
 Table 31.14: Activity Status of Signs in Special Zones
 Table 31.15: Standards for Signs in Special Zones

179. We also have re-arranged the activity tables to list the activities in the order permitted, controlled, restricted discretionary, discretionary, non-complying and prohibited. This is consistent with the approach taken by the Hearing Panel on the Stage 1 chapters.
180. We will consider the submissions against the notified provisions and our recommendations will identify where the recommended rules fit into the new structure. We have already discussed some submissions in our discussion of billboard signs and digital signs. We will not repeat that but will include our recommendations as we go through the relevant tables.

5.2 Table 31.5 – Submissions on Activity Status

181. No submissions were lodged in relation to Rules 31.5.1, 31.5.2, 31.5.3, 31.5.4, 31.5.5, 31.5.6, 31.5.7, 31.5.8, 31.5.10, 31.5.16, 31.5.17 or 31.5.21, and the only submissions on the following rules supported the relevant rule: Rules 31.5.9¹²⁶, 31.5.15¹²⁷, 31.5.18¹²⁸, 31.5.19¹²⁹ and 31.5.20¹³⁰. Other than consequential amendments and renumbering, we discuss these rules no further.
182. Other submissions sought:
- a. Amend 31.5.12 to provide an exclusion for signs permitted under 31.5.20¹³¹;
 - b. Amend 31.5.13 to provide an exclusion for signs permitted under 31.5.20¹³²;
 - c. Amend 31.5.13 to provide an advice note regarding approvals required on State Highways¹³³;
 - d. Amend 31.5.22 to include where within setting of Category 1, 2 or 3 heritage item or archaeological site¹³⁴;
 - e. Amend 31.5.23 to include "education activities" in clause (a)¹³⁵;
 - f. Amend 31.5.23 to include "pedestrian and cycle trails" in clause (a)¹³⁶;
 - g. Enable health and safety signage¹³⁷;
 - h. Provide for signage in relation to Ski Area Sub-Zones located outside of the Ski Area Sub-Zone as permitted activity (including with standards)¹³⁸;
 - i. Provide for signage relating to the operation and management of the "TSS Earnslaw" and associated infrastructure as a permitted activity (including with standards)¹³⁹;

¹²⁶ Submission 2373, supported by FS2800, FS2760
¹²⁷ Submission 2538, supported by FS2760, opposed by FS2764
¹²⁸ Submission 2538, supported by FS2760
¹²⁹ Submission 2538, supported by FS2760
¹³⁰ Submissions 2455 (note this incorrectly referenced 31.5.2) and 2484
¹³¹ Submission 2455
¹³² Submission 2455
¹³³ Submission 2538, supported by FS2760
¹³⁴ Submission 2446, opposed by FS2760
¹³⁵ Submission 2151
¹³⁶ Submission 2575
¹³⁷ Submissions 2466 (supported by FS2737, FS2753), 2494 (supported by FS2737, 2760) and 2581 (supported by FS2737, FS2753)
¹³⁸ Submission 2492, supported by FS2737, FS2789, FS2790, FS2760
¹³⁹ Submission 2494, supported by FS2737, FS2760

- j. Provide for network utility signage as a permitted activity¹⁴⁰;
- k. Make provision for changes to signage within approved “signage platforms” as a permitted activity subject to complying with conditions of approval of the signage platform¹⁴¹;
- l. Exempt the submitter’s site from Rule 35.5.14¹⁴².

5.3 Rules 31.5.12 and 31.5.13

183. As notified, Rule 31.5.12 classified signs on wharves and jetties (including on buildings established on wharves and jetties) as discretionary activities. Rule 31.5.13 classified off-site signs, including those within or above roads, as discretionary activities. Exclusions in Rule 31.5.13 excluded under verandah signs above a footpath where related to any overhanging building, and the part of a freestanding sign located above a footpath.
184. Fish & Game Otago¹⁴³ sought that each rule contain an specific exception for signs required by legislation (permitted under Rule 31.5.20). Ms Leith’s view was that the issue was that notified Rule 31.5.20 was ambiguous in that it was not clear the signs permitted under that rule were allowed notwithstanding any other provision in the chapter¹⁴⁴. She recommended an amendment to Rule 31.5.20 stating that signs permitted by this rule are not subject to any other requirements in Chapter 31¹⁴⁵.
185. We agree with Ms Leith that removing the ambiguity from Rule 31.5.20 is the most appropriate course of action. We recommend slightly modified wording from that recommended by Ms Leith in an attempt to make the rule quite clear. Consequently, we recommend Rule 31.5.12 be adopted as notified, renumbered as 31.4.18, and Rule 31.5.20 be renumbered 31.4.12 and be worded as follows:

Signs required by acts of Parliament, legislation or statutory requirements. Signs permitted by this rule are not subject to any other rules in Chapter 31.

186. As a consequential amendment, clause (e) can be deleted from notified Rule 31.5.23.
187. NZTA¹⁴⁶ sought the inclusion of an advice note in Rule 31.5.13 stating that any off-sign site located on or over a State Highway would require the approval of NZTA. Ms Leith considered this to be an informative addition more properly located in section 31.4.1. We agree with that recommendation and recommend the advice note be included in renumbered Section 31.3.3 as shown in Appendix 1. Consequently, we recommend that Rule 31.5.13 be renumbered as 31.4.19 and adopted as notified.

5.4 Rule 31.5.22

188. As notified this rule classified as a discretionary activity any sign on any Category 1, 2 or 3 item in the Inventory of Protected Features in Chapter 26 Historic Heritage. Heritage New Zealand

¹⁴⁰ Submission 2508

¹⁴¹ Submission 2510, supported by FS2764

¹⁴² Submission 2585

¹⁴³ Submission 2455

¹⁴⁴ A Leith, Section 42A Report, paragraph 14.8

¹⁴⁵ Ms Leith recommended this be an advice note in her Section 42A Report, but amended that to become an addition to the text of the rule itself in her Reply Evidence.

¹⁴⁶ Submission 2538, supported by FS2760

Pouhere Taonga¹⁴⁷ sought that this be extended to apply also to within the setting or extent of place of listed items, and archaeological sites.

189. Ms Leith supported the change in respect of the setting and extent of place, but not in relation to archaeological sites¹⁴⁸.
190. Ms Anderson, the Otago/Southland planner for Heritage New Zealand, lodged evidence disagreeing with Ms Leith's recommendation in respect of archaeological sites. In this evidence she clarified that it was signage within the setting or extent of place of a scheduled archaeological site that the submission was concerned with¹⁴⁹. As a consequence of reviewing this evidence, Ms Leith reconsidered her position in her Rebuttal Evidence¹⁵⁰ and recommended the rule read:

Signs on any Category 1, 2 or 3 item or within the setting or extent of place of any Category 1, 2 or 3 item in the Inventory of Protected Features in Chapter 26 Historic Heritage or archaeological site.

191. In the Decisions Version of the Plan, the setting or extent of place of any item contained in the Inventory of Listed Heritage Features (listed in Section 26.8) is defined as being shown on plans included in Section 26.8.1. Rule 26.5.8 requires that consent be obtained for all structures within the setting or extent of place. Thus, the amendment in respect of setting or extent of place is consistent with the approach in Chapter 26, although the terminology needs to be modified for consistency.
192. With respect to archaeological sites, if it is the setting or extent of place that Heritage New Zealand is concerned about protecting from signage, then no extra mention need be made of archaeological sites. If the extent of place is defined in Section 26.8.1, then regardless of whether the item is a building or an archaeological site, reference to setting or extent of place will achieve the outcome desired. We note that at least two areas of archaeological sites do have extent of place defined in Section 26.8.1: Pleasant Terrace Workings and Bullendale.
193. We consider the wording proposed by Ms Leith would have the effect of capturing all archaeological sites. We consider that would create practical difficulties given that not all archaeological sites are listed or mapped in the PDP, and also take from Ms Leith's evidence that it was not her intention to capture all archaeological sites.
194. For those reasons we recommend that Rule 31.5.22 be renumbered 31.4.18 and be modified to read:

Signs on any Category 1, 2 or 3 item listed in the Inventory of Listed Heritage Features in Chapter 26 Historic Heritage or within a setting or extent of place shown in Section 26.8.1.

195. Finally, we note that it may also be appropriate for this rule to apply to signs with heritage overlay areas as defined in Section 26.10. We recommend the Council investigate whether a variation should be initiated to include such a provision.

¹⁴⁷ Submission 2446, opposed by FS2760

¹⁴⁸ A Leith, Section 42A Report, Section 24

¹⁴⁹ D Anderson, EiC, paragraph 4.3

¹⁵⁰ In Section 6

5.5 Rule 31.5.23

196. As notified this classified the following signs as permitted:

The following signs on or above roads:

a. *Any sign associated with a road network activity or public amenities, including:*

traffic and direction signs;

road name signs;

interactive warning signs;

speed limit signs;

parking restriction signs; and

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.*

Advice Note: *Any sign located on or over Council land will require the approval of the Council as landowner.*

197. The Queenstown Trails Trust¹⁵¹ sought that the rule be amended so that:

- a. It applied to signs on or above pedestrian and cycle trails; and
- b. Public amenities (in clause (a)) include public pedestrian and cycle trails.

198. The Ministry of Education¹⁵² sought that it apply to any sign associated with education activities by amending clause (a).

199. Ms Leith saw merit in both of these submissions. She recommended that the Ministry's submission be adopted¹⁵³, but considered a separate rule should be inserted to cover pedestrian and cycle trails¹⁵⁴. Ms Leith modified this latter rule (Ms Leith's Rule 31.5.24) during the course of the hearing. She originally recommended it contain an advice note stating the such signs were subject to the size standards for the zone the trail was located in. In her Rebuttal Evidence she modified the rule to include this requirement as to standards within the rule itself¹⁵⁵.

¹⁵¹ Submission 2575, supported by FS2788, FS2789, FS2790

¹⁵² Submission 2151

¹⁵³ A Leith, Section 42A Report, paragraph 21.1

¹⁵⁴ Ibid at paragraphs 14.9 and 14.10

¹⁵⁵ A Leith, Rebuttal Evidence, paragraph 9.2

200. Ms Leith also, as a result of considering the submission on NZTA in relation to Rule 31.5.13 discussed above, concluded the advice note notified in this rule, along with those in notified Rules 31.6.2, 31.6.7, 31.6.9 and 31.9.3-31.9.5 relating to signage located over Council land could be moved to 31.4.1 to avoid repetition. We agree with Ms Leith and recommend that the advice note 31.3.3.1 shown in Appendix X be adopted. This is an amendment of no substantive effect that can be made under Clause 16(2).

201. For the reasons set out by Ms Leith as discussed above, we recommend that this rule be renumber 31.4.14 and read as follows:

The following signs on or above roads:

31.4.14.1 Any sign associated with a road network activity, education activity or public amenities, including:

- a. traffic and direction signs;
- b. road name signs;
- c. interactive warning signs;
- d. speed limit signs;
- e. parking restriction signs; and
- f. public information boards and associated directional signs.

31.4.14.2 Under verandah signs;

31.4.14.3 The part of a freestanding sign located above a footpath in a road and complying with Rule 31.5.7;

31.4.14.4 Signs for temporary events and temporary filming;

31.4.14.5 Electioneering signs.

202. We agree with Ms Leith's reasoning in respect of signs in or above public pedestrian or cycle trails. However, given the specific meaning given to the term "trail" in Chapter 2 we consider the term "pedestrian path and cycleway" should be used. We also consider some minor adjustments to the references to size requirements are necessary to make explicit what is required.

203. For those reasons we recommend a new Rule 31.4.15 be adopted which makes the activity described below a permitted activity:

Subject to compliance with the Standards as to size specified for the zone the sign is located in, as defined in Tables 31.7, 31.9, 31.11, 31.13 and 31.15, the following signs in or above public pedestrian paths and cycleways:

31.4.15.1 traffic and direction signs;

31.4.15.2 road, path or cycleway name signs;

31.4.15.3 interactive warning signs;

- 31.4.15.4 speed limit signs;
- 31.4.15.5 parking restriction signs; and
- 31.4.15.6 public information boards and associated directional signs.

5.6 Health and Safety Signage

204. Ms Leith reviewed an number of submissions that commented on the provision for health and safety signage¹⁵⁶. It was her conclusion that such signage fell within our recommended Rule 31.4.12 as such signage was required by, at a minimum, the Health and Safety at Work Act 2015. We agree with Ms Leith and note that the amendment we are recommending will remove any uncertainty as to whether other rules limit the placement of such signs.
205. As the relief sought by the submitters is provided for, although not perhaps as the submitters envisaged, we recommend the relevant submissions be accepted in part.

5.7 Signage Outside Ski Area Sub-Zones relating to Ski Area Sub-Zones

206. Although the Real Journeys Group sought provision for this type of signage, their submissions suggested no specific amendments to the rules to give effect to the submission.
207. As Ms Leith noted¹⁵⁷, signage of this type would be located in locations and zones other than Ski Area Sub-Zones. Neither Ms Black nor Mr Farrell presented any evidence in support of this submission. Their evidence focussed on signs within SASZs, as did that of Mr Ferguson, appearing for Darby Partners LP et al who lodged further submissions in support of the submissions.
208. In our view, ski area activities are not so unique or special that they need additional provision for signage outside their specifically identified sub-zones beyond those which every other business or activity needs to comply with. No evidence was provided that contradicted that conclusion. Thus, we recommend the relevant submissions be rejected.

5.8 Signage Related to “TSS Earnslaw”

209. Te Anau Developments Limited¹⁵⁸ sought that Chapter be amended to ensure that “*signage (in particular directional, interpretative, sponsorship, temporary) relating to the operation and management of the “TSS Earnslaw” and her associated infrastructure to be permitted subject to standards and managed as controlled or restricted discretionary activities if those standards are breached*”. No specific amendments were suggested, nor were specific reasons provided in the submission.
210. Ms Leith considered that adequate provision was already made via notified Rule 31.5.12¹⁵⁹. Neither Ms Black nor Mr Farrell addressed this submission in their evidence on behalf Real Journeys Group.
211. Given the absence of proposed amendments, reasons or evidence, we agree with Ms Leith’s position and recommend that the submission be rejected.

¹⁵⁶ A Leith, Section 42A Report, Section 16

¹⁵⁷ Ibid, paragraph 17.5

¹⁵⁸ Submission 2494

¹⁵⁹ A Leith, Section 42A Report, paragraph 27.12

5.9 Network Utility Signage

212. Aurora Energy Limited¹⁶⁰ was concerned that no specific provision was made in Table 31.5 for network utility signage, and consequently it may fall to be considered as a discretionary activity.
213. Ms Leith considered that such signage would fall within that covered by acts of Parliament, regulations and other statutory instruments¹⁶¹. We received no evidence from Aurora on this matter.
214. In the absence of evidence contradicting Ms Leith’s understanding, we recommend that no changes be made and the submission be rejected.

5.10 Signage Within Approved “Signage Platforms”

215. Books & Toys (Wanaka) Limited¹⁶² noted an issue with the provisions relating to approved signage platforms and the rules applying to new and replacement signs placed within those signage platforms. This resulted in part from the application of notified Rule 31.5.2 and lack of reference to the use of signage platforms within Table 31.5.
216. Ms Leith accepted that this submission had identified a drafting error within Chapter 31¹⁶³. Her recommendation in her Section 42A Report was to amend Rule 31.5.1 to exclude those signage types listed in Tables 31.7-31.9.
217. Ms Quin, presenting evidence for the submitter, suggested that Ms Leith’s proposed amendment was equally ambiguous. Ms Quin recommended a new rule be included in Table 31.5 to classify as a permitted activity new and replacement signs located within an approved signage platform¹⁶⁴.
218. While Ms Leith disagreed with this suggestion in her Rebuttal Evidence¹⁶⁵, in her Reply Evidence she recommended that notified Rules 31.7.2 and 31.9.10 be replaced with an equivalent rule in Table 31.5¹⁶⁶.
219. In our view this submission identified a fundamental drafting problem in the notified provisions. As notified Rules 31.5.1 and 31.5.2 read as follows:

31.5.1	Signs which are not listed in this table	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

220. While on the face of it that appears straightforward, examination of Tables 31.7 – 31.9 discloses a number of activities listed which refer to other standards or contain standards. In addition, Tables 31.7 – 31.9 contain the following rules:

¹⁶⁰ Submission 2508

¹⁶¹ A Leith, Section 42A Report, paragraph 16.4

¹⁶² Submission 2510

¹⁶³ A Leith, Section 42A Report, Section 10

¹⁶⁴ E Quin, EiC, paragraph 2.5

¹⁶⁵ At paragraph 4.1

¹⁶⁶ A Leith, Reply Evidence, paragraph 2.5

31.7.7	Any sign or sign platform that does not comply with any of Rules 31.7.1 to 31.7.6 above.	D	D	D	D
31.8.3	Any sign that does not comply with Rules 31.8.1 and 31.8.2 above.		D	D	D
31.9.11	Any sign or signage platform that does not comply with any standard in Rules 31.9.1 to 31.9.10.	D	D	D	D

221. As we read the notified rules, the effect of Rule 31.5.1 is to make any activity listed in Tables 31.7, 31.8 or 31.9 a discretionary activity. Equally, within each of the zones that Tables 31.7, 31.8 or 31.9 applies to, any of the signs listed in Table 31.5 is a discretionary activity, unless, in the case of Table 31.9, it complies with standards in that table.
222. While both Ms Leith and Ms Quin have proffered suggestions which go some way to deal with the circularity and ambiguity of these rules, we have concluded that a more fundamental change is required, and we consider that the Books & Toys (Wanaka) Ltd submission provides scope for this change. We recommend that:
- a. Notified Rules 31.5.1 and 31.5.2 are deleted;
 - b. A new Rule 31.6.9 is inserted in renumbered Table 31.6 classifying “Any sign activity which is not listed in Table 31.4 or Rules 31.6.1 to 31.6.8 inclusive” as a discretionary activity in each of the relevant zones;
 - c. Notified Rule 31.7.7 is deleted;
 - d. A new Rule 31.8.4 is inserted in renumbered Table 31.8 classifying “Any sign activity which is not listed in Table 31.4 or Rules 31.8.1 to 31.8.3 inclusive” as a discretionary activity in each of the relevant zones or areas;
 - e. Notified Rule 31.8.3 is deleted;
 - f. A new Rule 31.10.4 is inserted in Table 31.10 classifying “Any sign activity which is not listed in Table 31.4 or Rules 31.10.1 to 31.10.3 inclusive” as a discretionary activity in each of the relevant zones or areas;
 - g. Notified Rule 31.9.11 is deleted;
 - h. A new Rule 31.12.5 is inserted in Table 31.12 classifying “Any sign activity which is not listed in Table 31.4 or Rules 31.12.1 to 31.12.4 inclusive” as a discretionary activity in each of the relevant zones;
 - i. A new Rule 31.14.5 is inserted in Table 31.14 classifying “Any sign activity which is not listed in Table 31.4 or Rules 31.14.1 to 31.14.4 inclusive” as a discretionary activity in each of the relevant zones; and
 - j. A list of provisions is included in Section 31.3.2 Interpreting and Applying the Rules (31.3.2.1 to 31.3.2.6) setting out the relationship between Tables 31.4 to 31.15.
223. With these new provisions in place, we can then address the concern of the submitter regarding the status of new and replacement signs in approved signage platforms. We agree with Ms Leith’s recommendation that this be a district-wide rule and that it be subject to continued compliance with the conditions of the signage platform consent. We also note Ms Leith’s distinction between static signage platforms and digital signage platforms.
224. For those reasons, we recommend a new Rule 31.4.10 classify as a permitted activity “New and replacement signs located within an approved static signage platform, subject to ongoing compliance with all conditions of consent applying to the signage platform”.

225. We also recommend as new Rule 31.4.11 an equivalent permitted activity provision for signs displayed in a digital signage platform, subject also to ongoing compliance with the signage platform consent conditions.

5.11 Site Specific Exemption

226. The B Giddens Trust¹⁶⁷ sought an exemption from notified Rule 31.5.14 such that would allow a billboard sign to be incorporated in future development of the site the submitter owned at 18 McBride Street and adjoining properties.

227. No evidence was presented in support of this submission. Ms Leith noted that this submitter had lodged submissions on Stage 1 of the PDP seeking a commercial zoning for this land. The Council rejected the Stage 1 submissions¹⁶⁸.

228. Given the relevant sites are zoned residential and our conclusions above that billboard signs should not be visible from residential areas, combined with the lack of evidence as to why these sites would be appropriate for such signs, we recommend the submission be rejected.

6. SECTION 31.6 – DISTRICT WIDE – STANDARDS

6.1 Table 31.6 and Submissions

229. As notified Table 31.6 contained standards in the following rules:

- Rule 31.6.1 – Flags
- Rule 31.6.2 – Temporary Event Signs
- Rule 31.6.3 – Real Estate Signs
- Rule 31.6.4 – Temporary Land Development Signs
- Rule 31.6.5 – Temporary Sale Signs
- Rule 31.6.6 – Temporary Construction Signs
- Rule 31.6.7 – Free Standing Signs
- Rule 31.6.8 – Sandwich Boards and Flat Board Signs
- Rule 31.6.9 – Under Verandah Signs
- Rule 31.6.10 – Electioneering Signs
- Rule 31.6.11 – Illumination of Signs

230. No submissions were received in respect of Rules 31.6.1, 31.6.3, 31.6.4, 31.6.8, 31.6.9, 31.6.10, 31.6.11. Other than deleting the advice notes relating signs located over Council land (discussed above in Section 5.5 above) and renumbering the rules as being in Table 31.5, we recommend Rules 31.6.1, 31.6.3, 31.6.4, 31.6.8, 31.6.9, 31.6.10, 31.6.11 be adopted as notified.

231. Submissions sought the following:

- a. In Rule 31.6.2 change the limit of two signs in each instance in clause d to four¹⁶⁹;
- b. In Rule 31.6.5 delete the restriction on the number of signs¹⁷⁰;
- c. In Rule 31.6.5 delete the limitation on the number of occurrences¹⁷¹;
- d. Exempt safety and hazard signs from the application of Rule 31.6.6¹⁷²;

¹⁶⁷ Submission 2585

¹⁶⁸ See Report 17.6 Part M

¹⁶⁹ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

¹⁷⁰ Submission 2510

¹⁷¹ Submission 2128

¹⁷² Submission 2460

- e. Apply Rule 31.6.6 to Health and Safety signs also¹⁷³;
- f. Change the area limitation in Rule 31.6.6(b) to 2 square metres¹⁷⁴;
- g. Clarify whether Rule 31.6.7 applies to the Millbrook Resort Zone¹⁷⁵;
- h. Provide that Rule 31.6.7 not apply in Ski Area Sub-Zones¹⁷⁶;
- i. Clarify that Rule 31.6.9 only applies over council roads¹⁷⁷;
- j. Insert new rule applying standards for signs on or adjacent to State Highways¹⁷⁸.

6.2 Rule 31.6.2 – Temporary Event Signs

232. Real Journeys Group sought that this rule be amended so that it would allow four signs to be visible from a State Highway and an additional four signs to be visible from other roads. No reasoning was provided in the submission for this change, and no evidence was presented in respect of it.
233. In the absence of reasons and evidence we recommend these submissions be rejected.
234. We recommend that the advice note relating to signs located on Council land be deleted as that is now covered by Advice Note 31.3.3.1. Other than that change, we recommend that Rule 31.6.2 be renumbered 31.5.2 with sub-numbers and adopted as notified.

6.3 Rule 31.6.5 – Temporary Sale Signs

235. As notified, this rule required that temporary sale signs meet the following standards:
- a. The sign be located on the site of the temporary sale;
 - b. There be a limit of one sign per sale;
 - c. The sign shall only be erected or displayed for a maximum of four occurrences per site per year, and each occurrence shall not exceed 14 days.
236. Books & Toys (Wanaka) Ltd¹⁷⁹ sought deletion of the limitation on the number of signs. Wanaka Flooring Xtra¹⁸⁰ queried the limitation on the number of occurrences of sales and sought its removal.
237. In her Section 42A Report Ms Leith accepted that there should be no limitation on the number of occurrences temporary sale signs were displayed and recommended an amendment to limit the display of such signs to 14 day periods separated by at least 14 days¹⁸¹.
238. In her legal submissions on behalf of Books & Toys (Wanaka) Ltd, Ms Robb noted that it appeared that the submission seeking the deletion of the limitation on the number of signs had been overlooked. Ms Leith addressed this in her Reply Statement¹⁸². She supported the relief sought by the submitter noting that a limitation on the number of signs is unnecessary as they will be limited to a temporary period. She also noted that the limitation took no

¹⁷³ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

¹⁷⁴ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

¹⁷⁵ Submission 2295, supported by FS2710, opposed by FS2745

¹⁷⁶ Submissions 2737 (supported by FS2800, FS2760) and 2384 (supported by FS2800, FS2760)

¹⁷⁷ Submission 2295, supported by FS2710, opposed by FS2745 – the submission referred to Rule 31.6.6 but also specified that it related to under verandah signs, which are regulated by notified Rule 31.6.9

¹⁷⁸ Submission 2538, supported by FS2764, FS2760, opposed by FS2788, FS2789, FS2790, FS2783

¹⁷⁹ Submission 2510

¹⁸⁰ Submission 2128

¹⁸¹ A Leith, Section 42A Report, Section 11

¹⁸² A Leith, Reply Evidence, Section 7

account of tenancies with multiple frontages, such as that occupied by the submitter. She recommended clause (b) be deleted.

239. We agree with the comments in Submission 2128 that the rule as notified was excessively restrictive. We are satisfied that the amendments proposed by Ms Leith will provide a satisfactory standard consistent with the objectives and policies. We consider some minor grammatical changes can be made to avoid repetitiveness in the rule. We therefore recommend this rule be renumbered 31.5.5 and read as follows:

31.5.5	Temporary Sale Signs	D
	Temporary sale signs shall:	
	31.5.5.1 be located on the site of the temporary sale; and	
	31.5.5.2 be erected or displayed for a maximum of 14 days at a time and there shall be a minimum of 14 days between the display of temporary sale signage at the tenancy.	

6.4 Rule 31.6.6 – Temporary Construction Signs

240. As notified this rule allowed 4 temporary construction signs per site, each having an area of 1.62m². Limits on the time period over which they could be erected were included.
241. Queenstown Central Ltd¹⁸³ sought that safety and hazard signs be excluded from these limitation. Real Journeys Group¹⁸⁴ sought that the heading for the standard be amended so that it read: “Temporary Construction or Health & Safety Signs”. Real Journeys Group also sought that the maximum sign size be increased to 2m².
242. Ms Leith noted that health and safety signage would be provided for by the rule enabling signs required by statute and other legislation¹⁸⁵ (recommended Rule 31.4.12). She also recommended that the minimum sign size be increased to 2 square metres¹⁸⁶. No other evidence was received on this rule.
243. We agree with Ms Leith that Rule 31.4.12, particularly as we are recommending it be wording, should alleviate the submitters’ concerns with this rule. We also accept her reasoning in respect of the maximum sign size.
244. For those reasons, we recommend this rule be renumbered as 31.5.6 and read:

¹⁸³ Submission 2460

¹⁸⁴ Submissions 2466 (supported by FS2737, FS2753), 2492 (supported by FS2737, FS2760), 2494 (supported by FS2737, FS2760) and 2581 (supported by FS2737, FS2753)

¹⁸⁵ A Leith, Section 42A Report, paragraph 16.5

¹⁸⁶ Ibid, paragraph 27.11

31.5.6	Temporary Construction Signs	D
	<p>Temporary construction signs shall comply with the following standards:</p> <p>31.5.6.1 maximum of 4 per site;</p> <p>31.5.6.2 each sign shall have an area no greater than 2m²; and</p> <p>31.5.6.3 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>	

6.5 Rule 31.6.7 – Free Standing Signs

245. As notified this rule set this the maximum height (3.5m) and maximum area (2m²) of a free-standing sign. In addition, it required that, if over a footpath, a free-standing sign needed to provide 2.5m clearance of the footpath, and not extend more than 1m over a footpath.
246. Two submissions sought that Ski Area Sub-Zones be exempt from this rule in respect of ski area activities¹⁸⁷, and one sought clarification as to whether the rule applied in the Millbrook Resort Zone¹⁸⁸.
247. As we discussed above in when considering the submissions on objectives and policies, Ms Leith accepted that separate provision be made for signs in Ski Area Sub-Zones. We agreed with that conclusion and will discuss the relevant rule provisions below. In our view the provisions we are recommending are in addition to this rule, so an exemption is not required.
248. No evidence was lodged in support of Submission 2295. We agree with Ms Leith’s advice that this rule does apply in the Millbrook Resort Zone¹⁸⁹ and the changes to the headings to the rules we are recommending will make that explicit.
249. For those reasons we recommend the rule be renumbered as 31.5.7 and adopted as notified. We note that the second Advice Note can be deleted and the first requires an amendment to the section it refers to. Those amendments can be made under Clause 16(2).

6.6 Rule 31.6.9 – Under Verandah Signs

250. As notified this rule required that such signs be set a minimum of 2.5m above the footpath.
251. The only submission on this rule sought clarification as to whether it applied in the Millbrook Resort Zone¹⁹⁰.
252. Ms Leith was of the view that it did apply¹⁹¹. In his evidence on behalf of the submitter, Mr Edmonds suggested that as there were no public footpaths in Millbrook there was little point in it applying to the Millbrook Resort Zone¹⁹².

¹⁸⁷ Submissions 2737 (supported by FS2800, FS2760) and 2384 (supported by FS2800, FS2760)

¹⁸⁸ Submission 2295

¹⁸⁹ A Leith, Section 42A Report, paragraph 18.7

¹⁹⁰ Submission 2295

¹⁹¹ A Leith, Section 42A Report, paragraph 18.8

¹⁹² J Edmonds, EiC, paragraph 31

253. While Mr Edmonds can see little point in the rule applying to the Millbrook Resort Zone, we can see little harm if there are no public roads or public footpaths. We consider the District Plan would become unnecessarily wordy and complex if every District-Wide rule contained an exemption for all those places where it could not possibly apply. We do note from a practical point of view that any signs under any verandah would probably need to have a clearance of 2.5m for the safety of those walking under it, irrespective of this rule.
254. Other than deletion of the advice note, we recommend the rule be renumbered 31.5.9 and adopted as notified.

6.7 New Rule Sought

255. NZTA sought the inclusion of a new standard to apply to signs adjacent to State Highways¹⁹³. The standard was based on NZTA's technical requirements for signs adjacent to its highways.
256. Ms Leith noted that such a provision would give effect to the objectives and policies of Chapter 31 and avoid the possibility that a sign allowed as a controlled activity would not be subject to notification to NZTA¹⁹⁴. Ms Leith recommended a rule slightly amended from that set out in the NZTA submission.
257. Mr MacColl, providing evidence on behalf of NZTA, supported Ms Leith's proposed rule subject to correction of a minor drafting error in the original submission. Although Mr Ferguson's clients submitted in opposition to this rule, he did not discuss it in his evidence.
258. We accept the evidence and reasoning of Ms Leith and Mr MacColl but consider an additional amendment is required to the rule proposed by Ms Leith. She proposed the inclusion of the following as the final line in the rule: "This rule does not apply to Event Signage permitted under Rule 31.6.2". We consider if the rule does not apply in a specific circumstance it should say that clearly as part of the standard rather than as an adjunct, as if it were an advice note.
259. For those reasons we recommend a new Rule 31.5.12 be inserted reading as follows:

¹⁹³ Submission 2538 supported by FS2764, FS2760, opposed by FS2788, FS2789, FS2790, FS2783

¹⁹⁴ A Leith, Section 42A Report, paragraph 15.6ff

31.5.12	Signs on land adjoining State Highways	RD
	<p>Signs on land adjoining State Highways, other than signs permitted by Rule 31.4.2, shall comply with the following standards:</p> <p>31.5.12.1 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.</p> <p>31.5.12.2 Signs shall have a maximum of 6 words and/or symbols, with a maximum of 40 characters.</p> <p>31.5.12.3 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.</p> <p>31.5.12.4 Shall be located at least 200m from an official sign or traffic signal in rural areas.</p> <p>Discretion is restricted to safety and efficiency of the State Highway network.</p>	

7. SECTION 31.7 – STANDARDS FOR SIGNS IN COMMERCIAL AREAS

7.1 Section Title and Division of Rule Table

260. As we noted in Section 5.1 above, Ms Leith restructured these tables to separate the activity status of signs from the standards that apply to those signs. We have recommended further minor changes under Clause 16(2) to clarify how the rules in this table relate to those in other tables.

261. Thus, we recommend there be two tables:

- Table 31.6 – Rules – Activity Status of Signs in Commercial Areas
- Table 31.7 – Rules – Standards for Signs in Commercial Areas

262. In addition, immediately under the heading of Section 31.6 and above Table 31.6 we recommend the following text be inserted:

The rules relating to signs in Table 31.6 are additional to those in Table 31.4 and are subject to the standards in Table 31.7. If there is a conflict between the rules in Table 31.4 and the rules in Table 31.6, the rules in Table 31.6 apply.

263. Finally, to accommodate our recommendations in relation to how signs are classified within individual commercial zones, we recommend changes to the columns relating to zones so as to:

- a. Separate the Arrowtown Town Centre Zone from the Queenstown and Wanaka Town Centre Zones;
- b. Distinguishing between the Airport Zone: Queenstown and the Airport Zone: Wanaka; and
- c. Including Jacks Point Village Activity Areas.

264. The Airport Zone: Wanaka was created by the Council’s decisions on Stage 1. At the time submissions were lodged on Stage 2 those decisions were not available. However, QAC lodged a submission¹⁹⁵ based on the possibility that such a decision may be made which provides scope to provide tailored signs rules for that zone. No evidence was provided on this issue by Ms Leith or Mr Kyle, who provided planning evidence for QAC. The only change Ms Leith recommended was changing the title of the zone from the notified “Airport Mixed Use Zone” to “Airport Zone”. There is no evidence she considered whether the rules notified for the Airport Mixed Use Zone (which at that time only applied to Queenstown Airport) would be appropriate in the Airport Zone: Wanaka which was developed from the Rural Zone and has significantly more onerous standards than the Airport Zone: Queenstown.
265. While we consider there is a good argument that signage in the Airport Zone: Wanaka should be controlled in the same way as signage in the Rural Zone, given the amendment proposed by Ms Leith in her Section 42A Report we do not feel able to recommend such an outcome. While we recommend that the Airport Zone: Wanaka be subject to the same rules as the part of the Airport Zone: Queenstown that is within 20m of the zone boundary, we recommend the Council consider a variation to provide a signage regime for Wanaka Airport more appropriate for its rural location.

7.2 General Submissions on Table 31.7

266. One general submission was lodged on Table 31.7 seeking that commercial area rules apply to the Jacks Point Village Activity Areas¹⁹⁶.
267. Initially Ms Leith opposed this submission¹⁹⁷. However, after considering Mr Ferguson’s evidence, she concluded that a differentiation should be made between the rules applying to the Jacks Point Residential Activity Areas and those applying to the Village Activity Areas¹⁹⁸. She did not, however, consider that the Village Activity Areas should have rules similar to the Local Shopping Centre Zone. She considered landscape and amenity issues required more consideration at Jacks Point.
268. As identified by legal counsel for Darby Planning LP et al, the essential difference between Ms Leith and Mr Ferguson was that Ms Leith considered signage in the Village areas should require a restricted discretionary consent, while Mr Ferguson considered a controlled activity consent was appropriate.
269. Our understanding, having considered Chapter 41 Jacks Point Zone, is that the Village Activity Areas are designed to enable, following a structure planning process, the development of commercial areas along with high density residential development and visitor accommodation. We note and agree with the comment of the Hearing Panel (differently constituted) which heard the submissions on Chapter 41 that Jacks Point is “evolving as a substantial urban settlement in its own right, containing a range of quite different ‘Activity Areas’ that otherwise could reasonably be considered as zones in their own right”¹⁹⁹. We do not agree with Ms Leith’s view that a higher standard of amenity values, or greater consideration of landscape values, is required in the Jacks Point Village Areas than would be the case in the Local Shopping Centre Zone. We consider that Mr Ferguson’s proposal of

¹⁹⁵ Submission 2618

¹⁹⁶ Submission 2381

¹⁹⁷ A Leith, Section 42A Report, paragraph 19.4ff

¹⁹⁸ A Leith, Rebuttal Evidence, Section 3

¹⁹⁹ Hearing Panel Report 12, at paragraph 57

controlled activity consent requirements and general consistency with the Local Shopping Centre Zone rules is appropriate.

270. For those reasons we recommend that a column be provided in Table 31.6 for the Jacks Point Village Activity Areas and that for each of the activities listed in that table the activity status be the same as the Local Shopping Centre Zone.

7.3 Rule 31.7.1

271. As notified, this rule required a controlled activity consent for signage platforms that complied with the size requirements set out for arcade directory signs, upstairs entrance signs, ground floor signs and above ground floor signs.

272. In recommending a reconfiguration of this table into two so as to separate the activity status from the applicable standards, Ms Leith proposed this rule simply state "Identification of static signage platforms". To make this change would have left signage platform not subject to any standards as to size or location. We recommend that the rule, renumbered as 31.6.1, be amended to read as follows so as to retain the notified intention of this rule:

Static signage platforms that is one of the sign types listed in Rules 31.6.2 to 31.6.5 below and complies with the standards applying to that sign type.

7.4 Rule 31.7.5

273. As notified this rule provided that the activity set out below was a controlled activity in all business zones other than the Airport Mixed Use Zone, where it was a permitted activity.

All signs located within the ground floor area of a building, provided that:

- 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*
- 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 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.*

Control is reserved to the matters set out in Rule 31.11.

Advice Note: *Part 31.13 of this Chapter illustrates the application of this rule.*

274. Due to the operation of notified Rule 31.7.7, non-compliance with standards included in this rule required consent as a discretionary activity in each of the zones.

275. The following submissions were lodged concerning this rule:
- a. Make commercial signs smaller²⁰⁰;
 - b. Enable signage for supermarkets²⁰¹;
 - c. Clarify the application of this rule as to the area of signage permitted²⁰²;

²⁰⁰ Submission 2184, opposed by FS2788, FS2789, FS2790

²⁰¹ Submission 2543, supported by FS2737

²⁰² Submission 2131, supported by FS2737

- d. Remove “whichever is the lesser” from (a)²⁰³;
 - e. Amend such that signs within enclosed interior of a building visible from a public place are not subject to rule²⁰⁴.
276. We commence by stating we found the terminology used in this rule confusing. The rule refers repeatedly to “ground floor area”, however, when one considers Section 31.13.7 that provides guidance²⁰⁵ on how to apply the rule, it is apparent that what is actually to be measured is the area of the ground floor façade of the building or tenancy. Section 13.13.7 is an explanation, not a rule, so its effectiveness is uncertain. We note that Ms Leith identified that, in her experience, resource management professionals have had difficulty understanding the diagram in notified section 31.13.7.2²⁰⁶, suggesting there is a need to clarify this rule and the explanation of how it applies.
277. We recommend, under Clause 16(2), that references to “ground floor area” be changed to “ground floor façade” and that the way to measure the area of a ground floor façade be included in Section 31.3.2.
278. Turning to the submissions, Ms Leith considered that the proposed standards, which cap the area of signage allowed at ground floor level to 5m², to be less than the ODP provisions, thereby satisfying Submission 2184²⁰⁷. We did not hear from that submitter.
279. Although the Foodstuffs submission²⁰⁸ sought that supermarket signage be enabled, the thrust of the submission was that the permitted signage sizes were too small and the discretionary activity status for non-compliance was too restrictive and not justified by the effects.
280. The only substantive change Ms Leith recommended was to provide for non-compliance with the 5m² maximum area when the 15% of the ground floor façade area was not exceeded, to be treated as a restricted discretionary activity. No evidence was received in support of the Foodstuffs submission.
281. Ms Quin provided helpful evidence on this issue, particularly in respect of the issue of signs on glazing²⁰⁹. It is apparent that there are two issues in respect of signs in relation to glazing:
- a. Whether a person outside the building can see through the building into the interior and see signs in the interior; and
 - b. Whether, in creating a product display, posters or such-like are counted as signs when they are an integral part of the product display.
282. Ms Quin helpfully attached photographs to her evidence which provided examples of the latter.
283. We are unsure of the formulation of the exemption provided in clause (b). The definition of sign and signage only applies to those displays etc which are intended to attract attention and are visible from a public place. Thus if it cannot be seen from a public place, it is not a sign. If

²⁰³ Submission 2460

²⁰⁴ Submission 2510

²⁰⁵ This appears to be in substitution for the definition “Ground Floor Area (for Signs)” notified in Stage 1 in Chapter 2 but deleted by the Stage 2 variation.

²⁰⁶ A Leith, Section 42A Report, paragraph 9.9

²⁰⁷ A Leith, Section 42A Report, paragraph 9.7

²⁰⁸ Submission 2543

²⁰⁹ E Quin, EiC, paragraph 2.8ff

it is not directly visible, does that mean it is indirectly visible, by reflection for example? If that was the case, it would be unlikely to be intended to attract attention from the public place.

284. We accept that there may be signs within a building that are not intended to attract attention from outside, but may be seen from outside through a window display. If there are such signs, we cannot understand why they should only be excluded from the calculation of the 50% limitation of glazing coverage, and not the entire façade area limitation.
285. Ms Leith advised that in her observation shop window displays are normally around 1m depth from the shop front²¹⁰. She recommended that the sentence quoted above be amended by clarifying that it applied to signs sited more than 1m within the interior of the building.
286. We agree that assists, but we consider that all signs more than 1m inside any glazing on the ground floor façade should not be caught by this rule.
287. Turning to the second issue raised by Ms Quin, Ms Leith recommended an amendment to the definition of signs and signage to exclude the display of physical goods or products sold on the premises of the sign. We have recommended that amendment be accepted. However, the examples attached to Ms Quin’s evidence identified that display of books sold in a shop can also usefully be accompanied by posters or explanatory material which would fall within the definition of sign or signage. Her examples included a glazed display which appeared to show various handbills describing events. Again these would be classed as signs or signage.
288. To avoid having these items being treated as signs or signage, Ms Quin proposed that Rule 31.7.5(b) be amended to include the words “Window product and temporary poster displays not attached to glazing” in the exemption.
289. Ms Leith’s proposed re-organisation of Table 31.7 involved the creation of a standard that contained clauses (a) and (b) from notified Rule 31.7.5 and applied this standard to all signs and static and digital signage platforms within the ground floor façade of a building. We agree that separation into a separate standard is appropriate. However, we consider the issues raised by Ms Quin require that this standard be amended.
290. It is apparent to us that the window displays Ms Quin has illustrated in her evidence are actually signage platforms and whether any signage is attached to the glazing or not makes no difference in terms of recommended Policy 31.2.3.4 as the interior of the building is closed off by the signage platform, although they do create visual interest for pedestrians. Thus, clause notified Rule 31.7.5(b) should not apply in such circumstances.
291. Where glazing enables the interior of the building to be seen, then we agree with Ms Leith that signs exceeding 1m from the inside of the glazing should be excluded from consideration whether they are able to be seen from the street or not. As Ms Leith noted²¹¹, signs at such a distance from any glazing are clearly for the attention of people already inside the building. However, we consider such signs should also be excluded from the area limitation imposed by clause (a).
292. Finally, we consider that digital signage platforms should have a standard distinct from that applying to signs and static signage platforms. As digital signage platforms are a discretionary

²¹⁰ A Leith, Section 42A Report, paragraph 12.5

²¹¹ A Leith, Section 42A Report, paragraph 12.4

activity, the standard applying to such activities should have a non-compliance status of non-complying, otherwise the standard is meaningless.

293. For those reasons, we recommend notified Rule 31.7.5 by split into Rules 31.6.4 and Rule 31.7.3. We recommend that Rule 31.6.4 read as follows:

All signs located within the ground floor facade of a building.

In those zones where this is a controlled activity, control is reserved to the matters set out in Rule 31.14.

Advice Note: Parts 31.3.2 and 31.16 of this Chapter explain and illustrate the application of this rule.

294. We recommend the activity status of such signs remain as notified in the relevant zones. As discussed above, we have included the Jacks Point Village Activity Areas in this rule. We recommend this activity be a controlled activity in those areas.

295. We recommend that Rule 31.7.3 read as follows:

31.7.3	<p>Signs and static signage platforms within the ground floor facade of a building</p> <p>31.7.3.1 Each tenancy shall not display signs within the ground floor facade of the building that exceed (i) or (ii) whichever is lesser:</p> <ul style="list-style-type: none"> a. a maximum area of 5m² per tenancy; or b. 15% of the Ground Floor Facade that the tenancy occupies. <p>Arcade directory and upstairs entrance signs are not included within the ground floor facade signage allowance;</p> <p>31.7.3.2 Signs shall not exceed 50% coverage of glazing. This applies to individual or partitioned glazed areas located within the ground floor facade. Signage platforms with a glazed front and sealed rear such that the interior of the building cannot be seen, are not subject to this clause.</p> <p>31.7.3.3 Signs not attached to glazing that are sited more than 1 metre inside the enclosed interior of a building are not subject to this rule.</p>	<p>D, unless consent is sought for (i) but complies with (ii) – RD</p> <p>When RD, discretion is restricted to the matters set out in Rule 31.18.</p> <p>D</p>
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296. We recommend that a new Rule 31.7.4 be inserted providing the same standards as Rule 13.7.3 for digital signage platforms within the ground floor façade of a building, with a non-compliance status of non-complying.

7.5 Rule 31.7.6

297. As notified this rule, which read as set out below, was a controlled activity in all business zones other than the Airport Mixed Use Zone, where it was a permitted activity:

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.

Control is reserved to the matters set out in Rule 31.11.

Advice Note: Part 31.13.7 of this Chapter has a diagram which illustrates the application of this rule.

298. The only submission²¹² on the rule sought that as the rule allowed more area than the equivalent ODP rule, provision be made for those who had signs consented at 2m² be given retrospective consent to increase them to 3m².

299. Ms Leith noted that District Plan rules cannot be retrospective, but noted that once this rule becomes operative, applicants can seek consent for the larger area²¹³.

300. We agree with Ms Leith and recommend this submission be rejected. We recommend the notified rule be divided into the two rules set out below:

Rule 31.6.5

Above ground floor signs.

In those zones where this is a controlled activity, control is reserved to the matters set out in Rule 31.14.

Advice Note: Part 31.20.7 of this Chapter has a diagram which illustrates the application of this rule.

31.7.5	Above ground floor signs and static signage platforms	D
	Are not to cumulatively exceed 3m ² in area per building or 1m ² per tenancy up to a maximum of 3m ² per floor.	

7.6 Overall Recommendation on Table 31.7

301. We have set out in Appendix 1 our recommended version of Tables 31.6 and 31.7. Table 31.6 lists the activity status of various signs specifically provided for in the business zones, and Table 31.7 contains the standards applying to the activities listed in Table 31.6. These tables include our recommendations on billboard signs and digital signage discussed in Section 2.1 above, as well as those recommendations set out immediately above in respect of notified Rule 31.7.5. These tables also reflect our recommendations under Clause 16(2) to re-arrange them so as

²¹² Submission 2131, supported by FS2737

²¹³ A Leith, Section 42A Report, paragraph 9.10

to separate the activities from the standards applying to the activities and minor grammatical amendments to remove unnecessary wording.

302. Within the scope provided by the submissions, we are satisfied that these recommended provisions are the most appropriate rules to give effect to the objectives of the PDP.

8. SECTION 31.8 – STANDARDS FOR SIGNS IN RESIDENTIAL AREAS

8.1 Recommendation

303. The only submission lodged specifically on this table was that seeking that the Jacks Point Village Activity Areas be subject to different rules to the Residential Activity Areas, which should be subject to the same rules as residential zones²¹⁴. We have dealt with the Village Activity Areas in the previous section. For the same reasons, and having heard Mr Ferguson’s evidence on the matter, we agree that the Jacks Point Residential Activity Areas should be subject to the same sign rules as other residential zones. We therefore recommend that reference to Jacks Point Residential Activity Areas be included in Table 31.8 with the same activity status and standards as other residential zones.

304. Submission 2026 requested that provision be made for signage for visitor accommodation. Ms Leith responded that adequate provision was made in the commercial areas for such signage²¹⁵. We suspect that the submitter may be concerned with the provisions applying to the High Density Residential Zone, but as we did not hear from him we cannot be sure. Without any evidence we are not prepared to amend this table based on Submission 2026.

305. Our remaining recommendations on this table are for a re-arrangement of provisions that can be made under Clause 16(2). These involve the separation of the sign activities in Table 31.8 from the standards in Table 31.9. In addition, we recommend that the provisions relating to Visitor Accommodation Sub-Zones (which only apply to Lower Density Suburban Residential and Medium Density Residential Zones) be moved from notified Table 31.9 to recommended Tables 31.8 and 31.9, without any alteration to the activity status or standards, although we do recommend a minor rewording under Clause 16(2) to make it clear that the standards apply only in the Visitor Accommodation Sub-Zone. These amendments, which can be made under Clause 16(2), are shown in Appendix 1.

306. Within the scope provided by the submissions, we are satisfied that these recommended provisions are the most appropriate rules to give effect to the objectives of the PDP.

9. SECTION 31.9 – STANDARDS FOR SIGNS IN OTHER AREAS

9.1 Notified Table

307. As notified, this table contained a series of sign provisions that applied only in specific zones, with grey shading in the columns where the provisions did not apply. This was a result of the table covering the following groups of zones:

- Rural Zone, Gibbston Character Zone, Wakatipu Basin Amenity Zone and Lifestyle Precinct;
- Rural Lifestyle and Rural Residential Zones;
- Open Space and Recreation Zones;
- Jacks Point Zone, Waterfall Park Zone, Millbrook Resort Zone;

²¹⁴ Submission 2381

²¹⁵ A Leith, Section 42A Report, Section 22

- Visitor Accommodation Sub-Zone.

308. The submissions on this table sought:
- Include in notified Rule 31.9.3 provisions for activities carried out under notified Rule 31.5.20²¹⁶;
 - Amend notified Rule 31.9.5(a) to refer to building rather than business²¹⁷;
 - Enable signage for visitor accommodation activities at Millbrook in notified Rules 31.9.8 and 31.9.9²¹⁸;
 - Make provision in the table for signage in Ski Area Sub-Zones²¹⁹.
309. We are satisfied that our recommended Rule 31.4.12 answers the concern raised by Submission 2455 regarding Rule 31.9.3 so we discuss it no further.
310. Ms Leith recommended Millbrook Country Club Limited's submission on notified Rule 31.9.5 be accepted as being the most practical wording. We agree with her and recommend that change. Our recommended rule is now Rule 31.15.1.

9.2 Visitor Accommodation at Millbrook

311. While initially recommending rejection of Millbrook Country Club Limited's submission on notified Rules 31.9.8. and 31.9.9, after considering Mr Edmonds evidence she concluded there was justification for some amendments to the rules²²⁰.
312. After comparing the standards in the various rules in Table 31.9, Ms Leith considered that notified Rule 31.9.5 was the most appropriate to amend to provide for visitor accommodation activities at Millbrook. In doing so she considered the potential effects of such signage from public places outside the Millbrook Resort Zone, and between properties within the zone. She was satisfied that the permitted level of signage could be greater than that permitted by notified Rule 31.9.6. When Mr Edmonds appeared he supported Ms Leith's recommendations.
313. We agree with the reasoning provided in Mr Edmond's evidence and Ms Leith's Rebuttal Evidence. We also agree with Ms Leith that there is no scope for this change to apply to any other zone. Our recommended version of this rule is consistent with Ms Leith's recommendation.

9.3 Signage in Ski Area Sub-Zones

314. In Sections 3.8 and 3.16 above we discussed the submissions seeking the inclusion of objectives and policies regarding signage in Ski Area Sub-Zones and recommended a new objective and two new policies be included in the Chapter. In making those recommendations we accepted that there was need for specific provision for signage in SASZs.
315. Ms Leith proposed additional rules in notified Table 31.9 to:
- Providing for operational, directional and safety signage in SASZs to be permitted;
 - All other signage in SASZs to be no greater than 4m² and not illuminated;
 - All other signage would require consent as a discretionary activity²²¹.

²¹⁶ Submission 2455

²¹⁷ Submission 2295, supported by FS2788

²¹⁸ Submission 2295, supported by FS2788

²¹⁹ Submissions 2373 (supported by FS27800, FS2760) and 2384 (supported by FS2800, FS2760)

²²⁰ A Leith, Rebuttal Evidence, Section 10

²²¹ A Leith, Section 42A Report, paragraphs 17.15 and 17.16

316. Mr Ferguson, appearing for Darby Planning LP et al, supported the provisions recommended by Ms Leith²²². Mr Farrell, appearing for Real Journeys Group, did not comment on the recommended rules.

317. We accept Ms Leith's reasoning and recommend that the provisions she recommended be included in our recommended provisions in relation to this table.

9.4 Re-Arrangement of Notified Table 31.9

318. In her Reply Evidence, Ms Leith recommended a re-arrangement of this table so as to separate the activity status for signage in the various zones and areas from the standards applicable to those signs.

319. Notwithstanding Ms Leith's re-organisation of this table, we still found it confusing and internally inconsistent. We concluded that, rather than include "NA" throughout the table for activities that didn't apply to groups of zones as Mr Ferguson suggested²²³, dividing the table up into three pairs of tables (one for activity status and one for standards in each pair) for groups of zones as follows provided the clearest outcome:

- a. Rural zones – Rural Zone, Gibbston Character Zone, Wakatipu Basin Amenity Zone, Wakatipu Basin Lifestyle Precinct, Rural Lifestyle Zone and Rural Residential Zone (Tables 31.10 and 31.11);
- b. Open Space and Recreation Zones (Tables 31.12 and 31.13); and
- c. Special Zones (Jacks Point Zone outside of the Village and Residential Activity Areas, Millbrook Resort Zone and Waterfall Park Zone (Tables 31.14 and 31.15).

320. While there is a slight degree of repetition between some tables, we consider this format will be more easily understood by plan users.

321. For those reasons we recommend that the amendments described above be incorporated into the rules notified in Table 31.9 and the amended provisions be re-organised into the six tables 31.10 to 31.15 inclusive as set out in Appendix 1.

322. Within the scope provided by the submissions, we are satisfied that these recommended provisions are the most appropriate rules to give effect to the objectives of the PDP.

10. SECTION 31.10 – NON-NOTIFICATION OF APPLICATIONS

323. No submissions were received on this section and Ms Leith did not suggest any amendments were needed to it as consequential changes. We therefore discuss it no further and recommend it be adopted as notified but renumbered 31.16.

11. SECTION 31.11 – MATTERS OF CONTROL

324. The only submission on this section supported it²²⁴. We therefore discuss it no further and recommend it be adopted as notified but renumbered 31.17.

²²² C Ferguson, EiC, paragraph 136

²²³ Ibid, paragraph 137

²²⁴ Submission 2538, supported by FS2760

12. NEW SECTION – MATTERS OF DISCRETION

325. As a consequence of Ms Leith’s recommendation to provide for a restricted discretionary consent process under notified Rule 31.7.5 (our recommended Rule 31.7.3), Ms Leith recommended the inclusion of a new section listing the matters of discretion that restricted discretionary activity applications would be restricted to²²⁵.
326. We agree with Ms Leith’s list of matters and recommend the following be included as Section 31.18 as a consequential amendment:

31.18 Matters of Discretion

31.18.1 Council’s discretion shall be restricted to:

- a. colour and materials;
- b. design and content;
- c. location;
- d. access and safety; and
- e. landscape and visual amenity values. and
- f. dominance effects.

13. SECTION 31.12 – ASSESSMENT MATTERS

327. Two submissions sought that all the assessment matters be deleted²²⁶, while one submission supported Assessment Matter 31.12.2.3²²⁷. No evidence was received from the submitters on this section.
328. Ms Leith considered that the retention of the assessment matters would assist plan users, particularly lay persons using the PDP²²⁸. She recommended that they be retained, but recommended some minor amendments to improve grammar, locate matters in more appropriate locations, and delete repetition²²⁹.
329. We agree with Ms Leith’s recommendations for the reasons she gave and recommend this section be renumbered as 31.19 and is worded as set out in Appendix 1.

14. SECTION 31.13 – INTERPRETATIVE DIAGRAMS

330. There were no submissions on this section. We discussed above in Section 7.3 the deletion of the explanatory material in Section 13.13.7. In addition to that amendment, as a consequential amendment we recommend that diagram in notified 31.13.7 be amended by replacing references to “ground floor area” with “ground floor façade”.

²²⁵ A Leith, Rebuttal Evidence, paragraph 3.6

²²⁶ Submissions 2492 (supported by FS2737, FS2760) and 2581 (Supported by FS2737, FS2753)

²²⁷ Submission 2538, supported by FS2760

²²⁸ A Leith, Section 42A Report, Section 25

²²⁹ A Leith, Reply Evidence, Appendix 1

331. Other than those changes, we recommend this section be renumbered as 31.20 and adopted as notified.

15. VARIATION TO CHAPTER 17

332. Associated with the notification of Chapter 31, the Council notified a variation to Chapter 17 in Stage 1. The amendment was phrased in relation to the notified version of Chapter 17. No submissions were lodged on this variation.

333. The Decisions Version of the PDP amended both the relevant rule number and the phraseology of the signage provisions in Chapter 17. The Decisions Version of the rule provides that the following activities are permitted:

Signage

17.4.2.1 Advertising or promotional signage located greater than 20m from the zone boundary.

17.4.2.2 Signage to be viewed by persons within the zone and not directed at persons outside the zone.

17.4.2.3 Instruction or directional signage.

334. We understand these rules have not been appealed.

335. As we understand the purpose of the variation, it is to make it clear that advertising and promotional signage within 20m of the zone boundary is subject to the rules in Chapter 31. We consider this can be achieved by an advice note under the rules and therefore recommend the following be inserted after Rule 17.4.2.3:

Note: For advertising or promotional signage located within 20m of the zone boundary Chapter 31 applies.

16. RECOMMENDED VARIATIONS

336. In the course of this report we recommended the Council consider initiating variations on three matters. To assist we list those here:

- a. Provision be made for digital signage for information purposes such as signage associated with public transport;
- b. Make provision for Rule 31.5.22 to apply to Heritage Overlay Areas scheduled in Chapter 26; and
- c. Specific signage provisions for Wanaka Airport that take into account its rural location.

17. **OVERALL RECOMMENDATION**

337. For the reasons we have set out above, we recommend the Council adopt Chapter 31 and the associated variations to Chapters 2 and 17 with the wording as set out in Appendix 1, and accept, accept in part, or reject the submissions on these provisions as set out in Appendix 2.

For the Hearing Panel



Denis Nugent, Chair
Dated: 11 January 2019

Appendix 1: Recommended Revised Chapter 31 Signs and Associated Variations

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.

31.2 Objectives and Policies

31.2.1 Objective - Signage which is of a scale and extent that maintains the character and amenity values of the District and enhances access.

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, consider the character and amenity values anticipated by the nearest adjoining Zone.

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

31.2.1.4 Off-site signs are provided for in limited circumstances.

- 31.2.1.5 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 transport network.
- 31.2.1.6 Acknowledge that off-site signs that convey information to assist the public or convey public notices, rather than being for the purpose of commercial advertising, can have social and cultural benefits.
- 31.2.1.7 Ensure that any lighting in conjunction with signs does not lead to adverse effects on the receiving environment.
- 31.2.1.8 Support the establishment of information and direction signs that:
- a. assist with improving the legibility of, and knowledge of access to, public spaces; and
 - b. assist with achieving Crime Prevention Through Environmental Design (CPTED) principles.
- 31.2.1.9 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.
- 31.2.1.10 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.

- 31.2.1.11 Avoid, remedy or mitigate the adverse effects of signs located on an Outstanding Natural Feature or within an Outstanding Natural Landscape through applying the relevant assessment matters in part 21.21 of the District Plan.
- 31.2.1.12 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.
- 31.2.1.13 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;
 - c. 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.
- 31.2.1.14 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;
 - 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; and
 - d. the function of the sign.

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

31.2.2 Objective –Signs have limited adverse effects on public safety, including the safety of pedestrians and users of the transport network.

Policies

- 31.2.2.1 Avoid adverse effects of signs that obstruct access to or through a pedestrian thoroughfare or the transport 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.
- 31.2.2.6 Limit the number of off-site signs that are designed and located to attract the attention of users of the transport network, with the exception of off-site signs installed by a road controlling authority or the harbourmaster that are for the purpose of assisting users of roads, lakes or rivers and promoting traffic or navigation safety.
- 31.2.2.7 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.

31.2.3 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. the location of the sign on the building;
 - e. the 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 where the sign:
- a. is well integrated with 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 interaction between buildings, 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 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 transport network.

31.2.6 Objective – Signs located within Ski Area Sub-Zones do not compromise the landscape and visual amenity values of the area when viewed from public places (including public roads).

Policies

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

31.2.6.2 Manage signs advertising commercial activities and sponsorship signs within Ski Area Sub-Zones so that the landscape and visual amenity values of the area, when viewed from public places (including public roads), can be maintained.

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

31.3.2 Interpreting and Applying the Rules

- 31.3.2.1 Table 31.4 sets out the District wide activity status for specific types of signs. These apply in all zones and on roads. These sign types must comply with the standards in Table 31.5.
- 31.3.2.2 Table 31.6 sets out the activity status for specific sign types in commercial areas. The activities listed in Table 31.6 must comply with the standards in Table 31.7.
- 31.3.2.3 Table 31.8 sets out the activity status for specific sign types in in specified residential zones. These activities must comply with the standards in Table 31.9.
- 31.3.2.4 Table 31.10 sets out the activity status for sign types in rural areas. These activities must comply with the standards in Table 31.11.
- 31.3.2.5 Table 31.12 sets out the activity status for sign types in the Open Space and Recreation Zones. These activities must comply with the standards in Table 31.13.
- 31.3.2.6 Table 31.14 sets out the activity status for sign types in the Special Zones. These activities must comply with the standards in Table 31.15.
- 31.3.2.7 Where an activity does not comply with a standard listed in a Standards table, the activity status identified by the 'Non-Compliance Status' column shall apply.
- 31.3.2.8 If there is a conflict between a rule in Table 31.4 and a rule in a table applying to a specific area (Tables 31.6, 31.8 and 31.10), then the rule in the specific area table shall apply.

31.3.2.9 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.

31.3.2.10 To measure the area of the ground floor façade for applying Rules 31.7.3 and 31.7.4:

- 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 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.

31.3.2.11 The Diagrams in section 31.20 of this Chapter illustrate how some standards are to be applied and illustrate some sign types.

31.3.2.12 The rules in this chapter do not apply to signage located in the Airport Zone that complies with Rule 17.4.2, or has been granted a consent under Rule 17.4.5 or 17.6.4.

31.3.2.13 The following abbreviations are used within this Chapter.

P	Permitted	C	Controlled
RD	Restricted Discretionary	D	Discretionary
NC	Non Complying	PR	Prohibited

Advice Notes

31.3.2.14 Any sign located on or over Council land will require the approval of the Council as landowner.

31.3.2.15 Any sign located on or over a State Highway will require the approval of the New Zealand Transport Agency as landowner.

31.4 District Wide Rules - Activities

These rules apply in all Zones and on roads and, other than Rule 31.4.12, are subject to the standards in Table 31.5. In addition, specific rules apply in each Zone.

	Table 31.4 – District Wide Rules - Activity Status	Activity status
31.4.1	Flags	P
31.4.2	Temporary event signs	P
31.4.3	Real estate signs (including auction signs)	P
31.4.4	Temporary land development signs	P
31.4.5	Temporary sale signs	P
31.4.6	Temporary construction signs	P
31.4.7	Free standing signs	P
31.4.8	Sandwich or flat board signs	P
31.4.9	Under verandah signs, including under verandah signs within the road where these are related to any overhanging building	P
31.4.10	New and replacement signs located within a static signage platform approved by resource consent subject to compliance with all conditions of the resource consent	P
31.4.11	Signs displayed within a digital signage platform approved by resource consent subject to compliance with all conditions of the resource consent	P
31.4.12	Signs required by acts of Parliament, legislation or statutory requirements. Signs permitted by this rule are not subject to any other rules in Chapter 31.	P
31.4.13	Electioneering signs	P
31.4.14	<p>The following signs on or above roads:</p> <p>31.4.14.1 Any sign associated with a road network activity, education activity or public amenities, including:</p> <ul style="list-style-type: none"> a. traffic and direction signs; b. road name signs; c. interactive warning signs; d. speed limit signs; e. parking restriction signs; and f. public information boards and associated directional signs. <p>31.4.14.2 Under verandah signs;</p> <p>31.4.14.3 The part of a freestanding sign located above a footpath in a road and complying with Rule 31.5.7;</p>	P

	31.4.14.4 Signs for temporary events and temporary filming; 31.4.14.5 Electioneering signs.	
31.4.15	Subject to compliance with the Standards as to size specified for the zone the sign is located in, as defined in Tables 31.7, 31.9, 31.11, 31.13 and 31.15, the following signs in or above public pedestrian paths and cycleways: 31.4.15.1 traffic and direction signs; 31.4.15.2 road, path or cycleway name signs; 31.4.15.3 interactive warning signs; 31.4.15.4 speed limit signs; 31.4.15.5 parking restriction signs; and 31.4.15.6 public information boards and associated directional signs.	P
31.4.16	Signs on wharves and jetties (including on buildings established on wharves and jetties)	D
31.4.17	Off-site signs, including off-site signs located within or above roads, but excluding: 31.4.17.1 under verandah signs above a footpath where these are related to any overhanging building; and 31.4.17.2 the part of a freestanding sign located above a footpath.	D
31.4.18	Signs on any Category 1, 2 or 3 item listed in the Inventory of Listed Heritage Features in Chapter 26 Historic Heritage or within a setting or extent of place shown in Section 26.8.1.	D
31.4.19	Billboards, including billboards located within or above roads, except where specifically provided for in Table 31.7	PR
31.4.20	Flashing, moving, animated signs and signs that create an optical illusion excluding digital signage provided for in Table 31.7.	PR
31.4.21	Roof signs	PR
31.4.22	Signs displaying sexually explicit, lewd or otherwise offensive content	PR
31.4.23	Any of the following signs which are located so as to be visible from any road or public place for the purpose of advertising:	PR

	<p>31.4.23.1 any stationary sign-written trailer or vehicle;</p> <p>31.4.23.2 any sign attached to any stationary trailer or vehicle;</p> <p>31.4.23.3 any permanently moored vessel; and</p> <p>31.4.23.4 any sign attached to a permanently moored vessel.</p>	
31.4.24	Signs imitating any traffic direction and safety sign as required by the New Zealand Transport Agency	PR

31.5 District Wide Rules –Standards

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
31.5.1	<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> <p>31.5.1.1 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</p> <p>31.5.1.2 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.</p>	D
31.5.2	<p>Temporary Event Signs</p> <p>Temporary event signs shall comply with the following standards:</p> <p>31.5.2.1 signs shall not be erected more than two months prior to the date of the temporary event;</p> <p>31.5.2.2 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);</p> <p>31.5.2.3 signs shall be removed within 24 hours of completion of the event; and</p> <p>31.5.2.4 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</p>	D

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
	<p>other road. The maximum sign areas prescribed in Rule 31.6.2(b) apply.</p> <p>Note: Chapter 35: Temporary Activities and Relocated Buildings also applies to temporary events.</p>	
31.5.3	<p>Real Estate Signs (including Auction signs)</p> <p>Real estate signs (including auction signs) shall comply with the following standards:</p> <p>31.5.3.1 signs shall be located on the site to which they relate;</p> <p>31.5.3.2 signs shall have an area no greater than 1.62m²;</p> <p>31.5.3.3 maximum limit of 1 sign per agency;</p> <p>31.5.3.4 real estate signs shall be removed within 14 days of an unconditional agreement for sale and purchase being made; and</p> <p>31.5.3.5 auction signs shall be removed within 7 days of the auction irrespective of whether the site or development is sold.</p>	D
31.5.4	<p>Temporary Land Development Signs</p> <p>Temporary land development signs shall comply with the following standards:</p> <p>31.5.4.1 maximum limit of 1 sign per development;</p> <p>31.5.4.2 the sign shall relate to a land development that involves a minimum of 6 allotments or units;</p> <p>31.5.4.3 the sign shall be located on the site of the development to which it relates;</p> <p>31.5.4.4 the sign shall have a maximum area of 8.64m²; and</p> <p>31.5.4.5 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.</p>	D

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
31.5.5	<p>Temporary Sale Signs</p> <p>Temporary sale signs shall:</p> <p>31.5.5.1 be located on the site of the temporary sale; and</p> <p>31.5.5.2 be erected or displayed for a maximum of 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>	D
31.5.6	<p>Temporary Construction Signs</p> <p>Temporary construction signs shall comply with the following standards:</p> <p>31.5.6.1 maximum of 4 per site;</p> <p>31.5.6.2 each sign shall have an area no greater than 2m²; and</p> <p>31.5.6.3 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
31.5.7	<p>Free Standing Signs</p> <p>Freestanding signs shall comply with the following standards:</p> <p>31.5.7.1 shall have a maximum height of 3.5m;</p> <p>31.5.7.2 if located above a footpath, shall be elevated a minimum height of 2.5m above the footpath;</p> <p>31.5.7.3 shall not extend more than 1 metre over any footpath; and</p> <p>31.5.7.4 shall have a maximum area of 2m² (both faces of the sign can be sign-written).</p> <p>Note: Part 31.20 of this Chapter has a diagram which illustrates the application of this rule.</p>	D
31.5.8	<p>Sandwich Boards and Flat Board Signs</p> <p>Sandwich boards and flat board signs shall comply with the following standards:</p>	D

	Table 31.5 – District Wide Rules - Standards	Non-compliance status
	<p>31.5.8.1 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>31.5.8.2 maximum of 2 flat board signs or 1 sandwich board per site; and</p> <p>31.5.8.3 sandwich boards and flat board signs must be located wholly within the site where the goods and services advertised are available.</p> <p>Note: Part 31.20 of this Chapter has a diagram which illustrates the application of this rule.</p>	
31.5.9	<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>	D
31.5.10	<p>Electioneering Signs</p> <p>Electioneering signs shall comply with the following standards:</p> <p>31.5.10.1 shall have an area no greater than 3m² (both faces of the sign may be sign-written);</p> <p>31.5.10.2 shall be displayed no more than 2 months prior to the election/referendum date; and</p> <p>31.5.10.3 shall be removed before the election/referendum day.</p>	D
31.5.11	<p>Illumination of Signs</p> <p>Illumination of signs shall not exceed 150 candelas per square metre (cd/m²) of illumination.</p>	D
31.5.12	<p>Signs on land adjoining State Highways</p> <p>Signs on land adjoining State Highways, other than signs permitted by Rule 31.4.2, shall comply with the following standards:</p> <p>31.5.12.1 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.</p>	RD

Table 31.5 – District Wide Rules - Standards		Non-compliance status
31.5.12.2	Signs shall have a maximum of 6 words and/or symbols, with a maximum of 40 characters.	
31.5.12.3	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.	
31.5.12.4	Shall be located at least 200m from an official sign or traffic signal in rural areas.	
Discretion is restricted to safety and efficiency of the State Highway network		

31.6 Rules – Activity Status of Signs in Commercial Areas

The rules relating to signs in Table 31.6 are additional to those in Table 31.4 and are subject to the standards in Table 31.7. If there is a conflict between the rules in Table 31.4 and the rules in Table 31.6, the rules in Table 31.6 apply.

Table 31.6 – Activity Status of Signs in Commercial Areas		Queenstown and Wanaka Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Arrowtown Town Centre Zone	Jacks Point Village Activity Areas	Airport Zone-Queenstown	Airport Zone - Wanaka	Local Shopping Centre Zone	Business Mixed Use Zone
31.6.1	Static signage platforms that is one of the sign types listed in Rules 31.6.2 to 31.6.5 below and complies with the standards applying to that sign type. Control is reserved to the matters set out in Rule 31.14.	C	C	C	C	C	C	C
31.6.2	Arcade directory signs.	P	P	P	P	P	P	P

Table 31.6 – Activity Status of Signs in Commercial Areas		Queenstown and Wanaka Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Arrowtown Town Centre Zone	Jacks Point Village Activity Areas	Airport Zone-Queenstown	Airport Zone - Wanaka	Local Shopping Centre Zone	Business Mixed Use Zone
31.6.3	Upstairs entrance signs.	P	P	P	P	P	P	P
31.6.4	<p>All signs located within the ground floor facade of a building</p> <p>In those zones where this is a controlled activity, control is reserved to the matters set out in Rule 31.14.</p> <p>Note: Parts 31.3.2 and 31.16 of this Chapter explain and illustrate the application of this rule.</p>	C	C	C	P	P	C	C
31.6.5	<p>Above ground floor signs.</p> <p>In those zones where this is a controlled activity, control is reserved to the matters set out in Rule 31.14.</p> <p>Note: Part 31.16.7 of this Chapter has a diagram which illustrates the application of this rule.</p>	C	C	C	P	P	C	C
31.6.6	Digital signage platforms within the ground floor facade of a building	D	NC	PR	PR	PR	PR	PR

Table 31.6 – Activity Status of Signs in Commercial Areas		Queenstown and Wanaka Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)	Arrowtown Town Centre Zone	Jacks Point Village Activity Areas	Airport Zone-Queenstown	Airport Zone - Wanaka	Local Shopping Centre Zone	Business Mixed Use Zone
31.6.7	Digital signage platforms above ground floor level	NC	NC	PR	NC	NC	PR	PR
31.6.8	Digital signs not located within a digital signage platform	PR	PR	PR	PR	PR	PR	PR
31.6.9	Billboard signs	D	PR	PR	PR	PR	PR	PR
31.6.10	Any sign activity which is not listed in Table 31.4 or Rules 31.6.1 to 31.6.9 inclusive	D	D	D	D	D	D	D

31.7 Rules – Standards for Signs in Commercial Areas

Table 31.7 – Standards for Commercial Area Signage		Non-compliance status
31.7.1	Arcade directory signs Are not to exceed 3m ² in area and are limited to one per arcade.	D
31.7.2	Upstairs entrance signs Are not to exceed 1.5m ² in area per building.	D
31.7.3	Signs and static signage platforms within the ground floor facade of a building 31.7.3.1 Each tenancy shall not display signs within the ground floor facade of the building that exceed a. or b. whichever is lesser: a. a maximum area of 5m ² per tenancy; or b. 15% of the Ground Floor Facade that the tenancy occupies.	D, unless consent is sought for a. but complies with b. – RD When RD, discretion is restricted to the

	Table 31.7 – Standards for Commercial Area Signage	Non-compliance status
	<p>Arcade directory and upstairs entrance signs are not included within the ground floor facade signage allowance;</p> <p>31.7.3.2 Signs shall not exceed 50% coverage of glazing. This applies to individual or partitioned glazed areas located within the ground floor facade. Signage platforms with a glazed front and sealed rear such that the interior of the building cannot be seen, are not subject to this clause.</p> <p>31.7.3.3 Signs not attached to glazing that are sited more than 1 metre inside the enclosed interior of a building are not subject to this rule.</p>	<p>matters set out in Rule 31.18.</p> <p>D</p>
31.7.4	<p>Digital signage platforms within the ground floor facade of a building</p> <p>31.7.4.1 Each tenancy shall not display signs within the ground floor facade of the building that exceed a. or b. whichever is lesser:</p> <ul style="list-style-type: none"> a. a maximum area of 5m² per tenancy; or b. 15% of the Ground Floor Facade that the tenancy occupies. <p>Arcade directory and upstairs entrance signs are not included within the ground floor facade signage allowance;</p> <p>31.7.4.2 Signs shall not exceed 50% coverage of glazing. This applies to individual or partitioned glazed areas located within the ground floor facade. Signage platforms with a glazed front and sealed rear such that the interior of the building cannot be seen, are not subject to this clause.</p> <p>31.7.4.3 Signs not attached to glazing that are sited more than 1 metre inside the enclosed interior of a building are not subject to this rule.</p>	NC

	Table 31.7 – Standards for Commercial Area Signage	Non-compliance status
31.7.5	<p>Above ground floor signs and static signage platforms</p> <p>Are not to cumulatively exceed 3m² in area per building or 1m² per tenancy up to a maximum of 3m² per floor.</p>	D
31.7.6	<p>Digital signage displayed within a digital signage platform</p> <p>31.7.6.1 No live broadcasts are to be transmitted,</p> <p>31.7.6.2 Only static advertisements are to be displayed for a minimum duration of 7 seconds,</p> <p>31.7.6.3 There is to be no flashing, movement or animation of images;</p> <p>31.7.6.4 The only movement of the signage is to allow for the dissolve of one image to another;</p> <p>31.7.6.5 There shall be no noise associated with the screen or images displayed on the sign;</p> <p>31.7.6.6 The screen shall incorporate lighting control to adjust brightness in line with ambient light levels; and</p> <p>31.7.6.7 Shall not be visible from any Residential Zone.</p>	D
31.7.7	<p>Billboard Signs</p> <p>31.7.7.1 Not to exceed 2m² in area;</p> <p>31.7.7.2 Not to be visible from any Residential Zone</p>	PR

31.8 Rules – Activity Status of Signs in Residential Areas

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.10. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.8– Activity Status of 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	Jacks Point Zone Residential Activity Areas	Visitor Accommodation Sub-Zones
31.8.1	One sign per site that complies with Rule 31.10.1.	P	P	P	P	P
31.8.2	Signs for recreation grounds, nursing homes, education activities and community activities that complies with Rule 31.10.2.	P	P	P	P	P
31.8.3	Signs for Visitor Accommodation that comply with Rule 31.10.3	D	D	D	D	P
31.8.4	Any sign activity which is not listed in Table 31.4 or Rules 31.8.1 to 31.8.3 inclusive	D	D	D	D	D

31.9 Standards for Signs in Residential Areas

Table 31.9 – Standards for Signs in Residential Areas		Non-compliance status
31.9.1	Other than as provided for in Rule 31.10.2 or Rule 31.10.3, one sign per site with a maximum area of 0.5m ² with no internal or external illumination of the sign.	D
31.9.2	Signs for recreation grounds, nursing homes, education activities and community activities Maximum area of 2m ² per site and can be attached to a building or free standing.	D
31.9.3	Signs for Visitor Accommodation Within a Visitor Accommodation Sub-Zone Must be limited to no more than two signs as listed: 31.9.3.1 A sign identifying the visitor accommodation establishment measuring no more than 2m ² in area; 31.9.3.2 A sign containing only the words “No” and “Vacancy” measuring no more than 0.15m ² in area.	D

31.10 Rules – Activities in Rural Areas

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.11. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.9 – Activities in Rural Areas		Rural Zone, Gibbston Character Zone & Wakatipu Basin Rural Amenity Zone and Precinct	Rural Lifestyle and Rural Residential Zones	Ski Area Sub-Zone
31.10.1	Signage complying with the standards in Table 31.11.	P	P	P
31.10.2	Any operational, directional and safety signage relating to the movement of vehicles and people around the zone	D	D	P
31.10.3	Any sign activity which is not listed in Table 31.4 or Rules 31.10.1 or 31.10.2.	D	D	D

31.11 Standards for Signs in Rural Areas

	Table 31.11 – Standards for Signs in Rural Areas	Non-compliance status
31.11.1	<p>Signage within the Rural Zone (excluding Ski Area Sub Zones), Gibbston Character Zone, Wakatipu Basin Amenity Zone, Rural Lifestyle Zone and Rural Residential Zone</p> <p>Up to 2m² of signage per site with no internal or external illumination of the sign.</p>	D
31.11.2	<p>Signs within Ski Area Sub-Zones</p> <p>31.11.2.1 Operational, directional and safety signage related to the movement of vehicles and people around the Sub-Zone – no limit</p>	D

	Table 31.11 – Standards for Signs in Rural Areas	Non-compliance status
	31.11.2.2 All signs other than those provided for in a above, up to 4m ² of signage per site with no internal or external illumination of the sign.	

31.12 Rules – Activity Status of Signs in Open Space and Recreation Zones

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.13. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.12 – Activity Status of signs in Open Space and Recreation Zones		Nature Conservation Zone, Informal Recreation Zone and Active Sports and Recreation Zone	Civic Spaces Zone and Community Purposes Zone
31.12.1	Identification of a static signage platform. Control is reserved to the matters set out in Rule 31.17.	C	D
31.12.2	Signs only for the purposes of 31.12.2.1 park information; and 31.12.2.2 park way-finding.	P	D
31.12.3	Signs directly associated with a temporary event occurring on the same site. Note: Rule 31.5.2 also applies to temporary event signs and must also be complied with.	P	P
31.12.4	Signs for commercial activities and community activities.	D	P
31.12.5	Any sign activity which is not listed in Table 31.4 or Rules 31.12.1 to 31.12.4 inclusive.	D	D

Table 31.12 – Activity Status of signs in Open Space and Recreation Zones	Nature Conservation Zone, Informal Recreation Zone and Active Sports and Recreation Zone	Civic Spaces Zone and Community Purposes Zone

31.13 Standards for Signs in Open Space and Recreation Zones

	Table 31.13 – Standards for Signs in Open Space and Recreation Zones	Non-compliance status
31.13.1	<p>Signs and signage platforms in the Nature Conservation Zone, Informal Recreation Zone and the Active Sports and Recreation Zone</p> <p>Signs and signage platforms that individually are no more than 2.5m² in area.</p>	D
31.13.2	<p>Signs for commercial activities and community activities within the Civic Spaces Zone and the Community Purposes Zone</p> <p>31.13.2.1 maximum of 2 signs per building or activity;</p> <p>31.13.2.2 the maximum area of each sign shall not exceed 1m²; and</p> <p>31.13.2.3 any sign shall be located in the same location and on the same site as the business or activity the sign relates to.</p>	D

31.14 Rules – Activity Status of Signs in Special Zones

The rules relating to signs in this table are additional to those in Table 31.4 and are subject to the standards in Table 31.15. If there is a conflict between the rules in Table 31.4 and the rules in this table, the rules in this table apply.

Table 31.14 – Activity Status of signs in Special Zones		Jacks Point Zone outside of Village Activity Areas and residential Activity Areas	Waterfall Park Zone	Millbrook Resort Zone
31.14.1	Signs for commercial activities and community activities Control is reserved to the matters set out in Rule 31.17.	C	C	C
31.14.2	Identification of a signage platform for a commercial activity or community activity Control is reserved to the matters set out in Rule 31.17.	C	C	C
31.14.3	Signs for visitor accommodation Control is reserved to the matters set out in Rule 31.17.	D	D	C
31.14.4	Signs not associated with commercial activities, community activities or visitor accommodation	P	P	P
31.14.5	Any sign activity which is not listed in Table 31.4 or Rules 31.14.1 to 31.14.4 inclusive	D	D	D

31.15 Standards for Signs in Special Zones

Table 31.15– Standards for Signs in Special Zones		<u>Non-compliance status</u>
31.15.1	<u>Signs for commercial activities, community activities or visitor accommodation</u> 31.15.1.1 <u>maximum of 2 signs per building or activity;</u> 31.15.1.2 <u>the maximum area of each sign shall not exceed 1m²; and</u> 31.15.1.3 <u>any sign shall be located in the same location and on the same site as the business or activity the sign relates to.</u>	<u>D</u>

	Table 31.15– Standards for Signs in Special Zones	<u>Non-compliance status</u>
31.15.2	<p><u>Signs for activities other than for commercial activities, community activities and visitor accommodation</u></p> <p><u>One sign per site with a maximum area of 0.5m² with no internal or external illumination of the sign.</u></p>	<u>D</u>

31.16 Non-Notification of Applications

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

31.17 Matters of Control

31.17.1 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.

31.18 Matters of Discretion

31.18.1 Council’s discretion shall be restricted to:

- a. colour and materials;
- b. design and content;
- c. location;
- d. access and safety; ~~and~~
- e. landscape and visual amenity values–~~And~~
- f. dominance effects.

31.19 Assessment Matters

31.19.1 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.

31.19.2 All Activities – General

31.19.2.1 The extent to which the proposed sign is compatible with the character of the site, buildings and surrounding environment.

31.19.2.2 Whether the sign is located on the site of the activity it relates to and the extent to which there is a functional or locational constraint for locating the sign outside of the site of the activity.

31.19.2.3 Whether the sign will affect public safety, including the safety of pedestrians and users of the transport network.

31.19.2.4 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.

31.19.2.5 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.

31.19.2.6 Whether the sign will adversely affect heritage values.

31.19.3 Controlled Activities

Colour and materials

31.19.3.1 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

31.19.3.2 Design, including lighting, is consistent with and sympathetic to the surrounding environment

31.19.3.3 Whether there are any effects on heritage buildings, or on buildings and structures in heritage precincts, and whether any conservation advice has been obtained.

31.19.3.4 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

31.19.3.5 Whether the requirements of multiple tenants within a building have been provided for.

Access and safety

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

Compliance with any relevant Council design guidelines

31.19.3.7 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.

31.19.3.8 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.

31.19.3.9 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.

31.19.4 Discretionary Activities – Signs within Commercial Areas

31.19.4.1 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.

31.19.4.2 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.

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

31.19.5 Discretionary Activities – Signs within Residential Areas

31.19.5.1 Compatibility with the 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.

31.19.5.2 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 Lower Density Suburban Residential Zone and Medium Density Residential Zone) apply

the guideline (from section 4.23.1) to ensure that the design and placement respects historic buildings and the character of the area. In addition, locate and design signs to complement the context and site.

31.19.6 Discretionary Activities – Signs within Other Areas

31.19.6.1 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.

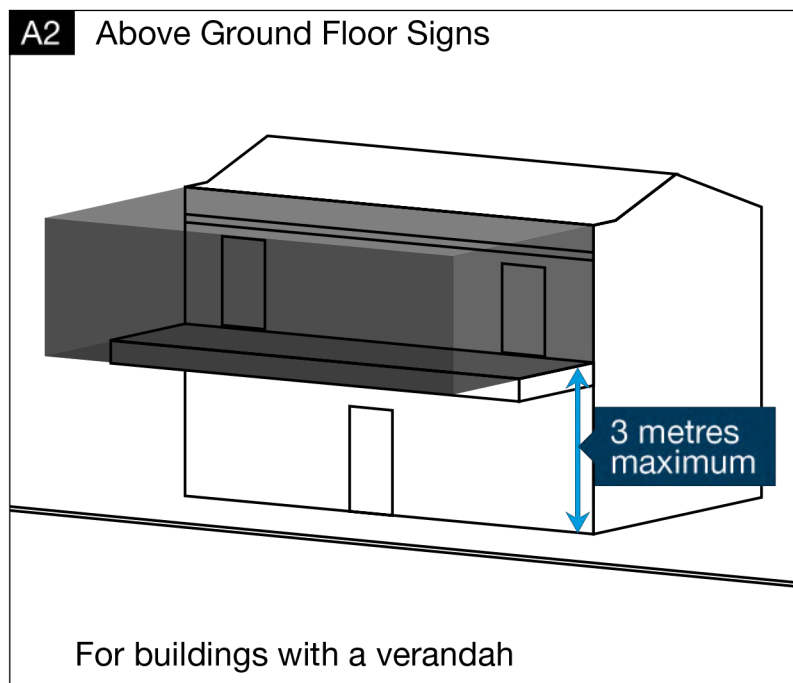
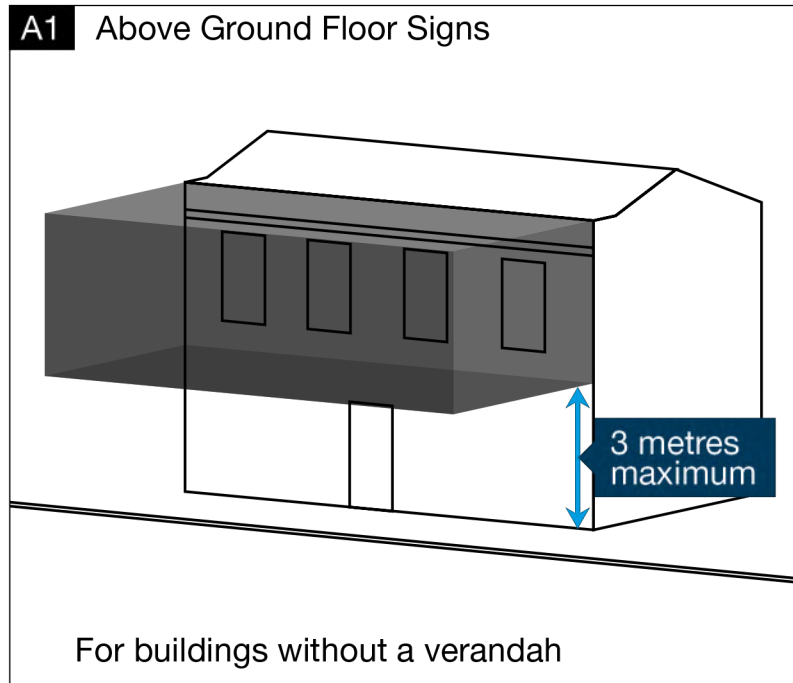
31.19.6.2 Any adverse effects of the proposed signage in terms of:

- 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.

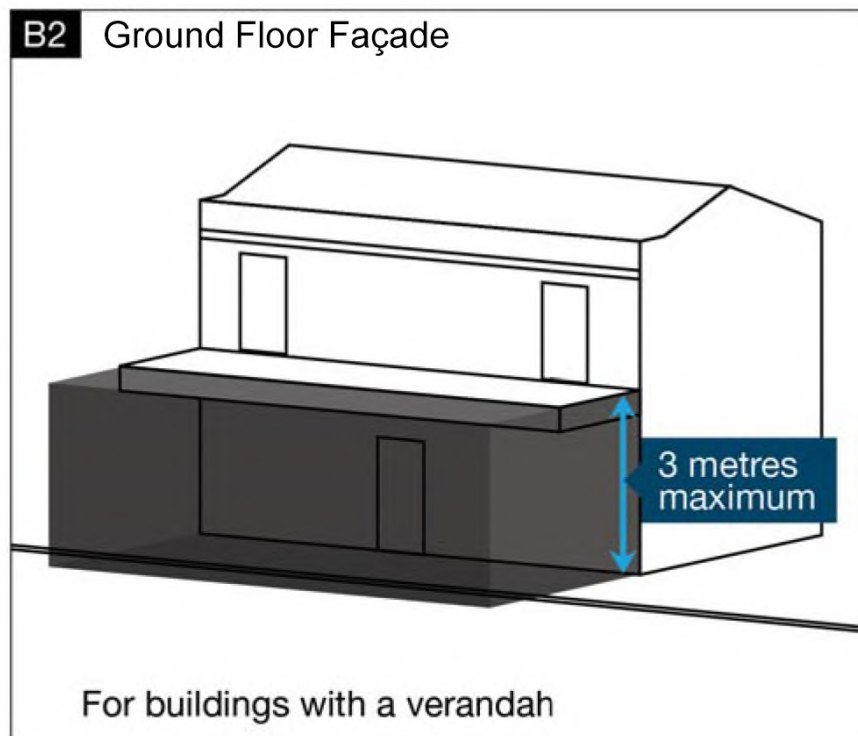
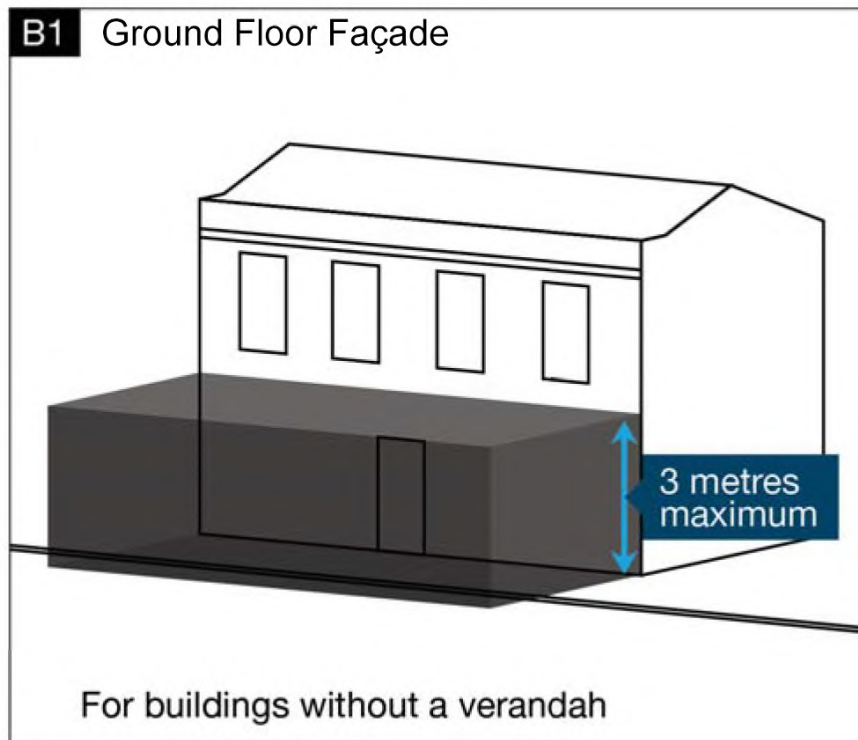
31.19.6.3 When considering the effects of signs located on an Outstanding Natural Feature (ONF) or within an Outstanding Natural Landscape (ONL) identified on the Planning Maps, apply any relevant assessment matters in part 21.21 Rural Zone of the District Plan.

31.20 Interpretive Diagrams

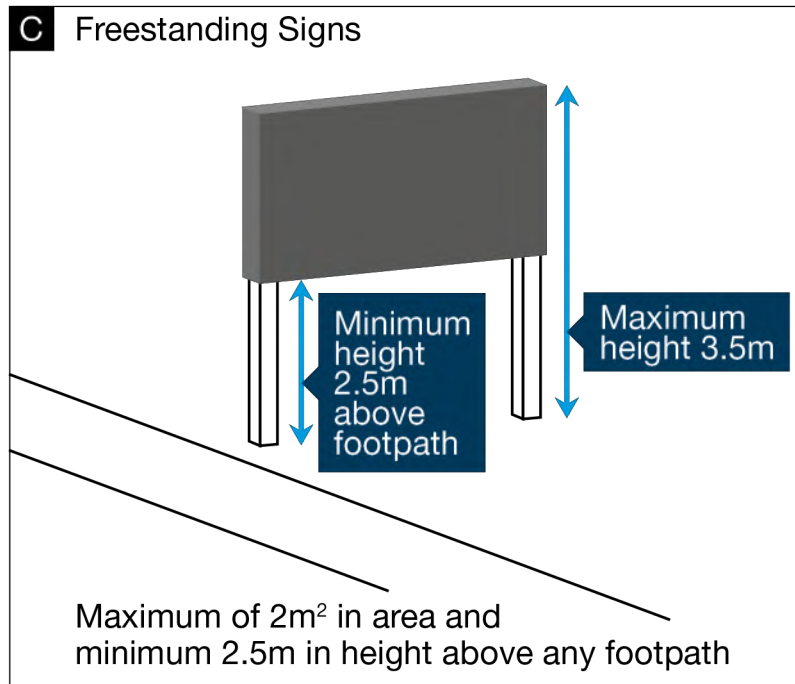
31.20.1 Above Ground Floor Signs



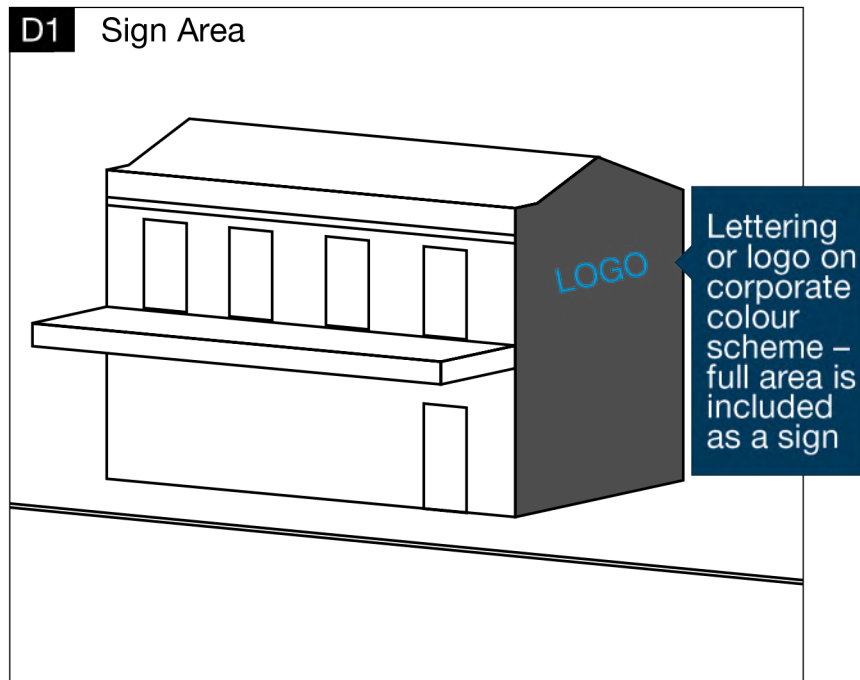
31.20.2 Ground Floor Façade for signs



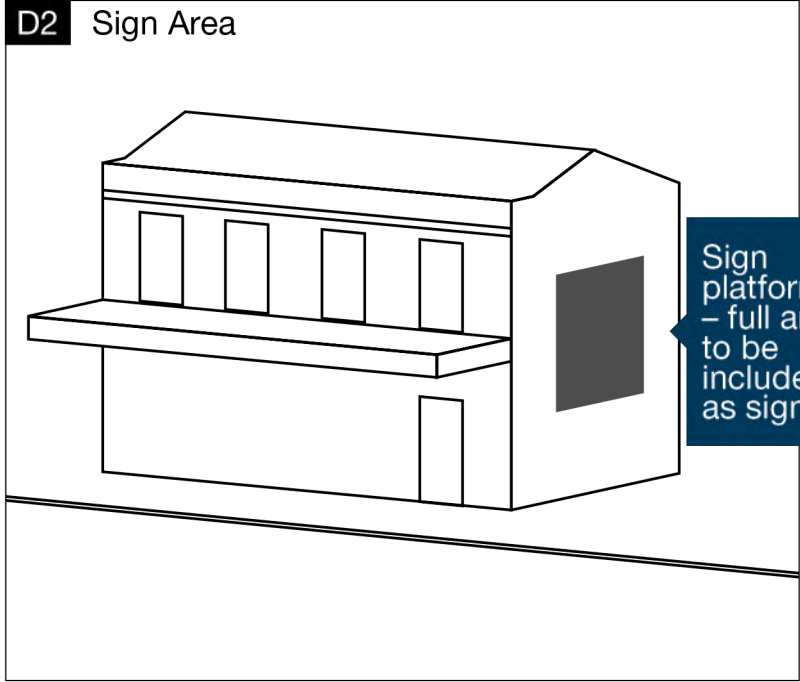
31.20.3 Freestanding Signs



31.20.4 Sign Area

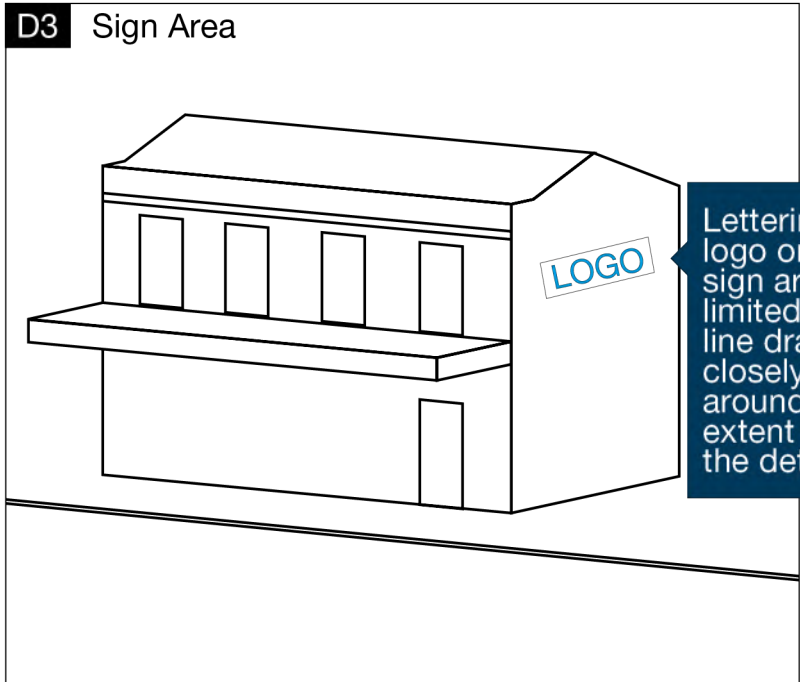


D2 Sign Area



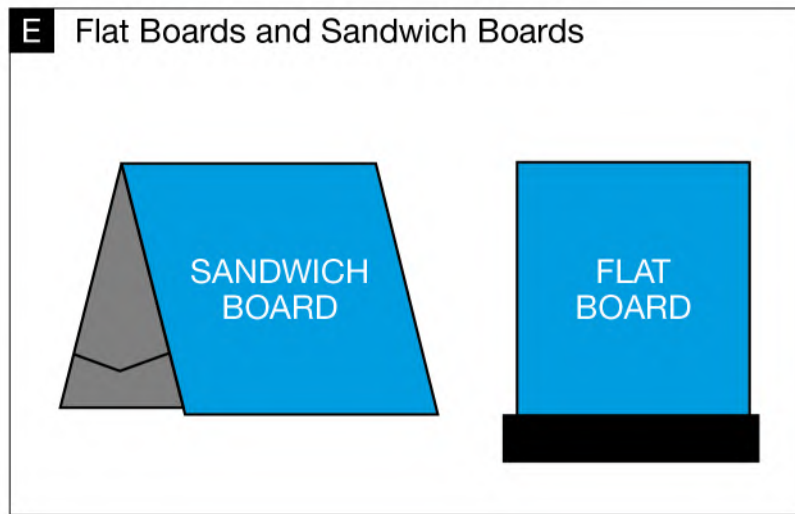
Sign platform – full area to be included as sign

D3 Sign Area

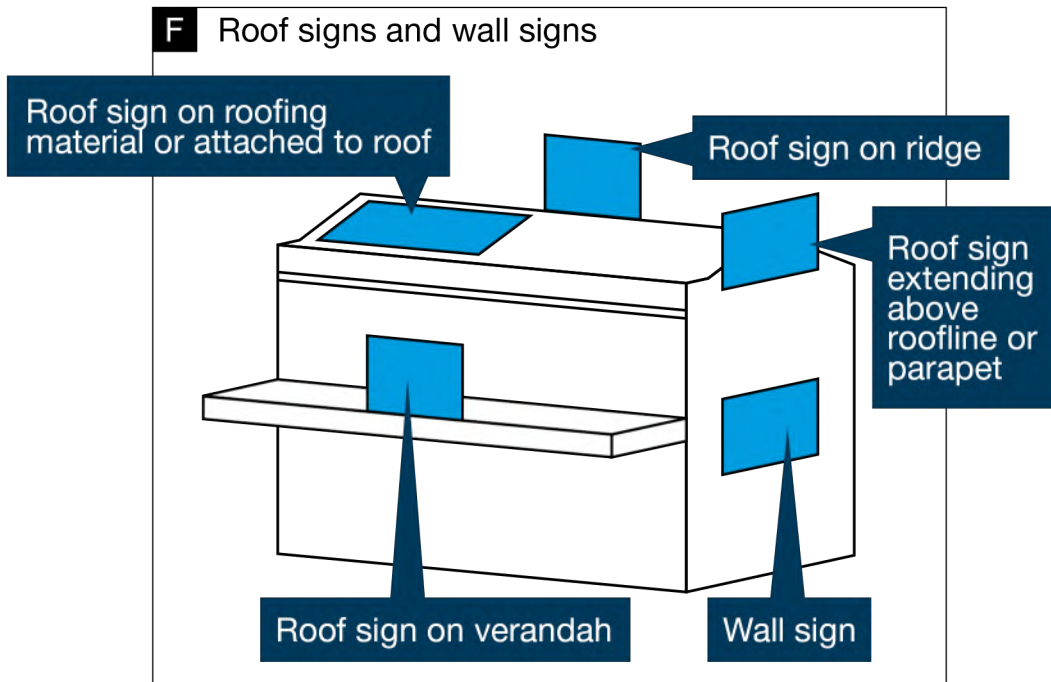


Lettering or logo only – sign area is limited to a line drawn closely around the extent of the detail

31.20.5 Flat Boards and Sandwich Boards

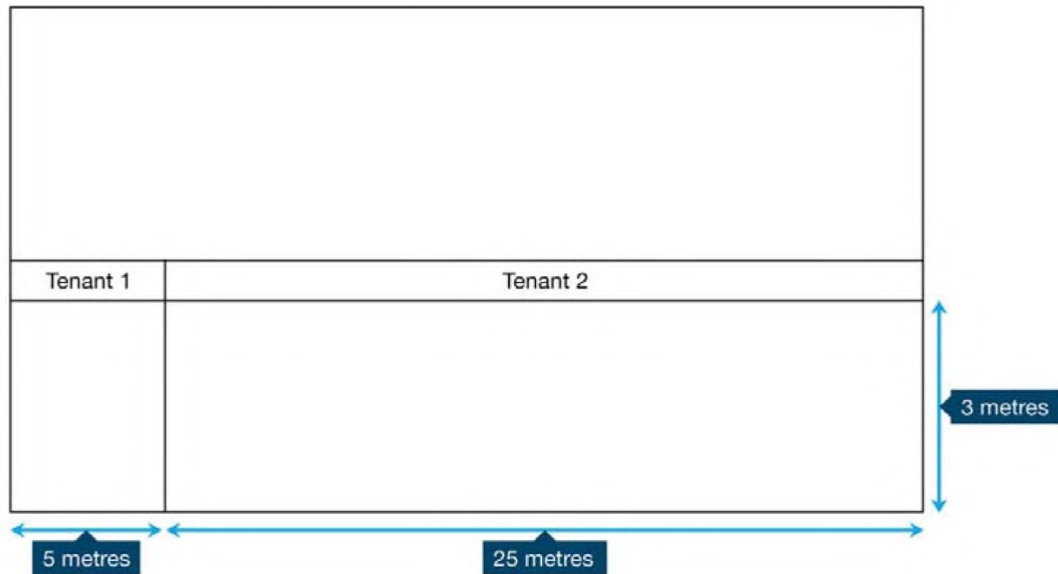


31.20.6 Roof Signs and Wall Signs



31.20.7 How to apply Rule 31.6.4: Maximum Area of Ground Floor Signs in commercial areas

G1 EXAMPLE: How to Apply the Ground Floor Signs Rule



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

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)	<p>Shall be measured:—</p> <ol style="list-style-type: none"> 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.
<u>Corporate Colour Scheme</u>	<u>Means the colour or colours which a business or organisation adopts as a key visual element of its corporate identity.</u>
Sign and Signage	<p>Means:</p> <ol style="list-style-type: none"> a. any external name, figure, character, outline, display (<u>excluding a display of physical goods or products available for sale on the premises</u>), 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, hearding <u>billboard sign</u> or any other thing of a similar nature which is: <ol style="list-style-type: none"> (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. <u>corporate colour schemes</u>;

	<p>d. any sign written vehicle/trailer or any advertising media attached to a vehicle/trailer.</p> <p>Notes: (i) This does include corporate colour schemes. (ii) See definitions of SIGN AREA and SIGN TYPES.</p>
<p>Sign Area</p>	<p>The area of a sign means <u>Means</u> the surface area of a sign, and the area of a sign includes:</p> <p>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></p> <p>b. <u>the entire area coloured with a corporate colour scheme.</u></p>
<p>Sign Types</p>	<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>HoardingBillboard Sign: means any sign, <u>including located in a digital signage platform</u>, that is for purely commercial brand awareness purposes and which does not relate to land use activity conducted on the site.</p> <p>Digital Sign: <u>means an internally lit sign that displays electronic messages (text) and/or images.</u></p> <p>Digital Signage Platform: <u>means a physical structure and area specifically for the purpose of displaying digital signage.</u></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>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:</p> <ul style="list-style-type: none"> a. does not relate to goods or services available at the site where the sign is located; b. is not a Billboard Sign; and c. is not a <u>Temporary Event Sign</u>. <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> <p>Signage Platform: means a physical area identified for the purpose of signage.</p> <p><u>Static Signage Platform:</u> <u>means a signage platform for the purpose of displaying any sign type other than a digital sign.</u></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>
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	<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 Zone:

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

Insert in Rule 17.4.2 after Rule 17.4.2.3:

Note: For advertising or promotional signage located within 20m of the zone boundary Chapter 31 applies.