

Attachment A. Submission on Specific Provisions of the Proposed District Plan

Point No.	1.
Provision	Chapter 31 – Signs
Support, Oppose	Oppose
Submission	<p>The decisions version of Chapter 31 Signs did not incorporate objectives, policies or rules managing signs on land which had yet to be included within the overall District Plan review process, including those zones which comprise Stage 3 of the review. It is therefore necessary to propose variations to Chapter 31 Signs in order for specific rules relating to Stage 3 zones to appropriately enable and manage signs consistently with the rest of the PDP. These variations were omitted from the notified General Industrial Zone proposals.</p> <p>This submission requests that specific provisions relating to the management of signage within the General Industrial Zone be incorporated into Table 31.6 of Chapter 31. Table 31.6 sets out specific activity status' for signage within the District's commercial zones. In the absence of these variations, signage within the General Industrial Zone would not be managed effectively or efficiently and may result in adverse environmental effects within the Zone.</p> <p>Signage within the proposed General Industrial Zone should be specifically managed by Chapter 31 in the manner requested by this submission. Signage is an important resource management issue within the zone as multiple businesses within single sites need to be able to provide locational information, branding and a certain level of self-promotion through signage. On the other hand there are examples of signage proliferation within the Zone which has resulted in poor environmental outcomes in terms of visual amenity, overall legibility of signage, and detriment to the safe and efficient movement of vehicle and pedestrian traffic. An unmanaged, unclear or overly permissive approach to signage is likely to see the adverse effects of signage become exacerbated over time.</p> <p>It is the overall intent of the Proposed District Plan (PDP) to ensure signs within the District's commercial zones are appropriately managed in terms of the number, type, location, appearance and design. It is acknowledged that the District's commercial zones are hubs of employment and trade, and therefore, signage is a necessary component of land use and development activities within these areas. As a result, these zones face pressures from signage, the adverse effects of which need to be managed appropriately. It is also necessary to afford landowners and business operators within the District's commercial zones with a degree of certainty in terms of the signage they are able to establish in association with their activities.</p> <p>The relief requested by this submission would assist in achieving the overall intent of the PDP as it relates to the management of signage. The provisions requested by the relief are considered to be the most effective and efficient way of achieving the objectives of Chapter 31 and of the General Industrial Zone. They would result in positive environmental and social outcomes for people who operate businesses, work or visit the Zone and would avoid adverse effects efficiently and effectively. While the provisions would</p>

	<p>trigger the need for resource consents to be obtained in some circumstances, it is not considered that any necessary resource consent process for signage anticipated within the Zone would be unnecessarily time consuming or costly.</p>									
<p>Decision sought (retain, delete, amend)</p>	<p>Amend Table 31.6 of Chapter 31 – Signs to specify activity status’ for signs located within the General Industrial Zone. Amendments requested are <u>underlined</u> in the table below, being Table 31.6 of Chapter 31 – Signs.</p>									
	<p>Table 31.6 – Activity Status of Signs in Commercial Areas</p>		<p>Queenstown and Wanaka Town Centre Zones (including commercial activities in a Town Centre Transition Sub-Zone or overlay)</p>	<p>Arrowtown Town Centre Zone (including commercial activities in the Town Centre Transition Overlay)</p>	<p>Jacks Point Village Activity Areas</p>	<p>Airport Zone-Queenstown</p>	<p>Airport Zone - Wanaka</p>	<p>Local Shopping Centre Zone</p>	<p>Business Mixed Use Zone</p>	<p><u>General Industrial Zone</u></p>
	<p>31.6.1</p>	<p>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.</p> <p>Control is reserved to the matters set out in Rule 31.14.</p>	<p>C</p>	<p>C</p>	<p>C</p>	<p>C</p>	<p>C</p>	<p>C</p>	<p>C</p>	<p><u>C</u></p>

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	31.6.2	Arcade directory signs.	P	P	P	P	P	P	P	<u>P</u>
	31.6.3	Upstairs entrance signs.	P	P	P	P	P	P	P	<u>P</u>
	31.6.4	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. Note: Parts 31.3.2 and 31.16 of this Chapter explain and illustrate the application of this rule.	C	C	C	P	P	C	C	<u>C</u>
	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. Note: Part 31.16.7 of this Chapter has a diagram which illustrates the application of this rule.	C	C	C	P	P	C	C	<u>C</u>
	31.6.6	Digital signage platforms within the ground floor facade of a building	D	NC	PR	PR	PR	PR	PR	<u>PR</u>
	31.6.7	Digital signage platforms above ground floor level	NC	NC	PR	NC	NC	PR	PR	<u>PR</u>

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	31.6.8	Digital signs not located within a digital signage platform	PR	<u>PR</u>						
	31.6.9	Billboard signs	D	PR	PR	PR	PR	PR	PR	<u>PR</u>
	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	<u>D</u>