

Before Queenstown Lakes District Council

In the matter of            the Resource Management Act 1991

And                            **The Queenstown Lakes District Proposed District Plan –  
Topic 15 (Chapter 31: Signs)**

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**Summary Statement of Evidence of Michael Aaron Gray**

Submitter #2516 (Go Media Limited)

Dated 27 September 2018

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**Applicant's solicitors:**

Maree Baker-Galloway | Rosie Hill  
Anderson Lloyd  
Level 2, 13 Camp Street, Queenstown 9300  
PO Box 201, Queenstown 9348  
DX Box ZP95010 Queenstown  
p + 64 3 450 0700 | f + 64 3 450 0799  
maree.baker-galloway@al.nz | rosie.hill@al.nz

**anderson  
lloyd.**

### **Positive benefits of advertising**

- 1 I disagree with the sentiment that hoardings/billboards display no positive effects other than to display advertising. Digital advertising can enhance the character and add vibrancy and interest to areas, buildings and structures.
- 2 Advertising is a legitimate commercial activity that generates economic activity by enabling the commercial community to advertise goods and services. Go Media spends millions of dollars each year within local communities and the events that we advertise help to successfully promote and contribute to social well-being.

### **Chapter 31 – Signs**

- 3 Go Media submitted on Chapter 31 of the Proposed Plan, seeking that non-site related digital advertising (digital advertising) should be enabled, and not be prohibited. Digital advertising has become a widely accepted, more sustainable, form of advertising throughout New Zealand.
- 4 Small scale digital signage with non-site related advertising should be a permitted activity, provided it is located appropriately and subject to built form standards, and does not have any additional or adverse environmental effects when compared with site related signage or off-site signage (both of which are allowed in the Proposed Plan).
- 5 It is appropriate that larger scale billboards which are primarily for commercial brand awareness have some restrictions on locations and size. Digital advertising enables multiple advertisements, can have significantly less visual impact, and allows flexibility for site related advertising.
- 6 Any potential adverse effects from non-site related digital advertising in relation to traffic safety, landscape and amenity values can be managed through location and appropriate built form standards. Environmental effects assessments done for Go Media's existing digital advertising (nationwide) have demonstrated that effects are acceptable in a variety of situations and locations.
- 7 Go Media and others consider there are appropriate locations for digital advertising, as evident by our submission on the Proposed Plan and investment in the process.

### **Conclusion**

- 8 We feel strongly that our industry needs recognition of our business. We support provisions in the Proposed Plan that provide certainty and that can enable appropriate signage activities, while still providing appropriate controls for Council, and sound resource management principles and practices that don't inhibit the operation of a business generating economic benefits.