

Wellington City Proposed District Plan

Hearing Stream 7- Signs

Appendix B

- Recommended Responses to Submissions and Further Submissions

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Paul Van Houtte	92.3	General District wide Matters / Signs / General SIGN	Amend	Considers that digitally internally illuminated signs for commercial purposes should not be permitted in Wellington or at least not visible from any road. They are distracting, compromise amenity values and are highly imposing as they are difficult to ignore.	Seeks that the SIGN (Signs) chapter be amended so that digitally internally illuminated signs for commercial purposes are not permitted in Wellington or at least not visible from any road.	Reject	No
Paul Van Houtte	92.4	General District wide Matters / Signs / General SIGN	Amend	Considers that commercial advertising and signs should be restricted from being located on any public transport, at any public transport infrastructure, because it is imposing due to necessary duration of exposure, compromising amenity values.	Seeks that the SIGN (Signs) chapter be amended to restrict commercial advertising/signs on public transport and public transport infrastructure.	Reject	No
Go Media Ltd	236.3	General District wide Matters / Signs / General SIGN	Amend	Considers that billboard advertising contributes to the commercial vitality of a community through supporting business, infrastructure and community activities, Considers that billboard advertising can enhance the character or areas, buildings and structures and provides a focal point, and adds vibrancy and interest. Considers that digital signage is now a widely acceptable form of advertising throughout New Zealand. [Refer to original submission for full reasons]	Seeks that the objectives, policies and rules applying to signage are based on evidence, effects and best practice.	Reject	No
Go Media Ltd	236.4	General District wide Matters / Signs / General SIGN	Not specified	Considers that the PDP treats static and digital billboards differently in provisions where they should be the same. Considers that there is insufficient evidence to differentiate between digital and static billboards.	Seeks that the objectives, policies and rules applying to signage treat digital and static signs the same. [Inferred decision requested]	Reject	No
Go Media Ltd	236.5	General District wide Matters / Signs / General SIGN	Support in part	[No specific reason given beyond decision requested - refer to original submission]	Seeks that the PDP expressly recognise the positive effects of billboards, including digital advertising, and enable signage.	Reject.	No
Go Media Ltd	236.6	General District wide Matters / Signs / General SIGN	Not specified	Considers that the current standards are excessively strict and are not commensurate with the safety and amenity effects of billboards.	Not specified.	Reject.	No.
Go Media Ltd	236.7	General District wide Matters / Signs / General SIGN	Amend	Considers that "Not compromised" and "Not detract" throughout the SIGNs chapter are not explained.	Seeks that wording used in provisions should be based on effects.	Reject.	No
Go Media Ltd	236.8	General District wide Matters / Signs / General SIGN	Amend	Considers that "Visual Clutter" is not explained.	Seeks that the words "Visual Clutter" should be qualified by "Unacceptable" or "Adverse".	Reject	No
Go Media Ltd	236.9	General District wide Matters / Signs / General SIGN	Amend	Considers that the layout of the rules is difficult to use.	Seeks that formatting is amended to reduce moving backwards and forwards throughout the chapter and reduce table sizes.	Reject	No
Go Media Ltd	236.10	General District wide Matters / Signs / General SIGN	Oppose	Considers the provisions relating to signs visible from the state highway network are unreasonable and should be deleted. Refers to evidence set out in the Carriageway Letter (Attached to original submission).	Seeks that provisions relating to signage visibility from State Highways in the SIGN chapter are deleted.	Rejects	No
Waka Kotahi NZ Transport Agency	FS103.39	Part 2 / General District wide Matters / Signs / General SIGN	Oppose	Waka Kotahi seeks to maintain the safe and efficient function of the state highway network, and is supportive of including specific mention of the state highway network within this chapter. It is important, especially on the state highways, to limit driver distraction & ensure a safe road environment as much as possible.	Disallow	Accept	No
Go Media Ltd	236.11	General District wide Matters / Signs / General SIGN	Support	Considers that the protection of heritage must be appropriately balanced against contemporary activities and that it has been demonstrated that billboard signage can integrate with heritage buildings and environments. Supports restricted discretionary activity status for signs that do not meet the permitted activity standards in heritage areas.	Not specified.	Accept	No
Go Media Ltd	236.12	General District wide Matters / Signs / General SIGN	Not specified	Considers that the PDP fails to meet the requirements of s32 of the Resource Management Act by failing to adequately consider the costs of provisions relating to billboards. Providing more adequately for billboards will ensure that the PDP achieves the integrated management of the effects of use and development of land and associated natural and physical resources of Wellington City as required by section 31 of the RMA, assists the Council to carry out its statutory functions in order to achieve the purpose of the RMA, and promotes the sustainable management of natural and physical resources, and is therefore in accordance with Part 2 of the RMA.	Not specified.	Reject	No
Wellington City Council	266.127	General District wide Matters / Signs / General SIGN	Amend	Considers amendment to introduction is necessary to cover signage for local body election hoarding.	Amend the last sentence paragraph 1 of the introduction to the Signs chapter as follows: <u>Hoarding signs for local or central government elections</u> Electoral signs are exempt from these rules and are managed under the Electoral Act 1993, the Local Electoral Act 2001 and the Council's <u>Election Hoarding Guideline.</u>	Accept	Yes

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Out of Home Media Association of Aotearoa	284.1	General District wide Matters / Signs / General SIGN	Support	Supports the recognition of the importance of signage and third party signs (billboards) for their role in providing information, messaging and advertising. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks to retain provisions that support the importance of signage and third party signs (billboards) for their role in providing information, messaging and advertising. [Inferred decision requested]	Accept	No
Out of Home Media Association of Aotearoa	284.2	General District wide Matters / Signs / General SIGN	Support	Supports the provision of a single chapter within the Proposed Plan which contains the provisions for signs (as opposed to incorporating provisions for signs within each zone chapter). The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks to retain the use of a standalone Signs chapter within the Proposed District Plan. [Inferred decision requested]	Accept	No
Out of Home Media Association of Aotearoa	284.3	General District wide Matters / Signs / General SIGN	Support	Supports the recognition of the nature of effects of signs that need to be addressed by objectives and policies. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks to retain objectives within the Signs chapter that address and recognise the nature of effects of signs. [Inferred decision requested]	Accept	No
Out of Home Media Association of Aotearoa	284.4	General District wide Matters / Signs / General SIGN	Support	Supports the recognition of the nature of effects of signs that need to be addressed by objectives and policies. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks to retain policies within the Signs chapter that address and recognise the nature of effects of signs [Inferred decision requested]	Accept	No
Out of Home Media Association of Aotearoa	284.5	General District wide Matters / Signs / General SIGN	Support	Supports the incorporation of those 'standards' which generally reflect current industry practice. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Not specified.	Accept	No
Out of Home Media Association of Aotearoa	284.6	General District wide Matters / Signs / General SIGN	Support	Supports the incorporation of appropriate matters of discretion for restricted discretionary activities which limit consideration to visual amenity, the integration of signs with buildings, traffic, pedestrian and cyclist safety, functional and operational requirements of activities and signs, and positive effects of signs. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Retain matters of discretion within the Signs chapter restricted discretionary activity rules that limit consideration to visual amenity, the integration of signs with buildings, traffic, pedestrian and cyclist safety, functional and operational requirements of activities and signs, and positive effects of signs. [Inferred decision requested]	Accept	No
Out of Home Media Association of Aotearoa	284.7	General District wide Matters / Signs / General SIGN	Oppose	Opposes the onerous nature of certain standards that apply to third party signs and digital signs. The submitter opposes these provisions because the submitter considers that they will not: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Not specified.	Reject.	No.
Out of Home Media Association of Aotearoa	284.8	General District wide Matters / Signs / General SIGN	Amend	Opposes inclusion of the Signs Design Guide and requests that where necessary appropriate matters of discretion and assessment criteria are developed to provide a clear framework for the assessment of signs which require a resource consent.	Seeks that appropriate matters of discretion and assessment criteria are developed and included in the SIGNS chapter to provide a clear framework for the assessment of signs which require a resource consent.	Reject.	No

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Lumo Digital Outdoor Limited	285.1	General District wide Matters / Signs / General SIGN	Support	Supports the recognition of the importance of signage and third party signs (billboards) for their role in providing information, messaging and advertising. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks to retain provisions that support the importance of signage and third party signs (billboards) for their role in providing information, messaging and advertising. [Inferred decision requested]	Accept	No
Lumo Digital Outdoor Limited	285.2	General District wide Matters / Signs / General SIGN	Support	Supports the provision of a single chapter within the Proposed Plan which contains the provisions for signs (as opposed to incorporating provisions for signs within each zone chapter). The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks to retain the use of a standalone Signs chapter within the Proposed District Plan. [Inferred decision requested]	Accept	No
Lumo Digital Outdoor Limited	285.3	General District wide Matters / Signs / General SIGN	Support	Supports the recognition of the nature of effects of signs that need to be addressed by objectives and policies. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks to retain objectives within the Signs chapter that address and recognise the nature of effects of signs. [Inferred decision requested]	Accept	No
Lumo Digital Outdoor Limited	285.4	General District wide Matters / Signs / General SIGN	Support	Supports the recognition of the nature of effects of signs that need to be addressed by objectives and policies. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks to retain policies within the Signs chapter that address and recognise the nature of effects of signs. [Inferred decision requested]	Accept	No
Lumo Digital Outdoor Limited	285.5	General District wide Matters / Signs / General SIGN	Support	Supports the incorporation of those 'standards' which generally reflect current industry practice. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Not specified.	Accept	No
Lumo Digital Outdoor Limited	285.6	General District wide Matters / Signs / General SIGN	Support	Supports the incorporation of appropriate matters of discretion for restricted discretionary activities which limit consideration to visual amenity, the integration of signs with buildings, traffic, pedestrian and cyclist safety, functional and operational requirements of activities and signs, and positive effects of signs. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Retain matters of discretion within the Signs chapter restricted discretionary activity rules that limit consideration to visual amenity, the integration of signs with buildings, traffic, pedestrian and cyclist safety, functional and operational requirements of activities and signs, and positive effects of signs. [Inferred decision requested]	Accept in part.	No.
Lumo Digital Outdoor Limited	285.7	General District wide Matters / Signs / General SIGN	Oppose	Opposes the onerous nature of certain standards that apply to third party signs and digital signs. The submitter opposes these provisions because the submitter considers that they will not: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Not specified.	Reject.	No.
Lumo Digital Outdoor Limited	285.8	General District wide Matters / Signs / General SIGN	Amend	Opposes inclusion of the Signs Design Guide and requests that where necessary appropriate matters of discretion and assessment criteria are developed to provide a clear framework for the assessment of signs which require a resource consent.	Seeks that appropriate matters of discretion and assessment criteria are developed and included in the SIGNS chapter to provide a clear framework for the assessment of signs which require a resource consent.	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
oOhlMedia Street Furniture New Zealand Limited	316.3	General District wide Matters / Signs / General SIGN	Amend	Considers that the introduction of the Signs chapter should be amended to reference the Public Places Bylaw 2022 and to confirm that the Council's approval is required in all instances for signs in the road reserve. The Introduction refers to the Wellington Consolidated Bylaw 2008, which was replaced on 25 August 2022 by the Public Places Bylaw 2022. It is submitted that the Introduction needs to be amended to correct this discrepancy, and to confirm that the Council's approval is required for all signs in the road reserve (regardless of the provisions of the Proposed Plan).	Amend the Introduction to the Signs chapter as follows: ... If not managed appropriately, signs have the potential to result in adverse environmental effects including visual clutter, degradation of heritage features, and erosion of the amenity of the local and wider environment. The definition of a sign in this plan is limited to signs that are projected onto, or fixed or attached to, any structure or natural object such as buildings. Portable signs in the form of a board on Council-owned land are managed under the Wellington Consolidated Bylaw 2008. Under this bylaw, written approval is required for signage in public places. Some signs are subject to the Public Places Bylaw 2022. Notwithstanding any rules for signs in public places or within the road reserve, all signs placed in the road reserve will require the prior approval of Wellington City Council, or the approval or Waka Kotahi in respect of signs placed in the state highway network.	Accept in part	Yes
Woolworths New Zealand	359.36	General District wide Matters / Signs / General SIGN	Support in part	The general approach to signage in the PDP is supported, including an appropriate restricted discretionary activity status where standards are infringed. Signage is an important component of commercial activity, to raise brand awareness, consistency and legibility in an urban environment. The restricted discretionary activity status where signage is proposed that infringes the limits in any zone is supported, so long as the matters of discretion that apply are relevant and truly restricted in nature.	Retain the Sign chapter, with amendment.	Accept in part	No
Woolworths New Zealand	359.37	General District wide Matters / Signs / General SIGN	Amend	Considers that the permitted area and thresholds for signage in certain commercial zones should be amended, specifically in respect to free-standing signage which is more restrictive than the Operative Plan in terms of height. Signage should be considered acceptable in commercial zones in principle, with some limitation on size and location where it may adversely affect sensitive areas, including heritage, character or residential areas. Specific amendments are requested in this submission.	Amend the Sign chapter to be less restrictive in respect to free-standing signage in certain commercial zones. [Refer to original submission]	Reject.	No.
Woolworths New Zealand	359.38	General District wide Matters / Signs / General SIGN	Amend	Considers that assessment of signage in commercial zones needs to consider the importance of corporate branding for consistency and coherence and ensure that consideration sits alongside the urban design aspirations of the PDP. It is critical for their success that businesses are able to be instantly recognisable for customers and not "watered down" to achieve an identified character or palettes.	Seeks that signage assessments consider the importance of corporate branding for consistency and coherence and ensure that consideration sits alongside the urban design aspirations of the PDP	Reject.	No.
Waka Kotahi	370.233	General District wide Matters / Signs / General SIGN	Support in part	The submitter is generally happy with the direction of the chapter, particularly with specific provisions on digital billboards, and the consideration of effects (including cumulative) on road safety in general. This chapter as notified will encourage signs in suitable and safe locations, while restricting those that are inappropriate or may have adverse safety effects. Waka Kotahi interprets the rule table such that a third-party advertising digital sign will require consent (or to comply with) SIGN-R4 and SIGN-R5, but would suggest that the links are made more clear.	Retain the Signs chapter, subject to amendments.	Accept in part	No
Lumo Digital Outdoor Limited	FS124.1	Part 2 / General District wide Matters / Signs / General SIGN	Oppose	In general terms, Lumo considers that the amendments sought by the submitter are inappropriate and will result in unnecessary and onerous provisions for signs, billboards and digital signs/billboards that are visible from a state highway. Lumo opposes the amendments that are sought by the submitter, except where otherwise specified in further submissions.	Disallow	Accept in part.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.1	Part 2 / General District wide Matters / Signs / General SIGN	Oppose	In general terms, OOHMAA considers that the amendments sought by the submitter are inappropriate and will result in unnecessary and onerous provisions for signs, billboards and digital signs/billboards that are visible from a state highway. OOHMAA opposes the amendments that are sought by the submitter, except where otherwise specified in further submissions.	Disallow	Accept in part.	No.
Waka Kotahi	370.234	General District wide Matters / Signs / General SIGN	Amend	It is considered that links between the Rule table and Sign Rules could be made clearer. The rule table is interpreted such that a third-party advertising digital sign will require consent (or to comply with) SIGN-R4 and SIGN-R5, but it is suggested that the links are made more clear.	Seeks to amend the Rule table in the Signs chapter to ensure the links between the table and Rules are clear.	Reject.	No.
Taranaki Whānui ki te Upoko o te Ika	389.87	General District wide Matters / Signs / General SIGN	Amend	[No specific reason given beyond decision requested - refer to original submission].	Seeks that within the 'Other relevant District Plan provisions' that Sites and Areas of Significance to Māori chapter is included.	Reject.	No.
Wellington International Airport Ltd	406.460	General District wide Matters / SIGNS / General SIGN	Amend	Signage is an important and commonly found feature within any airport environment. It assists with both airside and landside airport operations, and assists with the safe and efficient movement of people, aircraft and traffic through the airport's airside and landside facilities. Signage also provides an opportunity to showcase the activities or services on offer within the district and region, which has both social and economic benefits for the wider community. Considers that it is important that the Proposed Plan recognises and provides for signage within the airport environment.	Seeks that the SIGN chapter recognises and provides for signage in the Airport Environment.	Reject.	No.
Wellington International Airport Ltd	406.461	General District wide Matters / SIGNS / General SIGN	Support	Supports provisions within the SIGN chapter that require consideration of potential effects of signage on the safety of aircraft.	Retain, insofar as it relates to effects of signage on aircraft safety, SIGN chapter as notified.	Accept in part.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Kay Larsen	447.8	General District wide Matters / Signs / General SIGN	Amend	<p>Considers that digital billboards can be consented to change their image every 9 - 90 seconds, never turned off and there are many in central city area. These use fossil fuels to generate electricity for their power which warms the planet. There is no justification for them.</p> <p>Revenue from Billboards does not outweigh negative impacts.</p> <p>Considers that it was good that Prime Property Group were denied 2 Billboards.</p> <p>Supports more regulationfor billboards.</p> <p>[See original submission for full reason]</p>	Not specified.	Reject.	No.
Kay Larsen	447.9	General District wide Matters / Signs / General SIGN	Amend	<p>Considers that digital billboards can be consented to change their image every 9 - 90 seconds, never turned off and there are many in central city area. These use fossil fuels to generate electricity for their power which warms the planet. There is no justification for them.</p> <p>Revenue from Billboards does not outweigh negative impacts.</p> <p>Considers that it was good that Prime Property Group were denied 2 Billboards.</p> <p>Supports more regulationfor billboards.</p> <p>[See original submission for full reason]</p>	<p>Seeks that the PDP is amended to account for saving electricity with LED Billboards.</p> <p>[Inferred decision requested].</p>	Reject.	No.
Kay Larsen	447.10	General District wide Matters / Signs / General SIGN	Amend	<p>Considers that digital billboards can be consented to change their image every 9 - 90 seconds, never turned off and there are many in central city area. These use fossil fuels to generate electricity for their power which warms the planet. There is no justification for them.</p> <p>Revenue from Billboards does not outweigh negative impacts.</p> <p>Considers that it was good that Prime Property Group were denied 2 Billboards.</p> <p>Supports more regulation for billboards.</p> <p>[See original submission for full reason]</p>	Seeks that the PDP is amended to ensure that LED Billboards cannot be put near Residential Properties or Hotels.	Reject.	No.
Kay Larsen	447.11	General District wide Matters / Signs / General SIGN	Amend	<p>Considers that digital billboards can be consented to change their image every 9 - 90 seconds, never turned off and there are many in central city area. These use fossil fuels to generate electricity for their power which warms the planet. There is no justification for them.</p> <p>Revenue from Billboards does not outweigh negative impacts.</p> <p>Considers that it was good that Prime Property Group were denied 2 Billboards.</p> <p>Supports more regulation for billboards.</p> <p>[See original submission for full reason]</p>	Seeks that the PDP is amended to ensure that LED Billboards cannot be put near Roads, to proactively in prevent any hazards to motorists from LED Billboards.	Reject.	No.
Kay Larsen	447.12	General District wide Matters / Signs / General SIGN	Amend	<p>Considers that digital billboards can be consented to change their image every 9 - 90 seconds, never turned off and there are many in central city area. These use fossil fuels to generate electricity for their power which warms the planet. There is no justification for them.</p> <p>Revenue from Billboards does not outweigh negative impacts.</p> <p>Considers that it was good that Prime Property Group were denied 2 Billboards.</p> <p>Supports more regulation for billboards.</p> <p>[See original submission for full reason]</p>	Seeks that the PDP is amended to include more regulations limiting use of LED Digital Billboards.	Reject.	No.
Out of Home Media Association of Aotearoa	284.9	General District wide Matters / Signs / New SIGN	Amend	<p>Opposes the lack of a permitted activity status for digital signs which are designed and operated to comply with relevant standards. The submitter opposes these provisions because the submitter considers that they will not:</p> <ul style="list-style-type: none"> -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means. 	<p>Seeks that a Permitted activity rule be added to SIGN-R5 (Digital signs) to enable digital signs which are design and operated to comply with relevant standards to be a permitted activity.</p> <p>[Inferred decision requested].</p>	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Lumo Digital Outdoor Limited	285.9	General District wide Matters / Signs / New SIGN	Amend	Opposes the lack of a permitted activity status for digital signs which are designed and operated to comply with relevant standards. The submitter opposes these provisions because the submitter considers that they will not: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks that a Permitted activity rule be added to SIGN-R5 (Digital signs) to enable digital signs which are design and operated to comply with relevant standards to be a permitted activity. [Inferred decision requested].	Reject.	No
oOhlMedia Street Furniture New Zealand Limited	316.4	General District wide Matters / Signs / New SIGN	Amend	Considers that a new policy should be added to the Signs chapter new policy for 'signs integrated with buildings and structures in the road reserve'. Advertising signs in transport shelters and other buildings and structures in the road reserve are subject to the same provisions as signs on private properties, which is considered impractical. A number of these standards are not readily relevant or practicable for the design and operation of signs within the road reserve. It is considered more practical, efficient and cost-effective to have specific provisions for signs which are integrated with buildings and structures within the road reserve (including a specific set of policies, rules and standards). As with the shelter infrastructure, the design and operation of signs within the road reserve is most effectively managed by the Council (as the road controlling authority) in conjunction with its commercial partners and contractors. This approach would be consistent with consistent with the manner in which road based infrastructure and advertising signs are managed in Auckland, under the Unitary Plan. The plan classifies billboards on street furniture as a permitted activity, with this status being subject to compliance with a particular set of standards. [Refer to original submission for full reason]	Add a new Policy in the Signs chapter as follows: <u>SIGN-PX Signs that are integrated with buildings and structures in the road reserve, except signs on building verandahs</u> <u>Enable signs where they are an integrated component of buildings and structures in the road reserve, including ancillary road network infrastructure.</u>	Reject.	No.
Waka Kotahi NZ Transport Agency	FS103.40	Part 2 / General District wide Matters / Signs / New SIGN	Oppose	Waka Kotahi seeks to maintain the safe and efficient function of the state highway network, and considers it appropriate that digital billboards require consent due to the potential for driver distraction and effects on road safety.	Disallow	Accept.	No.
oOhlMedia Street Furniture New Zealand Limited	316.5	General District wide Matters / Signs / New SIGN	Amend	Considers that a new rule should be added to the Signs chapter for 'signs that are integrated with buildings and structures in the road reserve'. Advertising signs in transport shelters and other buildings and structures in the road reserve are subject to the same provisions as signs on private properties, which is considered impractical. A number of these standards are not readily relevant or practicable for the design and operation of signs within the road reserve. It is considered more practical, efficient and cost-effective to have specific provisions for signs which are integrated with buildings and structures within the road reserve (including a specific set of policies, rules and standards). As with the shelter infrastructure, the design and operation of signs within the road reserve is most effectively managed by the Council (as the road controlling authority) in conjunction with its commercial partners and contractors. This approach would be consistent with consistent with the manner in which road based infrastructure and advertising signs are managed in Auckland, under the Unitary Plan. The plan classifies billboards on street furniture as a permitted activity, with this status being subject to compliance with a particular set of standards. [Refer to original submission for full reason]	Add a new Rule in the Signs chapter as follows: <u>SIGN-RX Signs that are integrated with ancillary road network infrastructure, except signs on building verandahs</u> <u>All Zones</u> <u>1. Activity status: Permitted</u> <u>Where:</u> <u>a. Compliance with the following standards is achieved:</u> <u>1. SIGN-SX</u> <u>All Zones</u> <u>2. Activity status: Restricted Discretionary</u> <u>Where:</u> <u>a. Compliance with the Requirements of SIGN-RX.1 cannot be achieved.</u> <u>Matters of discretion are:</u> <u>1. The matters in SIGN-PX; and</u> <u>2. The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.</u>	Reject.	No.
Waka Kotahi NZ Transport Agency	FS103.41	Part 2 / General District wide Matters / Signs / New SIGN	Oppose	Waka Kotahi seeks to maintain the safe and efficient function of the state highway network, and considers it appropriate that digital billboards require consent due to the potential for driver distraction and effects on road safety.	Disallow	Accept.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
oOhlMedia Street Furniture New Zealand Limited	316.6	General District wide Matters / Signs / New SIGN	Amend	<p>Considers that a new standard should be added to the Signs chapter to relate to signs that are integrated with buildings and structures that are within the road reserve. Advertising signs in transport shelters and other buildings and structures in the road reserve are subject to the same provisions as signs on private properties, which is considered impractical. A number of these standards are not readily relevant or practicable for the design and operation of signs within the road reserve.</p> <p>It is considered more practical, efficient and cost-effective to have specific provisions for signs which are integrated with buildings and structures within the road reserve (including a specific set of policies, rules and standards). As with the shelter infrastructure, the design and operation of signs within the road reserve is most effectively managed by the Council (as the road controlling authority) in conjunction with its commercial partners and contractors.</p> <p>This approach would be consistent with consistent with the manner in which road based infrastructure and advertising signs are managed in Auckland, under the Unitary Plan. The plan classifies billboards on street furniture as a permitted activity, with this status being subject to compliance with a particular set of standards. [Refer to original submission for full reason]</p>	<p>Add a new Standard in the Signs chapter as follows:</p> <p><u>SIGN-SX Signs that are integrated with buildings and structures in the road reserve, except building verandahs</u></p> <p><u>Road Reserve (All Zones)</u> For the avoidance of doubt, the standards in SIGN-S1 to SIGN-S14 do not apply to signs that are integrated with ancillary road network infrastructure, except where specifically stated otherwise below. These standards do not apply to signs on building verandahs, which are subject to the standards in SIGN-S1 to SIGN-S14.</p> <p>1. Signs must not be located within 30m of a scheduled Historic Heritage Place. 2. Signs must be no larger than the street furniture it is attached to. 3. Signs which are lit internally or by external means (but excluding digital signs) must comply with Standard SIGN-S9. 4. The illumination of digital signs must comply with Standard SIGN-S8.4. 5. The sign must not contain any flashing or moving lights. 6. Signs must not be shaped or use images or colours, including changeable messages, that could be mistaken for a traffic control device in colour, shape or appearance. 7. Signs must not obstruct, obscure or impair the view of any traffic or railway sign or signal. 8. Digital signs must not provide advertising over multiple messages which are displayed across transitioning screens. 9. In the event of a malfunction, a digital sign shall default to a blank screen. 10. Each image on a digital sign must: a. Be displayed for a minimum of 8 seconds; b. Transition to another image within 0.1 to 0.5 seconds; c. Transition to another image without flashing, blinking, fading or scrolling.</p>	Reject.	No.
Waka Kotahi NZ Transport Agency	FS103.42	Part 2 / General District wide Matters / Signs / New SIGN	Oppose	<p>Waka Kotahi seeks to maintain the safe and efficient function of the state highway network, and considers it appropriate that digital billboards require consent due to the potential for driver distraction and effects on road safety.</p>	Disallow	Accept.	No.
oOhlMedia Street Furniture New Zealand Limited	316.7	General District wide Matters / Signs / New SIGN	Amend	<p>Considers that a new assessment criteria should be added to the new standard in the Signs chapter to relate to signs that are integrated with buildings and structures that are within the road reserve. Advertising signs in transport shelters and other buildings and structures in the road reserve are subject to the same provisions as signs on private properties, which is considered impractical. A number of these standards are not readily relevant or practicable for the design and operation of signs within the road reserve.</p> <p>It is considered more practical, efficient and cost-effective to have specific provisions for signs which are integrated with buildings and structures within the road reserve (including a specific set of policies, rules and standards). As with the shelter infrastructure, the design and operation of signs within the road reserve is most effectively managed by the Council (as the road controlling authority) in conjunction with its commercial partners and contractors.</p> <p>This approach would be consistent with consistent with the manner in which road based infrastructure and advertising signs are managed in Auckland, under the Unitary Plan. The plan classifies billboards on street furniture as a permitted activity, with this status being subject to compliance with a particular set of standards. [Refer to original submission for full reason]</p>	<p>Add a new Assessment Criteria for the new Standard in the Signs chapter as follows:</p> <p><u>Assessment criteria where Standard SIGN-SX.1. is infringed:</u></p> <p>1. The extent to which the sign adversely affects the visual amenity or detracts from the visual qualities that are fundamental to the historic heritage values of the scheduled historic heritage place; and 2. The extent to which the location of the sign is necessary to provide for functional or operational needs, including the relationship of the sign to road network features such as bus stops or pedestrian thoroughfares or waiting areas;</p> <p><u>Assessment criteria where Standard SIGN-SX.2 to SIGN-SX.8 are infringed:</u></p> <p>1. Visual amenity effects; Add a new Standard in the Signs chapter as follows: 2. The impact of the sign on traffic, pedestrian and cycling safety; 3. The extent to which any infringement is necessary to provide for functional needs or operational needs; and 4. Any positive effects of the sign.</p>	Reject.	No.
Waka Kotahi NZ Transport Agency	FS103.43	Part 2 / General District wide Matters / Signs / New SIGN	Oppose	<p>Waka Kotahi seeks to maintain the safe and efficient function of the state highway network, and considers it appropriate that digital billboards require consent due to the potential for driver distraction and effects on road safety.</p>	Disallow	Accept.	No.
Waka Kotahi	370.235	General District wide Matters / Signs / New SIGN	Amend	<p>The direction to avoid any digital billboards that are oriented to be read from state highway is supported. The submitter considers that a new NC rule should be added for any digital billboard oriented to be read from state highway, or within 100m of a state highway intersection, is included to support this. To ensure that the public are aware of their consent requirements, it is recommended that a note is added to clarify that digital signage also needs to comply with all other relevant SIGN rules</p>	<p>Add a new Activity status to SIGN-R5 (Digital signs) as follows:</p> <p><u>SIGN-R5.4</u> <u>Activity status: Non-complying</u></p> <p><u>Where:</u> a. A digital billboard is oriented to be read from state highway, including on-ramps and off-ramps, or 100m from any intersection with state highway.</p> <p><u>Note: Digital signs must also comply with or apply for consent under any other relevant rule in the activity table – e.g R4 and R5 apply to digital third party signs.</u></p>	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Lumo Digital Outdoor Limited	FS124.2	Part 2 / General District wide Matters / Signs / New SIGN	Oppose	As set out in Lumo's primary submission, Lumo does not support a 'blanket' approach to digital or illuminated signs which are visible from a state highway. Such an approach is unnecessarily onerous, as there are no inherent differences between local roads and state highways which would otherwise result in digital or illuminated signs being unacceptable. Rather, consistent with the "management" approach of the proposed objective, it is appropriate that the policy seeks to ensure that digital and illuminated signs do not compromise the safety of the transport network.	Disallow	Accept.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.2	Part 2 / General District wide Matters / Signs / New SIGN	Oppose	As set out in OOHMAA's primary submission, OOHMAA does not support a 'blanket' approach to digital or illuminated signs which are visible from a state highway. Such an approach is unnecessarily onerous, as there are no inherent differences between local roads and state highways which would otherwise result in digital or illuminated signs being unacceptable. Rather, consistent with the "management" approach of the proposed objective, it is appropriate that the policy seeks to ensure that digital and illuminated signs do not compromise the safety of the transport network.	Disallow	Accept.	No.
Wellington International Airport Ltd	406.462	General District wide Matters / SIGNS / New SIGN	Amend	Seeks a new SIGNS Rule to add to SIGN-R4.	Insert a new Rule SIGN-R4(2), as follows: <u>Airport Zone</u> <u>1. Activity Status: Permitted</u> <u>Where:</u> <u>a. Compliance is achieved with:</u> <u>i. SIGN-S7;</u> <u>ii. SIGN-S9; and</u> <u>iii. SIGN-S14 [as amended by submission point below]</u> <u>2. Activity status: Restricted Discretionary</u> <u>Where:</u> <u>a. Compliance cannot be achieved with the requirements of SIGN-R4.1.</u> <u>Matters of discretion are:</u> <u>1. The matters in SIGN-P1, SIGN_P2, SIGN-P3 and SIGN-P6;</u> <u>2. The Signs Design Guide; and 3. The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.</u>	Reject.	No.
Go Media Ltd	236.13	General District wide Matters / Signs / SIGN-O1	Support in part	Supports Signs-O1, but considers that the use of the word "Effectively" is superfluous.	Amend the wording of SIGN-O1 (Role of signage) as follows: Signs support the needs of the community to advertise and inform while the effects on local amenity are effectively managed. [Inferred decision requested]	Accept	Yes
Out of Home Media Association of Aotearoa	284.10	General District wide Matters / Signs / SIGN-O1	Support in part	Supports SIGN-O1 in part. Supports the intent of the SIGN-O1 which provides for signs that support the needs of the community to advertise and inform, while managing effects of signage.	Retain SIGN-O1 (Role of signage) with amendment.	Accept.	Yes.
Out of Home Media Association of Aotearoa	284.11	General District wide Matters / Signs / SIGN-O1	Amend	Considers that SIGN-O1 focusses on effects on local amenity, which does not address all of the relevant matters which the subsequent policies relate to.	Amend SIGN-O1 (Role of signage) as follows: Signs support the needs of the community to advertise and inform while the effects on local amenity, <u>historic heritage, archaeological sites, sites of significance to Māori, and the efficiency and safety of transport networks</u> are effectively managed.	Accept.	Yes.
Waka Kotahi NZ Transport Agency	FS103.44	Part 2 / General District wide Matters / Signs / SIGN-O1	Oppose	Waka Kotahi seeks to maintain the safe and efficient function of the state highway network, and can support the proposed amendment to SIGN-O1 insofar as this relates to maintaining the efficiency and safety of the transport network.	Allow	Accept.	Yes.
Lumo Digital Outdoor Limited	285.10	General District wide Matters / Signs / SIGN-O1	Support in part	Supports SIGN-O1 in part. Supports the intent of the SIGN-O1 which provides for signs that support the needs of the community to advertise and inform, while managing effects of signage.	Retain SIGN-O1 (Role of signage) with amendment.	Accept.	Yes
Lumo Digital Outdoor Limited	285.11	General District wide Matters / Signs / SIGN-O1	Amend	Considers that SIGN-O1 focusses on effects on local amenity, which does not address all of the relevant matters which the subsequent policies relate to.	Amend SIGN-O1 (Role of signage) as follows: Role of signage Signs support the needs of the community to advertise and inform while the effects on local amenity, <u>historic heritage, archaeological sites, sites of significance to Māori, and the efficiency and safety of transport networks</u> are effectively managed.	Accept.	Yes.
Restaurant Brands Limited	349.35	General District wide Matters / Signs / SIGN-O1	Support	Support	Retain SIGN-O1 (Role of signage) as notified.	Accept in part.	Yes.
Paul Van Houtte	92.5	General District wide Matters / Signs / SIGN-P1	Amend	Considers that digitally internally illuminated signs for commercial purposes should not be permitted in Wellington or at least not visible from any road. They are distracting, compromise amenity values and are highly imposing as they are difficult to ignore.	Not specified	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Go Media Ltd	236.14	General District wide Matters / Signs / SIGN-P1	Amend	SIGN-P1 allows appropriate static signage where standards are met, where as SIGN-P2 would provide digital signage where it is compatible with zones and overlays.	Seeks that SIGN-P1 (Appropriate signs) more appropriately refers to "Enable".	Accept.	Yes.
Go Media Ltd	236.15	General District wide Matters / Signs / SIGN-P1	Amend	SIGN-P1 allows appropriate static signage where standards are met, where as SIGN-P2 would provide digital signage where it is compatible with zones and overlays.	Seeks that SIGN-P2 (Digital and illuminated signs) more appropriately refers to "Enable".	Accept.	Yes.
Out of Home Media Association of Aotearoa	284.12	General District wide Matters / Signs / SIGN-P1	Support in part	Supports SIGN-P1 in part. Supports the intent of SIGN-P1, which is to allow for signs where they are appropriately designed and operated to manage adverse effects.	Retain SIGN-P1 (Appropriate signs), with amendment.	Accept in part.	No.
Out of Home Media Association of Aotearoa	284.13	General District wide Matters / Signs / SIGN-P1	Amend	Supports the intent of the proposed policy. Considers, however, the RMA is not a "nil effect" statute and it is necessary to include a qualifier to the management of 'visual clutter' effects to better reflect the intent of the policy to manage unacceptable adverse effects (as opposed to avoiding all adverse effects).	Amend SIGN-P1 (Appropriate signs) as follows: Appropriate signs Allow signs where: 1. They are of an appropriate size, design and location; and 2. They do not result in unacceptable visual clutter; and 3. Any potential cumulative effects are managed; and 4. They are required to meet regulatory or statutory requirements; and 5. They do not compromise the efficiency of the transport network or the safety of its users, including cyclists and pedestrians; and 6. In the Residential, Rural and Open Space Zones, they relate to an activity on the site on which they are located; and 7. They maintain the character and amenity values of the site and the surrounding area.	Reject.	No.
Lumo Digital Outdoor Limited	285.12	General District wide Matters / Signs / SIGN-P1	Support in part	Supports SIGN-P1 in part. Supports the intent of SIGN-P1, which is to allow for signs where they are appropriately designed and operated to manage adverse effects.	Retain SIGN-P1 (Appropriate signs), with amendment.	Accept in part.	No.
Lumo Digital Outdoor Limited	285.13	General District wide Matters / Signs / SIGN-P1	Amend	Supports the intent of the proposed policy. Considers, however, the RMA is not a "nil effect" statute and it is necessary to include a qualifier to the management of 'visual clutter' effects to better reflect the intent of the policy to manage unacceptable adverse effects (as opposed to avoiding all adverse effects).	Amend SIGN-P1 (Appropriate signs) as follows: Appropriate signs Allow signs where: 1. They are of an appropriate size, design and location; and 2. They do not result in unacceptable visual clutter; and 3. Any potential cumulative effects are managed; and 4. They are required to meet regulatory or statutory requirements; and 5. They do not compromise the efficiency of the transport network or the safety of its users, including cyclists and pedestrians; and 6. In the Residential, Rural and Open Space Zones, they relate to an activity on the site on which they are located; and 7. They maintain the character and amenity values of the site and the surrounding area.	Reject.	No.
Restaurant Brands Limited	349.36	General District wide Matters / Signs / SIGN-P1	Support	Support	Retain SIGN-P1 (Appropriate Signs)as notified.	Accept in part.	No.
Waka Kotahi	370.236	General District wide Matters / Signs / SIGN-P1	Support	Support the wording in SIGN-P1 as notified, signs have a number of effects to consider, which the policy covers.	Retain SIGN-P1 (Appropriate signs) as notified.	Accept in part.	No.
Lumo Digital Outdoor Limited	FS124.3	Part 2 / General District wide Matters / Signs / SIGN-P1	Oppose	Lumo opposes the submission point on the basis that it is inconsistent with the relief sought in its primary submission to amend Policy SIGN-P1.	Disallow	Accept in part.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.3	Part 2 / General District wide Matters / Signs / SIGN-P1	Oppose	OOHMAA opposes the submission point on the basis that it is inconsistent with the relief sought in its primary submission to amend Policy SIGN-P1.	Disallow	Accept in part.	No.
Wellington International Airport Ltd	406.463	General District wide Matters / SIGNS / SIGN-P1	Oppose	As drafted, the use of the term "and" between each paragraph sets an unduly onerous and high bar for signage to be considered "appropriate". For example, if a sign must be required to meet regulatory or statutory requirements due to use, a very narrow scope of signage would only be permitted (i.e. "official" signage such as road signs, health and safety signs etc).	Opposes SIGN-P1 (Appropriate Signs) and seeks amendment.	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Wellington International Airport Ltd	406.464	General District wide Matters / SIGNS / SIGN-P1	Amend	As drafted, the use of the term "and" between each paragraph sets an unduly onerous and high bar for signage to be considered "appropriate". For example, if a sign must be required to meet regulatory or statutory requirements due to use, a very narrow scope of signage would only be permitted (i.e. "official" signage such as road signs, health and safety signs etc).	Amend SIGN-P1 (Appropriate Signs) as follows: Allow signs where: 1. They are of an appropriate size, design and location; and or 2. They do not result in visual clutter; and or 3. Any potential cumulative effects are managed; and 4. They are required to meet regulatory or statutory requirements; and 5. Any potential cumulative effects are managed; and 6. They do not compromise the efficiency of the transport network or the safety of its users, including cyclists and pedestrians; and 7. In the Residential, Rural and Open Space Zones, they relate to an activity on the site on which they are located; and 8. They maintain the character and amenity values of the site and do not significant detract from the surrounding area.	Reject.	No.
Paul Van Houtte	92.6	General District wide Matters / Signs / SIGN-P2	Amend	Considers that digitally internally illuminated signs for commercial purposes should not be permitted in Wellington or at least not visible from any road. They are distracting, compromise amenity values and are highly imposing as they are difficult to ignore.	Seeks that digital signs are not provided for within SIGN-P2 (Digital and Illuminated Signs). [inferred decision requested]	Reject.	No.
Go Media Ltd	236.16	General District wide Matters / Signs / SIGN-P2	Not specified	Considers that Policy SIGN-P2(5) creates a blanket policy against signs visible from a State Highway. State Highway 1 runs through urban areas with 50km/h speed limits, such as along Vivian Street. There is no evidence base as to why billboards should not be situated in such areas when there are no policies against billboards along other 50km/h roads.	Not specified.	Reject.	No.
Go Media Ltd	236.17	General District wide Matters / Signs / SIGN-P2	Oppose	Opposes that the term "Visible" is not defined in SIGN-P2 and is open to interpretation.	Clarify the meaning of "Not visible" in SIGN-P2.5 (Digital and Illuminated Signs).	Reject.	No.
Out of Home Media Association of Aotearoa	284.14	General District wide Matters / Signs / SIGN-P2	Support in part	Supports SIGN-P2 in part. Supports the intent of SIGN-P2 which is to provide for digital and illuminated signs where the particular effects of such signs are appropriately managed.	Retain SIGN-P2 (Digital and illuminated signs), with amendment.	Reject.	No.
Out of Home Media Association of Aotearoa	284.15	General District wide Matters / Signs / SIGN-P2	Oppose in part	Opposes the proposed "blanket" approach to digital or illuminated signs that are visible from a state highway. Considers that as currently worded, SIGN-P2 has the outcome of not allowing digital and illuminated signs where they are visible from the State Highway. In the context of Wellington, the submitter considers that this will preclude a significant amount of business-zoned land from establishing digital and illuminated signs. The submitter considers that such an approach is unnecessarily onerous. The submitter considers that there are no inherent differences between local roads and state highways which would otherwise result in digital or illuminated signs being unacceptable. Rather, consistent with the "management" approach of the proposed objective, the submitter considers that it is appropriate that the policy seeks to ensure that digital and illuminated signs do not compromise the safety of the transport network.	Retain SIGN-P2 (Digital and illuminated signs), with amendment.	Reject.	No.
Out of Home Media Association of Aotearoa	284.16	General District wide Matters / Signs / SIGN-P2	Amend	Submitter does not support the proposed "blanket" approach to digital or illuminated signs which are visible from a state highway. Submitter considers that as currently worded, SIGN-P2 has the outcome of not allowing digital and illuminated signs where they are visible from the State Highway. In the context of Wellington, the submitter considers that this will preclude a significant amount of business-zoned land from establishing digital and illuminated signs. The submitter considers that such an approach is unnecessarily onerous. The submitter considers that there are no inherent differences between local roads and state highways which would otherwise result in digital or illuminated signs being unacceptable. Rather, consistent with the "management" approach of the proposed objective, the submitter considers that it is appropriate that the policy seeks to ensure that digital and illuminated signs do not compromise the safety of the transport network.	Amend Policy SIGN-P2 (Digital and illuminated signs) as follows: Digital and illuminated signs Provide for digital and illuminated signs where: 1. The sign is compatible with the zone and any overlay; and 2. The sign does not compromise aircraft safety or the safe and efficient functioning of the Airport; and 3. The sign does not compromise traffic, pedestrian, or cycling safety; and 4. Any light spill or glare effects are managed so they do not compromise amenity values; and 5. The sign is not visible from a state highway.	Reject.	No.
Waka Kotahi NZ Transport Agency	FS103.45	Part 2 / General District wide Matters / Signs / SIGN-P2	Oppose	Waka Kotahi seeks to maintain the safe and efficient function of the state highway network and for that reason considers it appropriate to maintain SIGN-P2 as originally drafted.	Disallow	Accept.	No.
Lumo Digital Outdoor Limited	285.14	General District wide Matters / Signs / SIGN-P2	Support in part	Supports SIGN-P2 in part. Supports the intent of SIGN-P2 which is to provide for digital and illuminated signs where the particular effects of such signs are appropriately managed.	Retain SIGN-P2 (Digital and illuminated signs), with amendment.	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Lumo Digital Outdoor Limited	285.15	General District wide Matters / Signs / SIGN-P2	Oppose in part	Opposes the proposed 'blanket' approach to digital or illuminated signs that are visible from a state highway. Considers that as currently worded, SIGN-P2 has the outcome of not allowing digital and illuminated signs where they are visible from the State Highway. In the context of Wellington, the submitter considers that this will preclude a significant amount of business-zoned land from establishing digital and illuminated signs. The submitter considers that such an approach is unnecessarily onerous. The submitter considers that there are no inherent differences between local roads and state highways which would otherwise result in digital or illuminated signs being unacceptable. Rather, consistent with the "management" approach of the proposed objective, the submitter considers that it is appropriate that the policy seeks to ensure that digital and illuminated signs do not compromise the safety of the transport network.	Retain SIGN-P2 (Digital and illuminated signs), with amendment.		
Lumo Digital Outdoor Limited	285.16	General District wide Matters / Signs / SIGN-P2	Amend	Submitter does not support the proposed 'blanket' approach to digital or illuminated signs which are visible from a state highway. Submitter considers that as currently worded, SIGN-P2 has the outcome of not allowing digital and illuminated signs where they are visible from the State Highway. In the context of Wellington, the submitter considers that this will preclude a significant amount of business-zoned land from establishing digital and illuminated signs. The submitter considers that such an approach is unnecessarily onerous. The submitter considers that there are no inherent differences between local roads and state highways which would otherwise result in digital or illuminated signs being unacceptable. Rather, consistent with the "management" approach of the proposed objective, the submitter considers that it is appropriate that the policy seeks to ensure that digital and illuminated signs do not compromise the safety of the transport network.	Amend Policy SIGN-P2 (Digital and illuminated signs) as follows: Provide for digital and illuminated signs where: 1. The sign is compatible with the zone and any overlay; and 2. The sign does not compromise aircraft safety or the safe and efficient functioning of the Airport; and 3. The sign does not compromise traffic, pedestrian, or cycling safety; and 4. Any light spill or glare effects are managed so they do not compromise amenity values; and 5. The sign is not visible from a state highway.	Reject.	No.
Restaurant Brands Limited	349.37	General District wide Matters / Signs / SIGN-P2	Support	Support	Retain SIGN-P2 (Digital and illuminated signs) as notified.	Accept.	No.
Wellington International Airport Limited	FS36.171	Part 2 / General District wide Matters / Signs / SIGN-P2	Oppose	WIAL opposes the relief sought as it is inconsistent with WIAL's primary submission.	Disallow	Reject.	No.
Josephine Brien / Tim Bollinger	365.2	General District wide Matters / Signs / SIGN-P2	Support	Supports the policy on Digital and illuminated signs that provides for the sign not to "compromise traffic, pedestrian or cycle safety", not include "any light spill or glare effects...(or) compromise amenity values" and "The sign is not visible from a state highway". As State Highway 1 through Vivian Street appears to be a prime location for such signage, with a principal audience of drivers, the policy appears to be consistent with their immediate removal.	Retain SIGN-P2 (Digital and illuminated signs) as notified.	Accept.	No.
Waka Kotahi	370.237	General District wide Matters / Signs / SIGN-P2	Amend	Considers that the wording be amended to consider effects that are particularly significant with the nature of digital billboards – being the cumulative effects of multiple digital billboards in proximity to each other and Waka Kotahi suggests they are not provided for in any high speed environments (70km/h or higher) as overseas research has found a statistically significant increase in injury crashes in high speed areas.	Amend SIGN-P2 (Digital and illuminated signs) as follows: ... 6. The sign is not visible from a state highway or any road with a speed limit of 70km/h or higher; and 7. Cumulative effects of digital billboards are managed.	Reject.	No.
Lumo Digital Outdoor Limited	FS124.4	Part 2 / General District wide Matters / Signs / SIGN-P2	Oppose	Lumo opposes the blanket approach to applying different and more onerous provisions for signs and billboards that are visible from a state highway or roads with a speed limit of 70km/h or higher. Lumo also does not agree that SIGN-P2 needs to be amended to address cumulative effects, as such effects are addressed by Policy SIGN-P1 (subject to the amendments sought by Lumo in its primary submission).	Disallow	Accept.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.4	Part 2 / General District wide Matters / Signs / SIGN-P2	Oppose	OOHMAA opposes the blanket approach to applying different and more onerous provisions for signs and billboards that are visible from a state highway or roads with a speed limit of 70km/h or higher. OOHMAA also does not agree that SIGN-P2 needs to be amended to address cumulative effects, as such effects are addressed by Policy SIGN-P1 (subject to the amendments sought by OOHMAA in its primary submission).	Disallow	Accept.	No.
Go Media Ltd	236.18	General District wide Matters / Signs / SIGN-P3	Support	Supports the recognition of the benefits of allowing additional signage to support sustainable long-term use of heritage sites.	Retain SIGN-P3.2 (Signs and Historic Heritage) as notified.	Accept.	No.
Wellington City Council	266.128	General District wide Matters / Signs / SIGN-P3	Amend	Considers the wording between SIGN-P3 (Signs and historic heritage) and SIGN-R3 (does not match. Considers SIGN-P3 should be amended to state the full name of the Heritage Design Guide. Refer to SIGN-R6 which is for signs on heritage buildings and refers to the Heritage Design Guide.	Amend SIGN-P3.1.f as follows: ... f. The sign fulfils the intent of the Heritage <u>Design Guide</u> and Signs Design Guides.	Accept in part.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Restaurant Brands Limited	349.38	General District wide Matters / Signs / SIGN-P3	Oppose	Oppose Restaurant Brands is opposed to the cross reference to the Signs Design Guide within the Policy. The Design Guide does not appropriately recognise or provide for the requirements of activities. The Design Guide reads as a set of rules to be complied with, rather than guidelines to inform the assessment of applications for resource consent and will result in an unnecessarily onerous and unreasonable resource consent process. The Design Guide imposes certain outcomes that are required to be achieved in every circumstances and results in a "pass/fail" assessment being applied, resulting in an unnecessarily onerous and unreasonable resource consent process.	Amend SIGN-P3 (signs and historic heritage) as follows: ... 1. The extent to which: ... f. The sign fulfils the intent of the Heritage and Signs Design Guides.		
Wellington International Airport Ltd	406.465	General District wide Matters / SIGNS / SIGN-P2	Oppose in part	Opposes policy. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Opposes SIGN-P2 (Digital and illuminated signs) and seeks amendment.	Reject.	No.
Wellington International Airport Ltd	406.466	General District wide Matters / SIGNS / SIGN-P2	Amend	Opposes policy. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Amend SIGN-P2 (Digital and illuminated signs) as follows: Digital and illuminated signs Provide for digital and illuminated signs where: ... 5. The sign is not directed at users of the visible from a state highway. (Option A).	Reject.	No.
Wellington International Airport Ltd	406.467	General District wide Matters / SIGNS / SIGN-P2	Oppose in part	Opposes policy. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Delete SIGN-P2 (Digital and illuminated signs) in its entirety. (Option B).	Reject.	No.
KiwiRail Holdings Limited	408.114	General District wide Matters / Signs / SIGN-P3	Support	Supports policy which allows signs that do not compromise the efficiency of the transport network, or the safety of its users. Signs located on sites adjoining the transport network have a potential to impact on the safe and efficient operation of the network.	Retain SIGN-P3 (Signs and historic heritage) as notified.	Accept.	No.
Wellington Heritage Professionals	412.66	General District wide Matters / Signs / SIGN-P3	Amend	Considers that the rate of change should be a matter of discretion when assessing digital signage believing that frequent and rapid change (minimal transitions) draws the eye and has the potential to detract from heritage buildings, structures and areas.	Amend SIGN-P3 (Signs and historic heritage) as follows: Enable signs on heritage buildings, heritage structures and within their sites, and within heritage areas to support wayfinding and interpretation and only allow signs for other purposes where they do not detract from the identified heritage values, having regard to: 1. The extent to which: <u>a. The rate of change and transition between content on digital signs adversely affects heritage values</u> a. b. Damage to heritage fabric, from methods of fixing, including supporting structures, cabling or wiring is minimized or is reasonably reversible;	Reject.	No.
Wellington Heritage Professionals	412.67	General District wide Matters / Signs / SIGN-P3	Amend	Considers that considering the benefits of additional signage to support sustainable long-term use, should be removed as this may lead to the proliferation of additional signage and should be removed.	Amend SIGN-P3 (Signs and historic heritage) as follows: Enable signs on heritage buildings, heritage structures and within their sites, and within heritage areas to support wayfinding and interpretation and only allow signs for other purposes where they do not detract from the identified heritage values, having regard to: 1. The extent to which: 2. The benefits of allowing additional signage to support sustainable long-term use.	Reject.	No.
Restaurant Brands Limited	349.39	General District wide Matters / Signs / SIGN-P4	Oppose	Restaurant Brands is opposed to the cross reference to the Signs Design Guide within the Policy. The Design Guide does not appropriately recognise or provide for the requirements of activities. The Design Guide reads as a set of rules to be complied with, rather than guidelines to inform the assessment of applications for resource consent and will result in an unnecessarily onerous and unreasonable resource consent process. The Design Guide imposes certain outcomes that are required to be achieved in every circumstances and results in a "pass/fail" assessment being applied, resulting in an unnecessarily onerous and unreasonable resource consent process.	Amend SIGN-P4 (Signs on scheduled archaeological sites and sites of significance to Māori) as follows: ... 1. The extent to which: ... g. The sign fulfils the intent of the Heritage and Signs Design Guides; and ...	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Taranaki Whānui ki te Upoko o te Ika	389.88	General District wide Matters / Signs / SIGN-P4	Amend	Considers that SIGN-P4 does not provide any specificity to bilingual signage or signage displaying Te Reo Māori.	Seeks amendment to SIGN-P4 (Signs on scheduled archaeological sites and sites of significance to Māori) to include a requirement for Taranaki Whānui to lead the decision-making around what is appropriate regarding bilingual signage and appropriate naming opportunities.	Reject.	No.
Wellington Heritage Professionals	412.68	General District wide Matters / Signs / SIGN-P4	Amend	Considers that the rate of change should be a matter of discretion when assessing digital signage believing that frequent and rapid change (minimal transitions) draws the eye and has the potential to detract from heritage buildings, structures and areas.	Amend SIGN-P4 (Signs on scheduled archaeological sites and sites of significance to Māori) as follows: Enable signs that relate to safety and interpretation within the extent of scheduled archaeological sites and sites of significance, and only allow other signs that do not detract from the identified archaeological values, having regard to: 1. The extent to which: a. <u>The rate of change and transition between content on digital signs adversely affects heritage values;</u> a-b. Land disturbance required for the sign and impacts on archaeological features is minimised;	Reject.	No.
Wellington Heritage Professionals	412.69	General District wide Matters / Signs / SIGN-P4	Amend	Considers that considering the benefits of additional signage to support sustainable long-term use, should be removed as this may lead to the proliferation of additional signage and should be removed.	Amend SIGN-P4 (Signs on scheduled archaeological sites and sites of significance to Māori) as follows: Enable signs on heritage buildings, heritage structures and within their sites, and within heritage areas to support wayfinding and interpretation and only allow signs for other purposes where they do not detract from the identified heritage values, having regard to: 1. The extent to which: 2. The benefits of allowing additional signage to support sustainable long-term use.	Reject.	No.
Restaurant Brands Limited	349.40	General District wide Matters / Signs / SIGN-P5	Support	Support	Retain SIGN-P5 (Wellington Regional Stadium signs) as notified.	Accept.	No.
Restaurant Brands Limited	349.41	General District wide Matters / Signs / SIGN-P6	Support	Support	Retain SIGN-P6 (Airport Zone Signage) as notified.	Accept.	No.
Wellington International Airport Ltd	406.468	General District wide Matters / Signs / SIGN-P6	Support	Signs are a common feature of Airports. Supports Policy SIGN-P6 as recognises that signage with the Airport Zone needs to be designed to be in keep with the character of the area and not create a traffic hazard.	Retain SIGN-P6 (Airport Zone Signage) as notified.	Accept.	No.
Massey University	253.4	General District wide Matters / Signs / SIGN-R1	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-R1.1 (Official signs) as notified.	Accept.	No.
Fire and Emergency New Zealand	273.164	General District wide Matters / Signs / SIGN-R1	Support	Supports the rule as it makes an allowance for the display of signage in all zones as a permitted or restricted discretionary activity where required or provided for under any statute or regulation or are otherwise related to aspects of public safety, in accordance with the definition of 'Official Signs'.	Retain SIGN-R1 as notified.	Accept.	No.
Waka Kotahi	370.238	General District wide Matters / Signs / SIGN-R1	Support	Support rule as notified which provides for official signs as a permitted activity	Retain SIGN-R1 (Official signs) as notified.	Accept.	No.
KiwiRail Holdings Limited	FS72.83	Part 2 / General District wide Matters / Signs / SIGN-R1	Support	Considers the relief sought should be allowed because it will (a) will promote the sustainable management of the natural and physical resources in Wellington City, and is therefore consistent with Part 2 and other provisions of the Resource Management Act 1991 (RMA) and the Enabling Housing Supply Amendment Act 2021 (Amendment Act); (b) is consistent with other relevant planning documents, including the Greater Wellington Regional Policy Statement and National Policy Statement for Urban Development 2020; (c) will meet the reasonably foreseeable needs of future generations; (d) will avoid, remedy or mitigate actual and potential adverse effects on the environment; (e) will enable the social, economic and cultural wellbeing of the people of Wellington City; and (f) is the most appropriate way to achieve the objectives of the Proposed Plan in terms of section 32 of the RMA.	Allow	Accept.	No.
BP Oil New Zealand, Mobil Oil New Zealand Limited and Z Energy Limited (the Fuel Companies)	372.104	General District wide Matters / Signs / SIGN-R1	Support	SIGN-R1 is supported, subject to compliance with Standards. This is important in relation to the range of signage required for public safety at petroleum industry sites and branding associated with service stations.	Retain SIGN-R1 (Official signs) as notified.	Accept.	No.
Wellington International Airport Ltd	406.469	General District wide Matters / Signs / SIGN-R1	Oppose in part	Opposes these rules to the extent that they cross reference SIGN-S14. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Opposes SIGN-R1 (Official signs) and seeks amendment.	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Wellington International Airport Ltd	406.470	General District wide Matters / SIGNS / SIGN-R1	Amend	Opposes these rules to the extent that they cross reference SIGN-S14. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Seeks that SIGN-R1 (Official signs) is amended to exclude application in the Airport Zone. (Option A).	Reject.	No.
Wellington International Airport Ltd	406.471	General District wide Matters / SIGNS / SIGN-R1	Oppose in part	Opposes these rules to the extent that they cross reference SIGN-S14. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Delete SIGN-R1 (Official signs) in its entirety (Option B).	Reject.	No.
Massey University	253.5	General District wide Matters / Signs / SIGN-R2	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-R2.1 (Temporary signs) as notified.	Accept.	No.
Waka Kotahi	370.239	General District wide Matters / Signs / SIGN-R2	Oppose	The submitter does not support temporary signs as a permitted activity on the state highway. Any temporary signs should require the approval of Waka Kotahi, Waka Kotahi suggest that SIGN-S10 is amended to exclude signs that are oriented to be read from state highway.	Seeks to amend SIGN-R2 (Temporary signs) to ensure that the rule does not apply to the state highway	Reject.	No.
Wellington International Airport Ltd	406.472	General District wide Matters / SIGNS / SIGN-R2	Oppose in part	Opposes these rules to the extent that they cross reference SIGN-S14. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Opposes SIGN-R2 (Temporary Signage) and seeks amendment.	Reject.	No.
Wellington International Airport Ltd	406.473	General District wide Matters / SIGNS / SIGN-R2	Amend	Opposes these rules to the extent that they cross reference SIGN-S14. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Seeks that SIGN-R2 (Temporary Signs) is amended to exclude application in the Airport Zone. (Option A).	Reject.	No.
Wellington International Airport Ltd	406.474	General District wide Matters / SIGNS / SIGN-R2	Oppose in part	Opposes these rules to the extent that they cross reference SIGN-S14. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Delete SIGN-R2 (Temporary Signs) in its entirety. (Option B).	Reject.	No.
Out of Home Media Association of Aotearoa	284.17	General District wide Matters / Signs / SIGN-R3	Amend	Submitter does not support the use of a default Restricted Discretionary activity status for digital signs. There is no justifiable rationale to classify digital signs in a different manner to static signs, noting that there are comprehensive standards proposed (see rows below) that control the scale, location, design and operation of all signs, and specific standards which apply to the manner in which digital signs are to be operated. With standards in place, the submitter considers that the Proposed Plan can make provision for digital signs as a permitted activity, within zones in which billboards are characteristically compatible. In doing so, the submitter considers that Rule SIGN-R5 (Digital signs) can be deleted, with standard SIGN-S8 being incorporated into Rules SIGN-R3 (On-site signs) and SIGN-R4 (Third party advertising).	Amend SIGN-R3 (On-site signs) to include reference to SIGN-S8 (Digital signs) as follows: 1. Activity Status: Permitted Where: a. Compliance is achieved with: i. SIGN-S1; ii. SIGN-S2; iii. SIGN-S3; iv. SIGN-S4; v. SIGN-S5; vi. SIGN-S7; vii. SIGN-S8 ; viii. SIGN-S9; and ix. SIGN-S11. 2. Activity status: Permitted Where: a. Compliance is achieved with: i. SIGN-S8; and ii. SIGN-S14.	Reject.	No.
Waka Kotahi NZ Transport Agency	FS103.46	Part 2 / General District wide Matters / Signs / SIGN-R3	Oppose	Waka Kotahi supports the wording of SIGN-R3 as notified, and considers it is appropriate to address digital billboards in a separate rule, and that digital signs require consent due to the range of adverse effects they may have on traffic safety (due primarily to potential glare and driver distraction).	Disallow	Accept.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Lumo Digital Outdoor Limited	285.17	General District wide Matters / Signs / SIGN-R3	Amend	\	Amend SIGN-R3 (On-site signs) to include reference to SIGN-S8 (Digital signs) as follows: 1. Activity Status: Permitted Where: a. Compliance is achieved with: i. SIGN-S1; ii. SIGN-S2; iii. SIGN-S3; iv. SIGN-S4; v. SIGN-S5; vi. SIGN-S7; vii. SIGN-S8 ; viii. SIGN-S9; and ix. SIGN-S11. 2. Activity status: Permitted Where: a. Compliance is achieved with: i. SIGN-S8 ; and ii. SIGN-S14.	Reject.	No.
Restaurant Brands Limited	349.42	General District wide Matters / Signs / SIGN-R3	Support in part	Restaurant Brands is opposed to the cross reference to the Signs Design Guide within the Policy. The Design Guide does not appropriately recognise or provide for the requirements of activities. The Design Guide reads as a set of rules to be complied with, rather than guidelines to inform the assessment of applications for resource consent and will result in an unnecessarily onerous and unreasonable resource consent process. The Design Guide imposes certain outcomes that are required to be achieved in every circumstances and results in a "pass/fail" assessment being applied, resulting in an unnecessarily onerous and unreasonable resource consent process.	Amend SIGN-R3 (On-site signs) as follows: ... Matters of discretion are: ... 2. The Signs Design Guide; and ...	Reject.	No.
Restaurant Brands Limited	349.43	General District wide Matters / Signs / SIGN-R3	Support in part	Support with amendment Opposed to the cross reference to the Signs Design Guide within the Policy. The Design Guide does not appropriately recognise or provide for the requirements of activities. The Design Guide reads as a set of rules to be complied with, rather than guidelines to inform the assessment of applications for resource consent and will result in an unnecessarily onerous and unreasonable resource consent process. The Design Guide imposes certain outcomes that are required to be achieved in every circumstances and results in a "pass/fail" assessment being applied, resulting in an unnecessarily onerous and unreasonable resource consent process.	Amend SIGN-R3 to remove the reference to the Signs Design Guide, as follows. 3. Activity status: Restricted Discretionary Where: a. Compliance with the requirements of SIGN-R3.1 cannot be achieved. Matters of discretion are: 1. The matters in SIGN-P1, SIGN-P2, SIGN-P3 and SIGN-P6; and 2. The Signs Design Guide; and 3. The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.	Reject.	No.
Retirement Villages Association of New Zealand Incorporated	350.80	General District wide Matters / Signs / SIGN-R3	Amend	Supports permitted activity status for signs, but considers the applicable standards are too restrictive. For example, under SIGN-S1 and S2 a retirement village would be restricted to one sign of less than 1.5m2. Considers that this provision is not sufficient for wayfinding to a village.	Amend Sign-P1 so signs are not required to comply with all of the listed matters, particularly (4) and (7).	Reject.	No.
Woolworths New Zealand	359.39	General District wide Matters / Signs / SIGN-R3	Amend	Considers that the matters listed in SIGN-R3.3 refer to the Signs Design Guide which, while containing generally standard and well-established signage protocols, does introduce uncertainty and relatively broad scope on what should be a straightforward assessment with clear discretion parameters.	Seeks that SIGN-R3.3 (On-site signs) is clarified with a straightforward assessment and clear discretion parameters.	Reject.	No.
BP Oil New Zealand, Mobil Oil New Zealand Limited and Z Energy Limited (the Fuel Companies)	372.105	General District wide Matters / Signs / SIGN-R3	Support	SIGN-R3 is supported, subject to compliance with Standards. This is important in relation to the range of signage required for public safety at petroleum industry sites and branding associated with service stations.	Retain SIGN-R3 (On-site signs) as notified.	Accept.	No.
Wellington International Airport Ltd	406.475	General District wide Matters / SIGNS / SIGN-R3	Oppose in part	Opposes these rules to the extent that they cross reference SIGN-S14. Considers that that while Rule SIGN-R3(3) is intended to apply to the Airport Zone, as drafted it does not engage the Airport Zone rules. An amendment is therefore required to Rule SIGN-R3(3)(a) to cross reference SIGN-R3.2. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Opposes SIGN-R3 (On-site signs) and seeks amendment.	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Wellington International Airport Ltd	406.476	General District wide Matters / SIGNS / SIGN-R3	Amend	Opposes these rules to the extent that they cross reference SIGN-S14. Considers that that while Rule SIGN-R3(3) is intended to apply to the Airport Zone, as drafted it does not engage the Airport Zone rules. An amendment is therefore required to Rule SIGN-R3(3)(a) to cross reference SIGN-R3.2. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Amend SIGN-R3 (On-site signs) as follows: ... 3. Activity status: Restricted Discretionary Where: a. Compliance with the requirements of SIGN-R3.1 or SIGN-R3.2 cannot be achieved. Matters of discretion are: 1. The matters in SIGN-P1, SIGN-P2, SIGN-P3 and SIGN-P6; and 2. The Signs Design Guide; and 3- <u>The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.</u> (Option A).	Reject.	No.
Wellington International Airport Ltd	406.477	General District wide Matters / SIGNS / SIGN-R3	Amend	Opposes these rules to the extent that they cross reference SIGN-S14. Considers that that while Rule SIGN-R3(3) is intended to apply to the Airport Zone, as drafted it does not engage the Airport Zone rules. An amendment is therefore required to Rule SIGN-R3(3)(a) to cross reference SIGN-R3.2. [See paragraphs 4.103 to 4.106 of original submission for full reason]	If SIGN-R3 (On-site Signs) is not amended: Seeks that SIGN-R3 is amended to exlude application in the Airport Zone. (Option B).	Reject.	No.
Wellington International Airport Ltd	406.478	General District wide Matters / SIGNS / SIGN-R3	Oppose in part	Opposes these rules to the extent that they cross reference SIGN-S14. Considers that that while Rule SIGN-R3(3) is intended to apply to the Airport Zone, as drafted it does not engage the Airport Zone rules. An amendment is therefore required to Rule SIGN-R3(3)(a) to cross reference SIGN-R3.2. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Delete SIGN-R3 (On-site signs) in its entirety. (Option C).	Reject.	No.
Go Media Ltd	236.19	General District wide Matters / Signs / SIGN-R4	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-R4 (Third-party signs) as notified with regard to the zones in which it applies to.	Accept.	No.
Massey University	253.6	General District wide Matters / Signs / SIGN-R4	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-R4.1 (Third-party signs) as notified.	Accept.	No.
Out of Home Media Association of Aotearoa	284.18	General District wide Matters / Signs / SIGN-R4	Support	Supports the permitted activity status applied to third party signs, where they are designed to comply with relevant standards. The submitter supports these provisions because the submitter considers that they will: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks to retain SIGN-R4.1 (Third-party signs) as notified [Inferred decision requested]	Accept.	No.
Out of Home Media Association of Aotearoa	284.19	General District wide Matters / Signs / SIGN-R4	Support	Supports SIGN-R4's permitted activity status for 'third-party signs' in the specified zones. Third party signs are a common element within commercial and industrial environments, as well as in other locations which have a zone which provides for particular activities (for example, airports, hospitals, etc.). Third-party signs can be readily designed, sited and operated to integrate with the characteristics of such environments, and a permitted activity status (which is subject to compliance with specified standards) is an appropriate and efficient method to provide for this outcome.	Retain SIGN-R4.1 (Third-party signs) as notified.	Accept.	No.
Out of Home Media Association of Aotearoa	284.20	General District wide Matters / Signs / SIGN-R4	Support	Supports SIGN-R4's Restricted Discretionary activity status applying to third-party signs in commercial, industrial and 'special purpose' zones, where such signs infringe a relevant standard. The nature of the potential adverse effects resulting from an infringement with a standard can be readily predicted, and as such it is appropriate to limit the consideration of adverse effects.	Retain SIGN-R4.2 (Third-party signs) as notified.	Accept.	No.
Out of Home Media Association of Aotearoa	284.21	General District wide Matters / Signs / SIGN-R4	Support	Supports SIGN-R4's Discretionary activity status applying to third-party signs in other zones which are potentially more 'sensitive' to the adverse effects of such signage.	Retain SIGN-R4.3 (Third-party signs) as notified.	Accept.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Out of Home Media Association of Aotearoa	284.22	General District wide Matters / Signs / SIGN-R4	Amend	<p>Submitter does not support the use of a default Restricted Discretionary activity status for digital signs.</p> <p>There is no justifiable rationale to classify digital signs in a different manner to static signs, noting that there are comprehensive standards proposed (see rows below) that control the scale, location, design and operation of all signs, and specific standards which apply to the manner in which digital signs are to be operated.</p> <p>With standards in place, the submitter considers that the Proposed Plan can make provision for digital signs as a permitted activity, within zones in which billboards are characteristically compatible. In doing so, the submitter considers that Rule SIGN-R5 (Digital signs) can be deleted, with standard SIGN-S8 being incorporated into Rules SIGN-R3 (On-site signs) and SIGN-R4 (Third party advertising).</p>	<p>Amend SIGN-R4 (Third-party signs) to include SIGN-S8 (Digital signs) as follows:</p> <p>1. Activity status: Permitted</p> <p>Where:</p> <p>a. Compliance is achieved with:</p> <p>i. SIGN-S1; ii. SIGN-S2; iii. SIGN-S3; iv. SIGN-S4; v. SIGN-S5; vi. SIGN-S6; vii. SIGN-S7; viii. SIGN-S8; ix. SIGN-S9; x. SIGN-S11; and xi. SIGN-S14.</p>	Reject.	No.
Waka Kotahi NZ Transport Agency	FS103.47	Part 2 / General District wide Matters / Signs / SIGN-R4	Oppose	<p>Waka Kotahi supports the wording of SIGN-R4 as notified, and consider it is appropriate to address digital billboards in a separate rule, and that digital signs require consent due to the range of adverse effects they may have on traffic safety (due primarily to potential glare and driver distraction).</p>	Disallow	Accept.	Yes.
Out of Home Media Association of Aotearoa	284.23	General District wide Matters / Signs / SIGN-R4	Amend	<p>Submitter does not support the use of a default Restricted Discretionary activity status for digital signs.</p> <p>There is no justifiable rationale to classify digital signs in a different manner to static signs, noting that there are comprehensive standards proposed (see rows below) that control the scale, location, design and operation of all signs, and specific standards which apply to the manner in which digital signs are to be operated.</p> <p>With standards in place, the submitter considers that the Proposed Plan can make provision for digital signs as a permitted activity, within zones in which billboards are characteristically compatible. In doing so, the submitter considers that Rule SIGN-R5 (Digital signs) can be deleted, with standard SIGN-S8 being incorporated into Rules SIGN-R3 (On-site signs) and SIGN-R4 (Third party advertising).</p>	<p>Amend SIGN-R4 (Third-party signs) as follows:</p> <p>2. Activity status: Restricted Discretionary</p> <p>Where:</p> <p>a. Compliance cannot be achieved with the requirements of SIGN-R4.1.a.i. to SIGN-R4.1.a.xi (excluding SIGN-R4.1.a.xi and SIGN-S14.7).</p> <p>Matters of discretion are:</p> <p>1. The matters in SIGN-P1, SIGN-P2, SIGN-P3 and SIGN-P6; and 2. The Signs Design Guide; and 3. The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.</p>	Reject.	No.
Lumo Digital Outdoor Limited	285.18	General District wide Matters / Signs / SIGN-R4	Support	<p>Supports the permitted activity status applied to third party signs, where they are designed to comply with relevant standards. The submitter supports these provisions because the submitter considers that they will:</p> <ul style="list-style-type: none"> -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means. 	<p>Seeks to retain SIGN-R4.1 (Third-party signs) as notified</p> <p>[Inferred decision requested]</p>	Accept.	No.
Lumo Digital Outdoor Limited	285.19	General District wide Matters / Signs / SIGN-R4	Support	<p>Supports SIGN-R4's permitted activity status for 'third-party signs' in the specified zones. Third party signs are a common element within commercial and industrial environments, as well as in other locations which have a zone which provides for particular activities (for example, airports, hospitals, etc.).</p> <p>Third-party signs can be readily designed, sited and operated to integrate with the characteristics of such environments, and a permitted activity status (which is subject to compliance with specified standards) is an appropriate and efficient method to provide for this outcome.</p>	Retain SIGN-R4.1 (Third-party signs) as notified.	Accept.	No.
Lumo Digital Outdoor Limited	285.20	General District wide Matters / Signs / SIGN-R4	Support	<p>Supports SIGN-R4's Restricted Discretionary activity status applying to third-party signs in commercial, industrial and 'special purpose' zones, where such signs infringe a relevant standard.</p> <p>The nature of the potential adverse effects resulting from an infringement with a standard can be readily predicted, and as such it is appropriate to limit the consideration of adverse effects.</p>	Retain SIGN-R4.2 (Third-party signs) as notified.	Accept.	No.
Lumo Digital Outdoor Limited	285.21	General District wide Matters / Signs / SIGN-R4	Support	<p>Supports SIGN-R4's Discretionary activity status applying to third-party signs in other zones which are potentially more 'sensitive' to the adverse effects of such signage.</p>	Retain SIGN-R4.3 (Third-party signs) as notified.	Accept.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Lumo Digital Outdoor Limited	285.22	General District wide Matters / Signs / SIGN-R4	Amend	<p>Submitter does not support the use of a default Restricted Discretionary activity status for digital signs.</p> <p>There is no justifiable rationale to classify digital signs in a different manner to static signs, noting that there are comprehensive standards proposed (see rows below) that control the scale, location, design and operation of all signs, and specific standards which apply to the manner in which digital signs are to be operated.</p> <p>With standards in place, the submitter considers that the Proposed Plan can make provision for digital signs as a permitted activity, within zones in which billboards are characteristically compatible. In doing so, the submitter considers that Rule SIGN-R5 (Digital signs) can be deleted, with standard SIGN-S8 being incorporated into Rules SIGN-R3 (On-site signs) and SIGN-R4 (Third party advertising).</p>	<p>Amend SIGN-R4 (Third-party signs) to include SIGN-S8 (Digital signs) as follows:</p> <p>1. Activity status: Permitted Where: a. Compliance is achieved with: i. SIGN-S1; ii. SIGN-S2; iii. SIGN-S3; iv. SIGN-S4; v. SIGN-S5; vi. SIGN-S6; vii. SIGN-S7; viii. SIGN-S8; ix. SIGN-S9; x. SIGN-S11; and xi. SIGN-S14.</p>	Reject.	No.
Lumo Digital Outdoor Limited	285.23	General District wide Matters / Signs / SIGN-R4	Amend	<p>Submitter does not support the use of a default Restricted Discretionary activity status for digital signs.</p> <p>There is no justifiable rationale to classify digital signs in a different manner to static signs, noting that there are comprehensive standards proposed (see rows below) that control the scale, location, design and operation of all signs, and specific standards which apply to the manner in which digital signs are to be operated.</p> <p>With standards in place, the submitter considers that the Proposed Plan can make provision for digital signs as a permitted activity, within zones in which billboards are characteristically compatible. In doing so, the submitter considers that Rule SIGN-R5 (Digital signs) can be deleted, with standard SIGN-S8 being incorporated into Rules SIGN-R3 (On-site signs) and SIGN-R4 (Third party advertising).</p>	<p>Amend SIGN-R4 (Third-party signs) as follows:</p> <p>2. Activity status: Restricted Discretionary Where: a. Compliance cannot be achieved with the requirements of SIGN-R4.1.a.i. to SIGN-R4.1.a.xi (excluding SIGN R4.1.a.xi and SIGN S14.7).</p> <p>Matters of discretion are: 1. The matters in SIGN-P1, SIGN-P2, SIGN-P3 and SIGN-P6; 2. The Signs Design Guide; and 3. The extent and effect of non-compliance with any relevant standard and the matters as specified in the associated assessment criteria for the infringed standards.</p>	Reject.	No.
Wellington International Airport Ltd	406.479	General District wide Matters / SIGNS / SIGN-R4	Oppose	<p>Opposes these rules to the extent that they cross reference SIGN-S14.</p> <p>Considers that the non-complying activity status, as set out in Rule SIGN(4) for the Miramar South Precinct and the associated notification clause is inappropriate in the context of an Airport Zone and has not been adequately justified in terms of section 32 of the RMA and is inconsistent with SIGN P6. WIAL also notes that the only other signage with a similar status relates to digital signage with the sensitive land use zones such as residential, open space and rural zones. No other signage provisions are subject to a similar notification clause.</p> <p>Considers that that a restricted discretionary activity status for non-compliance with SIGN-S14.7 (insofar as they relate to third party signage) would be more appropriate and that the notification clause should be deleted, with the necessity or otherwise of public notification assessed under the notification provisions of the RMA.</p> <p>[See paragraph 4.103 to 4.106 of original submission for full reason]</p>	Opposes SIGN-R4 (Third party signs) and seeks amendment.	Reject.	No.
Wellington International Airport Ltd	406.480	General District wide Matters / SIGNS / SIGN-R4	Oppose	<p>Opposes these rules to the extent that they cross reference SIGN-S14.</p> <p>Considers that the non-complying activity status, as set out in Rule SIGN(4) for the Miramar South Precinct and the associated notification clause is inappropriate in the context of an Airport Zone and has not been adequately justified in terms of section 32 of the RMA and is inconsistent with SIGN P6. WIAL also notes that the only other signage with a similar status relates to digital signage with the sensitive land use zones such as residential, open space and rural zones. No other signage provisions are subject to a similar notification clause.</p> <p>Considers that that a restricted discretionary activity status for non-compliance with SIGN-S14.7 (insofar as they relate to third party signage) would be more appropriate and that the notification clause should be deleted, with the necessity or otherwise of public notification assessed under the notification provisions of the RMA.</p> <p>[See paragraph 4.103 to 4.106 of original submission for full reason]</p>	Opposes SIGN-R4 (Third party signs) and seeks amendment.	Reject.	No.
Wellington International Airport Ltd	406.481	General District wide Matters / SIGNS / SIGN-R4	Amend	<p>Requests deletion of RULE SIGN-R4.4</p>	Delete SIGN-R4.4 (Third-party signs), non-complying activity status.	Reject.	No.
Go Media Ltd	236.20	General District wide Matters / Signs / SIGN-R5	Support in part	[No specific reason given beyond decision requested - refer to original submission]	Retain Restricted Discretionary status in SIGN-R5 (Digital Signs) as notified, if the Proposed District Plan retains separate rules for digital signs..	Accept in part.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Out of Home Media Association of Aotearoa	284.24	General District wide Matters / Signs / SIGN-R5	Oppose	Opposes the discretionary activity status for digital signs which do not comply with any relevant standard. The submitter opposes this provision because the submitter considers that they will not: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Opposes the Restricted Discretionary activity status at SIGN-R5 (Digital Signs) for signs that are designed and operated to comply with relevant standards.	Reject.	No.
Out of Home Media Association of Aotearoa	284.25	General District wide Matters / Signs / SIGN-R5	Oppose	Submitter does not support the use of a default Restricted Discretionary activity status for digital signs. There is no justifiable rationale to classify digital signs in a different manner to static signs, noting that there are comprehensive standards proposed (see rows below) that control the scale, location, design and operation of all signs, and specific standards which apply to the manner in which digital signs are to be operated. With standards in place, the submitter considers that the Proposed Plan can make provision for digital signs as a permitted activity, within zones in which billboards are characteristically compatible. In doing so, the submitter considers that Rule SIGN-R5 (Digital signs) can be deleted, with standard SIGN-S8 being incorporated into Rules SIGN-R3 (On-site signs) and SIGN-R4 (Third party advertising).	Delete SIGN-R5 (Digital signs) in its entirety.	Reject.	No.
Waka Kotahi NZ Transport Agency	FS103.48	Part 2 / General District wide Matters / Signs / SIGN-R5	Oppose	Waka Kotahi supports having a separate rule for digital signage, and considers it appropriate that it be a restricted discretionary activity due to the range of adverse effects they may have on traffic safety (due primarily to potential glare and driver distraction).	Disallow	Accept.	No.
Lumo Digital Outdoor Limited	285.24	General District wide Matters / Signs / SIGN-R5	Oppose	Opposes the discretionary activity status for digital signs which do not comply with any relevant standard. The submitter opposes this provision because the submitter considers that they will not: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Opposes the Restricted Discretionary activity status at SIGN-R5 (Digital Signs) for signs that are designed and operated to comply with relevant standards.	Reject.	No.
Lumo Digital Outdoor Limited	285.25	General District wide Matters / Signs / SIGN-R5	Oppose	Submitter does not support the use of a default Restricted Discretionary activity status for digital signs. There is no justifiable rationale to classify digital signs in a different manner to static signs, noting that there are comprehensive standards proposed (see rows below) that control the scale, location, design and operation of all signs, and specific standards which apply to the manner in which digital signs are to be operated. With standards in place, the submitter considers that the Proposed Plan can make provision for digital signs as a permitted activity, within zones in which billboards are characteristically compatible. In doing so, the submitter considers that Rule SIGN-R5 (Digital signs) can be deleted, with standard SIGN-S8 being incorporated into Rules SIGN-R3 (On-site signs) and SIGN-R4 (Third party advertising).	Delete SIGN-R5 (Digital signs) in its entirety.	Reject.	No.
Restaurant Brands Limited	349.44	General District wide Matters / Signs / SIGN-R5	Oppose	Oppose Restaurant Brands' menu boards are digital, and despite being small scale in nature and typically located to the rear of the drive-through restaurant activity, will require resource consent in every instance. Such a requirement is inefficient and unduly onerous. Restaurant Brands is opposed to the cross reference to the Signs Design Guide within the Policy. The Design Guide does not appropriately recognise or provide for the requirements of activities. The Design Guide reads as a set of rules to be complied with, rather than guidelines to inform the assessment of applications for resource consent and will result in an unnecessarily onerous and unreasonable resource consent process. The Design Guide imposes certain outcomes that are required to be achieved in every circumstances and results in a "pass/fail" assessment being applied, resulting in an unnecessarily onerous and unreasonable resource consent process.	Amend SIGN-R5 (Digital Signs) as follows: SIGN-R3 On-site signs 1. Activity status: Permitted Where: a. Compliance is achieved with: i. vii SIGN-S8; viii SIGN-S9; and ix SIGN-S11	Reject.	No.
Wellington International Airport Ltd	406.482	General District wide Matters / SIGNS / SIGN-R5	Oppose in part	Opposes SIGN-R5 insofar as it relates to the Airport Zone. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Opposes SIGN-R5 (Digital Signs) and seeks amendment.	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Wellington International Airport Ltd	406.483	General District wide Matters / SIGNS / SIGN-R5	Amend	Opposes SIGN-R5 insofar as it relates to the Airport Zone. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Amend SIGN-R5 (Digital Signs) as follows: Seeks that SIGN-R5 is amended to make digital signage controlled within the Airport Zone where it complies with the relevant standards. (Option A).	Reject.	No.
Wellington International Airport Ltd	406.484	General District wide Matters / SIGNS / SIGN-R5	Oppose in part	Opposes SIGN-R5 insofar as it relates to the Airport Zone. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Delete SIGN-R5 (Digital Signs) in its entirety. (Option B).	Reject.	No.
Restaurant Brands Limited	349.45	General District wide Matters / Signs / SIGN-R6	Support in part	Support with amendment Opposed to the cross reference to the Signs Design Guide within the Policy. The Design Guide does not appropriately recognise or provide for the requirements of activities. The Design Guide reads as a set of rules to be complied with, rather than guidelines to inform the assessment of applications for resource consent and will result in an unnecessarily onerous and unreasonable resource consent process. The Design Guide imposes certain outcomes that are required to be achieved in every circumstances and results in a "pass/fail" assessment being applied, resulting in an unnecessarily onerous and unreasonable resource consent process.	Amend SIGN-R6 (Signs on heritage buildings, heritage structures and their sites, or on a site within a heritage area) as follows: ... Matters of discretion are: ... 2. The Signs Design Guide and the Heritage Design Guide.	Reject.	No.
Restaurant Brands Limited	349.46	General District wide Matters / Signs / SIGN-R6	Support in part	Support with amendment Opposed to the cross reference to the Signs Design Guide within the Policy. The Design Guide does not appropriately recognise or provide for the requirements of activities. The Design Guide reads as a set of rules to be complied with, rather than guidelines to inform the assessment of applications for resource consent and will result in an unnecessarily onerous and unreasonable resource consent process. The Design Guide imposes certain outcomes that are required to be achieved in every circumstances and results in a "pass/fail" assessment being applied, resulting in an unnecessarily onerous and unreasonable resource consent process.	Amend SIGN-R6 (Signs on heritage buildings, heritage structures and their sites, or on a site within a heritage area) as follows: ... Matters of discretion are: 2. The Signs Design Guide and the Heritage Design Guide.	Reject.	No.
Restaurant Brands Limited	349.47	General District wide Matters / Signs / SIGN-R7	Support in part	Support with amendment Opposed to the cross reference to the Signs Design Guide within the Policy. The Design Guide does not appropriately recognise or provide for the requirements of activities. The Design Guide reads as a set of rules to be complied with, rather than guidelines to inform the assessment of applications for resource consent and will result in an unnecessarily onerous and unreasonable resource consent process. The Design Guide imposes certain outcomes that are required to be achieved in every circumstances and results in a "pass/fail" assessment being applied, resulting in an unnecessarily onerous and unreasonable resource consent process.	Amend SIGN-R7 (Signs within the extent of a scheduled archaeological site or site of significance to Māori) as follows: ... Matters of discretion are: 2. The Signs Design Guide and the Heritage Design Guide.	Reject.	No.
Taranaki Whānui ki te Upoko o te Ika	389.89	General District wide Matters / Signs / SIGN-R7	Amend	[No specific reason given beyond decision requested - refer to original submission].	Seeks that SIGN-R7 (Signs within the extent of a scheduled archaeological site or site of significance to Māori) is amended to include proximity to sites and areas of significance to Māori.	Reject.	No.
Taranaki Whānui ki te Upoko o te Ika	389.90	General District wide Matters / Signs / SIGN-R7	Amend	[No specific reason given beyond decision requested - refer to original submission].	Seeks amendments to matters of discretion to include engagement with Taranaki Whānui. [Inferred decision requested]	Reject.	No.
Restaurant Brands Limited	349.48	General District wide Matters / Signs / SIGN-R8	Support	Support	Retain SIGN-R8 (All other signs) as notified.	Accept.	No.
Waka Kotahi	370.240	General District wide Matters / Signs / SIGN-R8	Support	Support activity status of discretionary for signs not provided for.	Retain SIGN-R8 (All other signs) as notified.	Accept.	No.
Lumo Digital Outdoor Limited	FS124.5	Part 2 / General District wide Matters / Signs / SIGN-R8	Support	In Lumo's opinion, a discretionary activity status is appropriate for any sign not otherwise provided for. Such an activity status allows any relevant effect to be appropriately assessed.	Allow	Accept.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.5	Part 2 / General District wide Matters / Signs / SIGN-R8	Support	In OOHMAA's opinion, a discretionary activity status is appropriate for any sign not otherwise provided for. Such an activity status allows any relevant effect to be appropriately assessed.	Allow	Accept.	No.
Go Media Ltd	236.21	General District wide Matters / Signs / SIGN-S1	Amend	Considers that the 5m2 area of a single sign in the NCZ, LCZ, NCZ zones could have a significant limitation on the ability of business owners to display signs and also limit the ability of a business or building owner to generate additional income from third party signage without the requirement for a resource consent.	Seeks that the 5m2 area limit on signs in SIGN-S1.1.c.i (Maximum area of any sign (Neighbourhood Centre Zone, Local Centre Zone, Commercial Zone, Metropolitan Centre Zone) is increased. [Inferred decision requested]	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Go Media Ltd	236.22	General District wide Matters / Signs / SIGN-S1	Amend	Considers that there is no evidence that signs of 5m2 or larger is more dangerous for traffic.	Seeks that the 5m2 area limit on signs in SIGN-S1.1.f.i. (Maximum area of any sign (facing the State Highway Network)) is increased. [Inferred decision requested]	Reject.	No.
Massey University	253.7	General District wide Matters / Signs / SIGN-S1	Support in part	Supports the provision but considers that signage in the Tertiary Education Zone has been excluded.	Retain SIGN-S1 (Maximum area of any sign) with amendment.	Accept in part.	Yes.
Massey University	253.8	General District wide Matters / Signs / SIGN-S1	Amend	Considers that signage in the Tertiary Education Zone has been excluded, so it is recommended that it is added to Standard SIGN-S1(1)(b).	Amend SIGN-S1 (Maximum area of any sign) as follows: ... b. City Centre Zone Mixed Use Zone General Industrial Zone <u>Tertiary Education Zone</u>	Accept in part.	Yes.
Out of Home Media Association of Aotearoa	284.26	General District wide Matters / Signs / SIGN-S1	Support in part	Supports SIGN-S1 in part.	Retain SIGN-S1 (Maximum area of any sign) with amendments.	Reject.	No.
Out of Home Media Association of Aotearoa	284.27	General District wide Matters / Signs / SIGN-S1	Amend	Submitter generally supports Standard SIGN-S1, with the exception of the control which applies in the Metropolitan Centre Zone, and to signs facing a State Highway. The submitter considers that the characteristics of the Metropolitan Centre zone are comparable to those of the City Centre and Mixed Use Zones, in that the Metropolitan Centre zone anticipates and provides for a broad range of activities and a high scale of development. Notably, these zones all anticipate a mix of activities, including residential activity. Accordingly, the submitter submits that the standards for signs within these zones should be consistent.	Amend SIGN-S1 (Maximum area of any sign) as follows: 1. The following maximum sign areas for any sign must be complied with: ... b. City Centre Zone Mixed Use Zone General Industrial Zone <u>Metropolitan Centre Zone</u> i. The area of a single sign must not exceed 20m2. c. Neighbourhood Centre Zone Local Centre Zone Commercial Zone <u>Metropolitan Centre Zone</u> . i. The area of a single sign must not exceed 5m2. ...	Reject.	No.
Out of Home Media Association of Aotearoa	284.28	General District wide Matters / Signs / SIGN-S1	Amend	Submitter generally supports Standard SIGN-S1, with the exception of the control which applies in the Metropolitan Centre Zone, and to signs facing a State Highway. The submitter considers that there is no justifiable rationale for applying different standards to the design of signs which face a State Highway, compared with signs which face a local road.	Amend SIGN-S1 (Maximum area of any sign) as follows: 1. The following maximum sign areas for any sign must be complied with: ... f. Signs facing the State Highway Network i. The area of a single sign must not exceed 5m2. ...	Reject.	No.
Lumo Digital Outdoor Limited	285.26	General District wide Matters / Signs / SIGN-S1	Support in part	Supports SIGN-S1 in part.	Retain SIGN-S1 (Maximum area of any sign) with amendments.	Reject.	No.
Lumo Digital Outdoor Limited	285.27	General District wide Matters / Signs / SIGN-S1	Amend	Submitter generally supports Standard SIGN-S1, with the exception of the control which applies in the Metropolitan Centre Zone, and to signs facing a State Highway. The submitter considers that the characteristics of the Metropolitan Centre zone are comparable to those of the City Centre and Mixed Use Zones, in that the Metropolitan Centre zone anticipates and provides for a broad range of activities and a high scale of development. Notably, these zones all anticipate a mix of activities, including residential activity. Accordingly, the submitter submits that the standards for signs within these zones should be consistent.	Amend SIGN-S1 (Maximum area of any sign) as follows: 1. The following maximum sign areas for any sign must be complied with: ... b. City Centre Zone Mixed Use Zone General Industrial Zone <u>Metropolitan Centre Zone</u> i. The area of a single sign must not exceed 20m2. c. Neighbourhood Centre Zone Local Centre Zone Commercial Zone <u>Metropolitan Centre Zone</u> . i. The area of a single sign must not exceed 5m2. ...	Reject.	No.
Lumo Digital Outdoor Limited	285.28	General District wide Matters / Signs / SIGN-S1	Amend	Submitter generally supports Standard SIGN-S1, with the exception of the control which applies in the Metropolitan Centre Zone, and to signs facing a State Highway. The submitter considers that there is no justifiable rationale for applying different standards to the design of signs which face a State Highway, compared with signs which face a local road.	Amend SIGN-S1 (Maximum area of any sign) as follows: 1. The following maximum sign areas for any sign must be complied with: ... f. Signs facing the State Highway Network i. The area of a single sign must not exceed 5m2. ...	Reject.	No.
Restaurant Brands Limited	349.49	General District wide Matters / Signs / SIGN-S1	Oppose	Oppose The permitted standard does not provide for the reasonable needs of Restaurant Brands' activities, are impracticable and too onerous in the context of the scale and form of development that is enabled to occur by the District Plan, and will result in too many signs requiring resource consent.	Amend SIGN-S1 (Maximum area of any sign) as follows: c. Neighbourhood Centre Zone i. the area of a single sign must not exceed 5m2 <u>10m2</u> . Local Centre Zone Commercial Zone Metropolitan Centre Zone ... f. Signs facing the State Highway Network i. The area of a single sign must not exceed 5m2 <u>10m2</u> .	Reject.	No.
Retirement Villages Association of New Zealand Incorporated	350.81	General District wide Matters / Signs / SIGN-S1	Oppose in part	Supports permitted activity status for signs, but considers the applicable standards are too restrictive. For example, under SIGN-S1 and S2 a retirement village would be restricted to one sign of less than 1.5m2. Considers that this provision is not sufficient for wayfinding to a village.	Opposes SIGN-S1 (Maximum area of any sign) and seeks amendment	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Retirement Villages Association of New Zealand Incorporated	350.82	General District wide Matters / Signs / SIGN-S1	Amend	Supports permitted activity status for signs, but considers the applicable standards are too restrictive. For example, under SIGN-S1 and S2 a retirement village would be restricted to one sign of less than 1.5m2. Considers that this provision is not sufficient for wayfinding to a village.	Amend SIGN-S1 (Maximum area of any sign) to provide for two signs up to 3m2 per site for retirement villages.	Reject.	No.
Waka Kotahi	370.241	General District wide Matters / Signs / SIGN-S1	Support in part	Supports 5m2 maximum area for signs oriented to be read from the state highway network and seeks amendment.	Retain SIGN-S1 (Maximum area of any signs) with amendment.	Accept.	No.
Lumo Digital Outdoor Limited	FS124.6	Part 2 / General District wide Matters / Signs / SIGN-S1	Oppose	Lumo opposes the relief sought, insofar as it is inconsistent with the relief sought by Lumo's primary submission.	Disallow	Reject.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.6	Part 2 / General District wide Matters / Signs / SIGN-S1	Oppose	OOHMAA opposes the relief sought, insofar as it is inconsistent with the relief sought by OOHMAA's primary submission.	Disallow	Reject.	No.
Waka Kotahi	370.242	General District wide Matters / Signs / SIGN-S1	Amend	The submitter prefers the wording 'oriented to be read from' rather than 'facing' the state highway as it is clearer. Therefore request that the wording is amended accordingly	Amend SIGN-S1 (Maximum area of any signs) as follows: 1. The following maximum sign areas for any sign must be complied with: ... f. signs oriented to be read from facing the State Highway Network	Accept.	Yes.
Lumo Digital Outdoor Limited	FS124.7	Part 2 / General District wide Matters / Signs / SIGN-S1	Oppose	In its primary submission, Lumo has sought to delete Rule SIGN-S1.1.f. Lumo opposes the relief sought by Waka Kotahi to amend this rule.	Disallow	Reject.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.7	Part 2 / General District wide Matters / Signs / SIGN-S1	Oppose	In its primary submission, OOHMAA has sought to delete Rule SIGN-S1.1.f. OOHMAA opposes the relief sought by Waka Kotahi to amend this rule.	Disallow	Reject.	No.
CentrePort Limited	402.139	General District wide Matters / Signs / SIGN-S1	Oppose in part	No provision for Special Purpose Port Zone in standard. This should be treated the same as The City Centre and General Industrial Zones.	Opposes SIGN-S1 (Maximum area of any sign) and seeks amendment.	Accept.	Yes.
CentrePort Limited	402.140	General District wide Matters / Signs / SIGN-S1	Amend	No provision for Special Purpose Port Zone in standard. This should be treated the same as The City Centre and General Industrial Zones.	Amend SIGN-S1.1.b (Maximum area of any sign) as follows: b. City Centre Zone Mixed Use Zone General Industrial Zone Special Purpose Port Zone	Accept.	Yes.
Go Media Ltd	236.23	General District wide Matters / Signs / SIGN-S2	Amend	Considers that the maximum sign area in the commercial and mixed-use zones under standard SIGN-S2.b is not evidence-based. The proposed 10% maximum total area of signs does not recognise the fact that sign area is just one factor in visual amenity and could have a significant limitation on the ability of business owners to display signs, for instance within Cuba Street where are some single level buildings. It will also limit the ability of a business or building owner to generate additional income from third party signage without the requirement for a resource consent. The shape, framing and way in which the sign integrates into a building façade are some additional factors that affect the visual impact of billboards.	Seeks that the maximum sign area in SIGN-S2.b (Maximum total area of signs) is increased. [Inferred decision requested]	Reject.	No.
Go Media Ltd	236.24	General District wide Matters / Signs / SIGN-S2	Amend	Considers that the term "Facing" at SIGN-S2 is undefined and is open to interpretation. A sign angled away, but still with some area visible, from a State Highway may be considered under this standard despite the visual effects being significantly different.	Clarify the meaning of "Facing" in SIGN-S2.1.e (Maximum total area of signs).	Accept.	Yes.
Go Media Ltd	236.25	General District wide Matters / Signs / SIGN-S2	Not specified	Considers SIGN-S2.1.e is unreasonable because the angle of a sign is not sufficient to cause an adverse effect. Distance to a sign is also a significant factor in the visual effect of a sign.	Not specified.	Reject.	No.
Massey University	253.9	General District wide Matters / Signs / SIGN-S2	Support in part	Supports the provision but considers that signage in the Tertiary Education Zone has been excluded.	Retain SIGN-S2 (Maximum total area of signs) with amendment.	Accept.	Yes.
Massey University	253.10	General District wide Matters / Signs / SIGN-S2	Amend	Considers that signage in the Tertiary Education Zone has been excluded, so it is recommended that it is added to Standard SIGN-S2(1)(b).	Amend SIGN-S2 (Maximum total area of signs) as follows: ... b. City Centre Zone Neighbourhood Centre Zone Local Centre Zone Mixed Use Zone Commercial Zone General Industrial Zone <u>Tertiary Education Zone</u>	Accept.	Yes.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Restaurant Brands Limited	349.50	General District wide Matters / Signs / SIGN-S2	Oppose	The permitted standard does not provide for the reasonable needs of Restaurant Brands' activities, are impracticable and too onerous in the context of the scale and form of development that is enabled to occur by the District Plan, and will result in too many signs requiring resource consent.	Amend SIGN-S2 (Maximum total area of signs) as follows: ... c. City Centre Zone Neighbourhood Centre Zone Local Centre Zone Mixed Use Zone Commercial Zone General Industrial Zone ... i. The maximum total area of signage affixed to an elevation of a building or structure must not exceed 10% 20% of the total area of the elevation.	Reject.	No.
Retirement Villages Association of New Zealand Incorporated	350.83	General District wide Matters / Signs / SIGN-S2	Oppose in part	Supports permitted activity status for signs, but considers the applicable standards are too restrictive. For example, under SIGN-S1 and S2 a retirement village would be restricted to one sign of less than 1.5m2. Considers that this provision is not sufficient for wayfinding to a village.	Opposes SIGN-S2 (Maximum total area of signs) and seeks amendment.	Reject.	No.
Retirement Villages Association of New Zealand Incorporated	350.84	General District wide Matters / Signs / SIGN-S2	Amend	Supports permitted activity status for signs, but considers the applicable standards are too restrictive. For example, under SIGN-S1 and S2 a retirement village would be restricted to one sign of less than 1.5m2. Considers that this provision is not sufficient for wayfinding to a village.	Amend SIGN-S2 (Maximum total area of signs) to provide for two signs up to 3m2 per site for retirement villages.	Reject.	No.
Waka Kotahi	370.243	General District wide Matters / Signs / SIGN-S2	Support in part	Support 5m2 maximum area for signs oriented to be read from the state highway network and seeks amendment.	Retain SIGN-S2 (Maximum area of any signs) with amendment.	Accept in part.	No.
Lumo Digital Outdoor Limited	FS124.8	Part 2 / General District wide Matters / Signs / SIGN-S2	Oppose	Lumo opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Accept in part.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.8	Part 2 / General District wide Matters / Signs / SIGN-S2	Oppose	OOHMAA opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Accept in part.	No.
Waka Kotahi	370.244	General District wide Matters / Signs / SIGN-S2	Amend	The submitter prefers the wording 'oriented to be read from' rather than 'facing' the state highway as it is clearer. Therefore request that the wording is amended accordingly	Amend SIGN-S2 (Maximum number of signs) as follows: 1. The following maximum total area of signs per site must be complied with: ... e. signs oriented to be read from facing the State Highway Network, including on-ramps and off-ramps	Accept in part.	Yes.
Lumo Digital Outdoor Limited	FS124.9	Part 2 / General District wide Matters / Signs / SIGN-S2	Oppose	Lumo opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Reject.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.9	Part 2 / General District wide Matters / Signs / SIGN-S2	Oppose	OOHMAA opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Reject.	No.
CentrePort Limited	402.141	General District wide Matters / Signs / SIGN-S2	Oppose in part	No provision for Special Purpose Port Zone in standard. This should be treated the same as The City Centre and General Industrial Zones.	Opposes SIGN-S2 (Maximum total area of signs) and seeks amendment.	Accept.	Yes.
CentrePort Limited	402.142	General District wide Matters / Signs / SIGN-S2	Amend	No provision for Special Purpose Port Zone in standard. This should be treated the same as The City Centre and General Industrial Zones.	Amend SIGN-S2.1.b (Maximum total area of signs) as follows: b. City Centre Zone Neighbourhood Centre Zone Local Centre Zone Mixed Use Zone Commercial Zone General Industrial Zone Special Purpose Port Zone	Accept.	Yes.
Go Media Ltd	236.26	General District wide Matters / Signs / SIGN-S4	Amend	Considers that the 4m maximum height for a freestanding sign in the NCZ, LCZ and MCZ is unduly restrictive given the existing urban form of some of these areas and the permitted building heights within them. For example, Rule 6.8.4.1.1 P15(b) of the Christchurch District Plan applies a maximum height limit of 9m. Further, the rule is overly restrictive when the new residential intensification measures allow building heights of more than 90m in some Central City areas.	Seeks that the height limit standards for free-standing signs in the commercial, mixed-use and industrial zones (SIGN-S4(a) and (b)) (Maximum height of free-standing signs) are increased.	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Massey University	253.11	General District wide Matters / Signs / SIGN-S4	Support in part	Supports the provision but considers that signage in the Tertiary Education Zone has been excluded.	Retain SIGN-S4 (Maximum height of freestanding signs) with amendment: ... b. Commercial Zone General Industrial Zone <u>Tertiary Education Zone</u>	Accept in part.	Yes.
Massey University	253.12	General District wide Matters / Signs / SIGN-S4	Amend	Considers that signage in the Tertiary Education Zone has been excluded, so it is recommended that it is added to Standard SIGN-S4(1)(b).	Amend SIGN-S4 (Maximum height of freestanding signs) as follows: ... b. Commercial Zone General Industrial Zone <u>Tertiary Education Zone</u>	Accept in part.	Yes.
Out of Home Media Association of Aotearoa	284.29	General District wide Matters / Signs / SIGN-S4	Amend	<p>The submitter considers that for the reasons set out in Row 3 of their submission [refer to original submission for full reasons], the standards which apply to signs in the Commercial Zone, Mixed Use Zone, City Centre Zone and Metropolitan Centre Zone should be consistent, as these zones share similar characteristics with regards to the nature and mix of activities that are anticipated, and the scale of development that is provided for.</p> <p>The submitter considers that the height of signs within the Mixed Use Zone, City Centre Zone and Metropolitan Centre zone is more appropriately limited to 8m (as is to apply to the Commercial Zone), as opposed to the proposed 4m height control (which applies to more 'sensitive' environments/zones). The submitter considers that such a height is consistent with the provision for free-standing signs in the Central Area Zone in the Operative Wellington District Plan, which has appropriately managed the scale of signage.</p>	Amend SIGN-S4 (Maximum height of freestanding signs) as follows: 1. The following maximum sign areas for any sign must be complied with: a. ... Metropolitan Centre Zone Mixed Use Zone Open Space Zone City Centre Zone b. ... <u>City Centre Zone</u> <u>Metropolitan Centre Zone</u> <u>Mixed Use Zone</u>	Reject.	No.
Lumo Digital Outdoor Limited	285.29	General District wide Matters / Signs / SIGN-S4	Amend	<p>The submitter considers that for the reasons set out in Row 3 of their submission [refer to original submission for full reasons], the standards which apply to signs in the Commercial Zone, Mixed Use Zone, City Centre Zone and Metropolitan Centre Zone should be consistent, as these zones share similar characteristics with regards to the nature and mix of activities that are anticipated, and the scale of development that is provided for.</p> <p>The submitter considers that the height of signs within the Mixed Use Zone, City Centre Zone and Metropolitan Centre zone is more appropriately limited to 8m (as is to apply to the Commercial Zone), as opposed to the proposed 4m height control (which applies to more 'sensitive' environments/zones). The submitter considers that such a height is consistent with the provision for free-standing signs in the Central Area Zone in the Operative Wellington District Plan, which has appropriately managed the scale of signage.</p>	Amend SIGN-S4 (Maximum height of freestanding signs) as follows: 1. The following maximum sign areas for any sign must be complied with: a. ... Metropolitan Centre Zone Mixed Use Zone Open Space Zone City Centre Zone b. ... <u>City Centre Zone</u> <u>Metropolitan Centre Zone</u> <u>Mixed Use Zone</u>	Reject.	No.
Woolworths New Zealand	359.40	General District wide Matters / Signs / SIGN-S4	Amend	Considers that the proposed 4m height restriction in the Centre Zones is more restrictive in terms of permitted area and thresholds than the existing District Plan provisions and should be amended to 8m. Signage should be of a scale commensurate to enabled building height to ensure an appropriate relationship between the structures. Given heights in all CMUZ are increasing under the PDP, the height of signage should not be reduced. Signage should be considered acceptable in commercial zones in principle, with some limitation on size and location where it may adversely affect sensitive areas, including heritage, character or residential areas.	Amend SIGN-S4 (Maximum height of freestanding signs) as follows: ... Limit: The maximum height of any freestanding sign must not exceed 4m <u>8m</u> .	Reject.	No.
CentrePort Limited	402.143	General District wide Matters / Signs / SIGN-S4	Oppose in part	No provision for Special Purpose Port Zone in standard. This should be treated the same as General Industrial Zones.	Opposes SIGN-S4 (Maximum height of freestanding signs) and seeks amendment.	Accept.	Yes.
CentrePort Limited	402.144	General District wide Matters / Signs / SIGN-S4	Amend	No provision for Special Purpose Port Zone in standard. This should be treated the same as General Industrial Zones.	Amend SIGN-S4.1.b (Maximum height of freestanding signs) as follows: b. Commercial Zone General Industrial Zone <u>Special Purpose Port Zone</u>	Accept.	Yes.
Go Media Ltd	236.27	General District wide Matters / Signs / SIGN-S5	Amend	Considers that "Plain Wall Surface" in SIGN-S5.1 is open to interpretation.	Clarify "Plain Wall Surface" meaning in SIGN-S5.1 (Maximum height of free-standing signs).	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Go Media Ltd	236.28	General District wide Matters / Signs / SIGN-S5	Amend	Considers that the meaning of "Facing" and "Visible" in SIGN-S5.4 is open to interpretation.	Clarify the meaning of "Facing" and "Visible" in SIGN-S5.4 (Maximum height of free-standing signs)	Accept in part.	Yes.
Go Media Ltd	236.29	General District wide Matters / Signs / SIGN-S5	Not specified	Considers that the restriction on internally illuminated signs in SIGN-S5 is without evidential basis. External lighting may be significantly brighter or more distracting than internally illuminated signs. Measurable variables such as lux spill are a more appropriate quantitative method of measurement. Given the suggested matters of discretion include 'The impact of the sign on traffic, pedestrian and cycling safety' there is not any apparent advantage to elevating internally illuminated signs which faces the state highway network, or is visible from any intersection with the state highway' to being discretionary.	Not specified.	Reject.	No.
Massey University	253.13	General District wide Matters / Signs / SIGN-S5	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-S5 (Signs located on a building or structures) as notified.	Accept in part.	No.
Out of Home Media Association of Aotearoa	284.30	General District wide Matters / Signs / SIGN-S5	Amend	The submitter considers that for the reasons set out in Row 3 of their submission [refer to original submission for full reasons], they do not support rules or standards which seek to manage the design or luminance of signs which face a State Highway, as compared to the manner in which signs facing other roads are to be managed.	Amend SIGN-S5 (Signs located on a building or structure) as follows: Signs located on a building or structure 1. The sign must only be displayed on plain wall surfaces or fences. 2. The sign must not obscure windows or architectural features. 3. The sign must not project above the highest part of the building or structure. 4. Where the sign is facing the state highway network, or is visible from any intersection with the state highway, the sign must not be internally illuminated.	Reject.	No.
Lumo Digital Outdoor Limited	285.30	General District wide Matters / Signs / SIGN-S5	Amend	The submitter considers that for the reasons set out in Row 3 of their submission [refer to original submission for full reasons], they do not support rules or standards which seek to manage the design or luminance of signs which face a State Highway, as compared to the manner in which signs facing other roads are to be managed.	Amend SIGN-S5 (Signs located on a building or structure) as follows: Signs located on a building or structure 1. The sign must only be displayed on plain wall surfaces or fences. 2. The sign must not obscure windows or architectural features. 3. The sign must not project above the highest part of the building or structure. 4. Where the sign is facing the state highway network, or is visible from any intersection with the state highway, the sign must not be internally illuminated.	Reject.	No.
Restaurant Brands Limited	349.51	General District wide Matters / Signs / SIGN-S5	Oppose	Oppose The restriction on illuminated signs that face the state highway network, or are visible from any intersection with the state highway, is impracticable and too onerous [within] the context of the nature of development that is enabled to occur by the District Plan, and will result in too many signs requiring resource consent.	Amend SIGN-S5 (Signs located on a building or structure) as follows: ... 4. Where the sign is facing the state highway network, or is visible from any intersection with the state highway, the sign must not be internally illuminated.	Reject.	No.
Waka Kotahi	370.245	General District wide Matters / Signs / SIGN-S5	Support in part	The submitter supports controls on illumination for any signage visible from the state highway, requests amendments to the wording.	Not specified.	Accept in part	Yes.
Lumo Digital Outdoor Limited	FS124.10	Part 2 / General District wide Matters / Signs / SIGN-S5	Oppose	Lumo opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Reject.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.10	Part 2 / General District wide Matters / Signs / SIGN-S5	Oppose	OOHMAA opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Reject.	No.
Waka Kotahi	370.246	General District wide Matters / Signs / SIGN-S5	Amend	The submitter prefers the wording 'oriented to be read from' rather than 'facing' the state highway as it is clearer. Therefore request that the wording is amended accordingly	Amend SIGN-S5 (Signs located on a building or structure) as follows: ... 4. Where the sign <u>oriented to be read from</u> facing the State Highway Network, <u>including on-ramps and off-ramps</u> , or is visible from any intersection with the state highway, the sign must not be internally illuminated.	Accept in part.	Yes.
Lumo Digital Outdoor Limited	FS124.11	Part 2 / General District wide Matters / Signs / SIGN-S5	Oppose	Lumo opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway. In its primary submission, Lumo has requested that Rule SIGN-S5.4 be deleted.	Disallow	Reject.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.11	Part 2 / General District wide Matters / Signs / SIGN-S5	Oppose	OOHMAA opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway. In its primary submission, OOHMAA has requested that Rule SIGN S5.4 be deleted.	Disallow	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Wellington International Airport Ltd	406.485	General District wide Matters / SIGNS / SIGN-S5	Oppose	Opposes SIGN-S5 (Signs located on a building or structure) insofar as it relates to the Airport Zone. Considers that many airport buildings are utilitarian in appearance due to their operational or functional requirements. Signs can therefore enhance the facade and appearance of the building. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Opposes SIGN-S5 (Signs located on a building or structure) and seeks amendment.		
Wellington International Airport Ltd	406.486	General District wide Matters / SIGNS / SIGN-S5	Amend	Opposes SIGN-S5 (Signs located on a building or structure) insofar as it relates to the Airport Zone. Considers that many airport buildings are utilitarian in appearance due to their operational or functional requirements. Signs can therefore enhance the facade and appearance of the building. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Seeks that SIGN-S5 (Signs located on a building or structure) is amended to exclude its application to the Airport Zone.	Reject.	No.
Waka Kotahi	370.247	General District wide Matters / Signs / SIGN-S6	Support in part	SIGN-S6 is supported, but an amendment is sought.	Retain SIGN-S6 (Verandah Signs) with amendment.	Reject.	No.
Lumo Digital Outdoor Limited	FS124.12	Part 2 / General District wide Matters / Signs / SIGN-S6	Oppose	Lumo opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Accept.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.12	Part 2 / General District wide Matters / Signs / SIGN-S6	Oppose	OOHMAA opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Accept.	No.
Waka Kotahi	370.248	General District wide Matters / Signs / SIGN-S6	Amend	Considers that as with SIGN-S5, there should be similar controls on illumination for Verandah signs that are oriented to be read from the State Highway network.	Amend SIGN-S6 (Verandah Signs) as follows: ... <u>4. Where the sign oriented to be read from facing the State Highway Network, including on-ramps and off-ramps, or is visible from any intersection with the state highway, the sign must not be internally illuminated.</u>	Reject.	No.
Lumo Digital Outdoor Limited	FS124.13	Part 2 / General District wide Matters / Signs / SIGN-S6	Oppose	Lumo opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Accept.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.13	Part 2 / General District wide Matters / Signs / SIGN-S6	Oppose	OOHMAA opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Accept.	No.
Paul Van Houtte	92.7	General District wide Matters / Signs / SIGN-S7	Amend	Considers that digitally internally illuminated signs for commercial purposes should not be permitted in Wellington or at least not visible from any road. They are distracting, compromise amenity values and are highly imposing as they are difficult to ignore.	Seeks that SIGN-S7 (Traffic Safety) is amended to prevent digital signs being visible from any road. [inferred decision requested]	Reject.	No.
Out of Home Media Association of Aotearoa	284.31	General District wide Matters / Signs / SIGN-S7	Support in part	Supports SIGN-S7 in part. The submitter supports the intention to apply standards to manage the potential traffic safety effects from signs.	Retain SIGN-S7 (Traffic safety) with amendments.	Accept in part.	Yes.
Out of Home Media Association of Aotearoa	284.32	General District wide Matters / Signs / SIGN-S7	Amend	Considers that SIGN-S7 which seeks to require minimum setback distances between signs which are within 10m of a legal road is too onerous and impracticable to comply with, particularly in urban environments where the density and 'spacing' of commercial activities will invariably result in closely spaced signage, and will lead to inefficient resource consent processes.	Amend SIGN-S7 (Traffic safety) as follows: Traffic Safety 1. Where any sign is located adjacent to any road, the sign, <u>including the operation of any electronic display, must not contain any flashing or moving lights.</u> 2. Where any sign is located within 100m of an intersection and visible from a legal road, the sign, <u>including the operation of any electronic display, must only contain static messaging and images.</u> ... Table 11 - SIGN: Minimum lettering heights ... <u>7. All signs within 10m of a legal road must comply with the minimum setback distances from other signs in Table 12—SIGN: Minimum Separation Distances from Other Signs below.</u> <u>Table 12—SIGN: Minimum separation distances from other signs Speed limit of road (KM/H)-</u> <u>Minimum separation distance (m) 0-70 50-71 80-100 >80-200</u>	Accept in part.	Yes.
Lumo Digital Outdoor Limited	285.31	General District wide Matters / Signs / SIGN-S7	Support in part	Supports SIGN-S7 in part. The submitter supports the intention to apply standards to manage the potential traffic safety effects from signs.	Retain SIGN-S7 (Traffic safety) with amendments.	Accept in part.	Yes.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Lumo Digital Outdoor Limited	285.32	General District wide Matters / Signs / SIGN- S7	Amend	Considers that SIGN-S7 which seeks to require minimum setback distances between signs which are within 10m of a legal road is too onerous and impracticable to comply with, particularly in urban environments where the density and 'spacing' of commercial activities will invariably result in closely spaced signage, and will lead to inefficient resource consent processes.	Amend SIGN-S7 (Traffic safety) as follows: 1. Where any sign is located adjacent to any road, the sign, <u>including the operation of any electronic display</u> , must not contain any flashing or moving lights. 2. Where any sign is located within 100m of an intersection and visible from a legal road, the sign, <u>including the operation of any electronic display</u> , must only contain static messaging and images. ... Table 11 - SIGN: Minimum lettering heights ... 7. All signs within 10m of a legal road must comply with the minimum setback distances from other signs in Table 12 - SIGN: Minimum Separation Distances from Other Signs below. Table 12 - SIGN: Minimum separation distances from other signs Speed limit of road (KM/H) Minimum separation distance (m) 0-70 50-71 80-100 >80-200	Accept in part.	Yes.
Restaurant Brands Limited	349.52	General District wide Matters / Signs / SIGN- S7	Oppose	Oppose The minimum separation distances between signs are impracticable and too onerous in an urban environment and will result in too many signs requiring resource consent.	Amend SIGN-S7 (Traffic Safety) as follows: ... 7. All signs within 10m of a legal road must comply with the minimum setback distances from other signs in Table 12 - SIGN: Minimum Separation Distances from Other Signs below. [Delete Table 12 - SIGN: Minimum Separation Distances from Other Signs in its entirety]	Accept in part.	Yes
Waka Kotahi	370.249	General District wide Matters / Signs / SIGN- S7	Support in part	SIGN-S7 is supported as it includes standards relating to traffic safety, but amendments are sought.	Retain SIGN-S7 (Traffic safety) with amendment.	Accept in part.	Yes.
Lumo Digital Outdoor Limited	FS124.14	Part 2 / General District wide Matters / Signs / SIGN-S7	Oppose	Lumo opposes the amendments sought by the submission. The submission seeks adjustments to Standard SIGN S7, which have the effect of restricting the types of signs which are orientated to be read from a state highway to static signs only (and not digital signs). In its submission, Waka Kotahi states "Standard S7.2 is unclear – Waka Kotahi understands this to mean that digital signs are not permitted within 100m of an intersection, which is supported and is consistent with the targets in the RLPT. If this is the intention, this should be reflected in SIGN-S8.1." Lumo does not agree that the intent of Standard SIGN S7 is to restrict digital signs which are located within 100m of an intersection. Rather, the standard is intended to manage particular types of content (such as flashing or moving lights, or moving images). The amendments sought by the submission are not appropriate or necessary relative to the purpose of the standard.	Disallow	Accept in part.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.14	Part 2 / General District wide Matters / Signs / SIGN-S7	Oppose	OOHMAA opposes the amendments sought by the submission. The submission seeks adjustments to Standard SIGN S7, which have the effect of restricting the types of signs which are orientated to be read from a state highway to static signs only (and not digital signs). In its submission, Waka Kotahi states "Standard S7.2 is unclear – Waka Kotahi understands this to mean that digital signs are not permitted within 100m of an intersection, which is supported and is consistent with the targets in the RLPT. If this is the intention, this should be reflected in SIGN-S8.1." OOHMAA does not agree that the intent of Standard SIGN-S7 is to restrict digital signs which are located within 100m of an intersection. Rather, the standard is intended to manage particular types of content (such as flashing or moving lights, or moving images). The amendments sought by the submission are not appropriate or necessary relative to the purpose of the standard.	Disallow	Accept in part.	No.
Waka Kotahi	370.250	General District wide Matters / Signs / SIGN- S7	Amend	Considers Standard S7.2 is unclear – Waka Kotahi understands this to mean that digital signs are not permitted within 100m of an intersection, which is supported and is consistent with the targets in the RLPT. If this is the intention, this should be reflected in SIGN-S8.1 S7.7 is supported to manage the cumulative effects of advertising signage.	Amend SIGN-S7 (Traffic safety) as follows: 1. Where any sign is <u>oriented to be read from</u> located adjacent to any road, the sign must not contain any flashing or moving lights. 2. Where any sign is located within 100m of an intersection and visible <u>oriented to be read</u> from a legal road, the sign must <u>not be digital-only contain static messaging and images</u> . 3. Signs must not be shaped or use images or colours, including changeable messages, that could be mistaken for a traffic control device in colour, shape or appearance...	Accept in part.	Yes.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Lumo Digital Outdoor Limited	FS124.15	Part 2 / General District wide Matters / Signs / SIGN-57	Oppose	Lumo opposes the amendments sought by the submission. The submission seeks adjustments to Standard SIGN 57, which have the effect of restricting the types of signs which are orientated to be read from a state highway to static signs only (and not digital signs). In its submission, Waka Kotahi states "Standard 57.2 is unclear – Waka Kotahi understands this to mean that digital signs are not permitted within 100m of an intersection, which is supported and is consistent with the targets in the RLPT. If this is the intention, this should be reflected in SIGN-58.1" Lumo does not agree that the intent of Standard SIGN 57 is to restrict digital signs which are located within 100m of an intersection. Rather, the standard is intended to manage particular types of content (such as flashing or moving lights, or moving images). The amendments sought by the submission are not appropriate or necessary relative to the purpose of the standard.	Disallow	Accept in part.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.15	Part 2 / General District wide Matters / Signs / SIGN-57	Oppose	OOHMAA opposes the amendments sought by the submission. The submission seeks adjustments to Standard SIGN 57, which have the effect of restricting the types of signs which are orientated to be read from a state highway to static signs only (and not digital signs). In its submission, Waka Kotahi states "Standard 57.2 is unclear – Waka Kotahi understands this to mean that digital signs are not permitted within 100m of an intersection, which is supported and is consistent with the targets in the RLPT. If this is the intention, this should be reflected in SIGN-58.1" OOHMAA does not agree that the intent of Standard SIGN-57 is to restrict digital signs which are located within 100m of an intersection. Rather, the standard is intended to manage particular types of content (such as flashing or moving lights, or moving images). The amendments sought by the submission are not appropriate or necessary relative to the purpose of the standard.	Disallow	Accept in part.	No.
KiwiRail Holdings Limited	408.115	General District wide Matters / Signs / SIGN-57	Support	Supports clause 4 and 5 which ensures signs do obstruct the line of sign of any rail crossing or impair the view of any railway sign or signal.	Retain SIGN-57 (Traffic safety) as notified.	Accept in part.	No.
Go Media Ltd	236.30	General District wide Matters / Signs / SIGN-58	Support	Supports SIGN-58.1.a to SIGN-58.1.d and SIGN-58.1.h.	Retain SIGN-58.1 (Digital Signs) points a to d, and h as notified.	Accept in part.	No.
Go Media Ltd	236.31	General District wide Matters / Signs / SIGN-58	Oppose	Considers that the content on billboards should only be restricted where evidence shows that there is a real risk to safety. Content restrictions are likely to be a non-resource management issue and therefore should not be included in planning provisions. Some text on signs is legally required, but not generally intended to be read. This may include references to terms and conditions or qualifiers to the product advertised. The restrictions on content and character volume on digital signs (SIGN-58(1)(e) and (f)) are inappropriate and lack evidential basis across all zones. These should be removed. There is no reason to exclude, for example, web addresses but to include a company slogan. Further, the proposed standards will restrict the ability of community groups to advertise their contact details and event locations to the community.	Delete SIGN-58.1 (Digital Signs) points e to g in their entirety.	Reject.	No.
Go Media Ltd	236.32	General District wide Matters / Signs / SIGN-58	Oppose in part	Opposes 15 second dwell time at SIGN-58.2.b for signs on roads with a speed limit less than or equal to 80km/h as 8 seconds is a generally accepted standard.	Seeks an amendment to SIGN-58.2.b (Digital Signs) to change the dwell time to 8 seconds for all speed areas.	Reject.	No.
Go Media Ltd	236.33	General District wide Matters / Signs / SIGN-58	Oppose in part	Opposes 35 second dwell time at SIGN-58.2.b for signs on roads with a speed limit greater than 80km/h as 8 seconds is a generally accepted standard.	Seeks that the 35 second dwell time specified in SIGN-58.2.b (Digital Signs) is deleted.	Reject.	No.
Go Media Ltd	236.34	General District wide Matters / Signs / SIGN-58	Support in part	Supports a 0.5s transition time between images in SIGN-58.2.c. Considers that the requirement that images transition to another image within 0.1 to 0.5 seconds without flashing, blinking, fading, scrolling, or dissolving encourages almost instantaneous changes from one image to another. In practice such immediate change is more likely to be noticed by a passer-by than a cross fade between images, as one image fades at the same time as another image fades out.	Amend SIGN-58.2.c (Digital Signs) as follows: Digital Signs ... 2. Each image on a digital sign shall: ... c. Transition to another image within 0.1 to 0.5 seconds; and ... [Inferred decision requested]	Accept	Yes

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Out of Home Media Association of Aotearoa	284.33	General District wide Matters / Signs / SIGN-S8	Support in part	Supports SIGN-S8 in part. The submitter supports the principle of prescribing parameters for the operation of digital signs and billboards. Standards which are specific to digital signs will ensure that the particular effects that might be generated by unregulated digital signs will be avoided, and provide the Council with the means to undertake enforcement against digital signs which are being operated in a non-compliant manner.	Retain SIGN-S8 (Digital signs), with amendments.		
Out of Home Media Association of Aotearoa	284.34	General District wide Matters / Signs / SIGN-S8	Amend	The submitter considers that several of the proposed standards within SIGN-S8 are overly onerous, and are not justifiably necessary. The submitter opposes SIGN-S8.1.e for the following reasons: - The submitter considers that a standard restricting the use of contact details is presumably premised on a belief that a driver of a vehicle may be inclined to either hold their attention on the message for a dangerous length of time, or that such a detail may incite a driver to reach for a pen or another method of recording the contact detail. Contact details have been regularly used within advertising signs and billboards for decades, and there have been no known or recorded safety effects that have resulted from this practice. -Further, the submitter notes that such a standard has not been proposed for 'third-party signs' (which are not digital signs). - The submitter considers that there is no difference between the method of display (between digital and 'static' signs) which would result in the display of a contact detail being overly distracting on a digital sign.	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 1. Digital signs must not: ... e. Contain phone numbers, email addresses, web addresses, physical addresses or contact details; ...	Accept.	Yes.
Out of Home Media Association of Aotearoa	284.35	General District wide Matters / Signs / SIGN-S8	Amend	The submitter opposes SIGN-S8.1.f for the following reasons: - This standard seeks to restrict the number of characters of a message. The submitter considers that this is an overly prescriptive standard which is difficult to interpret or to enforce, as an advertising message may involve various components (text, images, graphics), all of which may include words or phrases which would contribute to the number of characters within the overall message, but which are not required to be read by a viewer for the overall message to be understood and assimilated. - The submitter considers that the character limit is understood to be based on research that has been undertaken on the speed at which a driver can read text, however there are concerns with the methodologies of this research, and its literal application to real-world activities such as advertising messages which do not generally rely on viewers to read each and every word within a message.	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 1. Digital signs must not: ... f. Contain more than 40 characters; or ...	Reject.	No.
Out of Home Media Association of Aotearoa	284.36	General District wide Matters / Signs / SIGN-S8	Amend	The submitter opposes SIGN-S8.1.g. The submitter does not support the proposed 'blanket' approach to digital or illuminated signs which are visible from a state highway [Refer to original submission for full reason].	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 1. Digital signs must not: ... g. Be located adjacent to a State Highway; ...	Reject.	No.
Out of Home Media Association of Aotearoa	284.37	General District wide Matters / Signs / SIGN-S8	Amend	The submitter opposes SIGN-S8.2.b. The submitter considers that Digital billboards are typically operated to display a message for a length of eight seconds, which has been an industry standard since the first digital billboards were established in New Zealand in 2013. Research has been undertaken which demonstrates that there is no measurable difference in effect on driver performance resulting from the dwell time for the display of digital messages [Refer to original submission for full reason].	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 2. Each image on a digital sign shall: a. Be static only; b. Be displayed for a minimum of 15 s seconds for roads with posted speed limits of less than and equal to 80km/h and a minimum of 35 seconds for roads with a posted speed limit of greater than 80km/h; ...	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Out of Home Media Association of Aotearoa	284.38	General District wide Matters / Signs / SIGN-S8	Amend	The submitter opposes SIGN-S8.2.d for the following reasons: - The submitter considers that SIGN-S8.2.d. counteracts the intent of SIGN-S8.2.c., which requires messages to transition from one to the next within 0.1 and 0.5 seconds. However, Standard 2.d. states that the transition cannot involve flashing, blinking, fading, scrolling, or dissolving. - The submitter considers that it is standard industry practice for messages to transition by way of a 'dissolve' (which typically lasts 0.5 seconds), which involves one message fading out while the next message fades in at the same time, which provides a 'soft' transition effect which avoids undue distraction or catching someone's attention. - The submitter considers that SIGN-S8.2.d., as it is drafted, would preclude the use of the most effective transition (in terms of its effectiveness at avoiding adverse effects). The submitter considers that this standard should not preclude the use of a 'dissolve' transition.	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs ... 2. Each image on a digital sign shall: ... d. Transition to another image without flashing, blinking, fading, or scrolling, or dissolving.	Reject.	No.
Out of Home Media Association of Aotearoa	284.39	General District wide Matters / Signs / SIGN-S8	Amend	Seeks amendment to SIGN-S8.4 to refer to 'digital'.	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 4. Illumination of any digital sign shall: ...	Accept.	Yes.
Lumo Digital Outdoor Limited	285.33	General District wide Matters / Signs / SIGN-S8	Support in part	Supports SIGN-S8 in part. The submitter supports the principle of prescribing parameters for the operation of digital signs and billboards. Standards which are specific to digital signs will ensure that the particular effects that might be generated by unregulated digital signs will be avoided, and provide the Council with the means to undertake enforcement against digital signs which are being operated in a non-compliant manner.	Retain SIGN-S8 (Digital signs), with amendments.	Reject.	No.
Lumo Digital Outdoor Limited	285.34	General District wide Matters / Signs / SIGN-S8	Amend	The submitter considers that several of the proposed standards within SIGN-S8 are overly onerous, and are not justifiably necessary. The submitter opposes SIGN-S8.1.e for the following reasons: - The submitter considers that a standard restricting the use of contact details is presumably premised on a belief that a driver of a vehicle may be inclined to either hold their attention on the message for a dangerous length of time, or that such a detail may incite a driver to reach for a pen or another method of recording the contact detail. Contact details have been regularly used within advertising signs and billboards for decades, and there have been no known or recorded safety effects that have resulted from this practice. -Further, the submitter notes that such a standard has not been proposed for 'third-party signs' (which are not digital signs). - The submitter considers that there is no difference between the method of display (between digital and 'static' signs) which would result in the display of a contact detail being overly distracting on a digital sign.	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 1. Digital signs must not: ... e. Contain phone numbers, email addresses, web addresses, physical addresses or contact details; ...	Reject.	No.
Lumo Digital Outdoor Limited	285.35	General District wide Matters / Signs / SIGN-S8	Amend	The submitter opposes SIGN-S8.1.f for the following reasons: - This standard seeks to restrict the number of characters of a message. The submitter considers that this is an overly prescriptive standard which is difficult to interpret or to enforce, as an advertising message may involve various components (text, images, graphics), all of which may include words or phrases which would contribute to the number of characters within the overall message, but which are not required to be read by a viewer for the overall message to be understood and assimilated. - The submitter considers that the character limit is understood to be based on research that has been undertaken on the speed at which a driver can read text, however there are concerns with the methodologies of this research, and its literal application to real-world activities such as advertising messages which do not generally rely on viewers to read each and every word within a message.	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 1. Digital signs must not: ... f. Contain more than 40 characters; or ...	Reject.	No.
Lumo Digital Outdoor Limited	285.36	General District wide Matters / Signs / SIGN-S8	Amend	The submitter opposes SIGN-S8.1.g. The submitter does not support the proposed 'blanket' approach to digital or illuminated signs which are visible from a state highway [Refer to original submission for full reason].	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 1. Digital signs must not: ... g. Be located adjacent to a State Highway. ...	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Lumo Digital Outdoor Limited	285.37	General District wide Matters / Signs / SIGN-S8	Amend	The submitter opposes SIGN-S8.2.b. The submitter considers that Digital billboards are typically operated to display a message for a length of eight seconds, which has been an industry standard since the first digital billboards were established in New Zealand in 2013. Research has been undertaken which demonstrates that there is no measurable difference in effect on driver performance resulting from the dwell time for the display of digital messages [Refer to original submission for full reason].	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 2. Each image on a digital sign shall: a. Be static only; b. Be displayed for a minimum of 15 s seconds for roads with posted speed limits of less than and equal to 80km/h and a minimum of 35 seconds for roads with a posted speed limit of greater than 80km/h; ...	Reject.	No.
Lumo Digital Outdoor Limited	285.38	General District wide Matters / Signs / SIGN-S8	Amend	The submitter opposes SIGN-S8.2.d for the following reasons: - The submitter considers that SIGN-S8.2.d. counteracts the intent of SIGN-S8.2.c., which requires messages to transition from one to the next within 0.1 and 0.5 seconds. However, Standard 2.d. states that the transition cannot involve flashing, blinking, fading, scrolling, or dissolving. - The submitter considers that it is standard industry practice for messages to transition by way of a 'dissolve' (which typically lasts 0.5 seconds), which involves one message fading out while the next message fades in at the same time, which provides a 'soft' transition effect which avoids undue distraction or catching someone's attention. - The submitter considers that SIGN-S8.2.d., as it is drafted, would preclude the use of the most effective transition (in terms of its effectiveness at avoiding adverse effects). The submitter considers that this standard should not preclude the use of a 'dissolve' transition.	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 2. Each image on a digital sign shall: d. Transition to another image without flashing, blinking, fading, or scrolling, or dissolving .	Accept.	Yes.
Lumo Digital Outdoor Limited	285.39	General District wide Matters / Signs / SIGN-S8	Amend	Seeks amendment to SIGN-S8.4 to refer to 'digital'.	Amend SIGN-S8 (Digital signs) as follows: All zones Digital Signs 4. Illumination of any digital sign shall: ...	Accept.	Yes.
Restaurant Brands Limited	349.53	General District wide Matters / Signs / SIGN-S8	Support	Support	Retain SIGN-S8 (Digital signs) as notified.	Accept in part.	No.
Waka Kotahi	370.251	General District wide Matters / Signs / SIGN-S8	Support in part	SIGN-S8 is partially supported and amendments are sought.	Retain SIGN-S8 (Digital signs) with amendment.	Accept in part.	Yes.
Lumo Digital Outdoor Limited	FS124.16	Part 2 / General District wide Matters / Signs / SIGN-S8	Oppose	Lumo opposes the amendments sought by the submission. In its primary submission, Lumo requests amendments to Standard SIGN-S8. The relief sought by Waka Kotahi is opposed, insofar as it is inconsistent with the relief sought by Lumo in its primary submission. In addition, Lumo opposes the additional standards sought by Waka Kotahi, which are unnecessarily onerous and difficult to enforce, particularly in respect of restricting billboards within 100m of an intersection or where another digital billboard is located within the driver's field of vision. Lumo opposes the standard requested by Waka Kotahi which would require the dwell time of each message displayed by a digital billboard to be determined by the proportion of drivers who could see an image change. Such an approach is variable and impractical to implement from an operational perspective, and is not justified relative to any adverse effects. Lumo supports the relief sought to delete the restriction on the use of a 'dissolve' between messages displayed on a digital billboard, consistent with the relief sought by Lumo in its primary submission.	Disallow	Accept in part.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.16	Part 2 / General District wide Matters / Signs / SIGN-S8	Oppose	OOHMAA opposes the amendments sought by the submission. In its primary submission, OOHMAA requests amendments to Standard SIGN-S8. The relief sought by Waka Kotahi is opposed, insofar as it is inconsistent with the relief sought by OOHMAA in its primary submission. In addition, OOHMAA opposes the additional standards sought by Waka Kotahi, which are unnecessarily onerous and difficult to enforce, particularly in respect of restricting billboards within 100m of an intersection or where another digital billboard is located within the driver's field of vision. OOHMAA opposes the standard requested by Waka Kotahi which would require the dwell time of each message displayed by a digital billboard to be determined by the proportion of drivers who could see an image change. Such an approach is variable and impractical to implement from an operational perspective, and is not justified relative to any adverse effects. OOHMAA supports the relief sought to delete the restriction on the use of a 'dissolve' between messages displayed on a digital billboard, consistent with the relief sought by OOHMAA in its primary submission.	Disallow	Accept in part.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Waka Kotahi	370.252	General District wide Matters / Signs / SIGN-S8	Amend	<p>Additions and changes are requested to manage the effects of digital billboards. As per the submitters interpretation of S7.2, which the submitter supports, the standard should be amended to restrict digital billboards within 100m of an intersection. In addition, the submitter considers that drivers should not be able to see more than one digital billboard at any one time. Waka Kotahi recommends that no digital billboards are located in environments where the posted speed limit is 70km/h or higher, as evidence does find a statistically significant increase in crashes in the presence of digital billboards in higher speed environments. Waka Kotahi also considers that dwell time should be determined based on the principle that no more than 5% of drivers should view an image change. 15 seconds may be appropriate in some circumstances, but each should be assessed on a case by case basis.</p> <p>Dissolving of images is preferred to flashing, blinking, fading, or scrolling.</p>	<p>Amend SIGN-S8 (Digital signs) as follows:</p> <p>1. Digital signs must not:</p> <p>...</p> <p>e. Contain phone numbers, email addresses, web addresses, physical addresses, or contact details <u>or logos</u>;</p> <p>f. Contain more than 40 characters; or</p> <p>g. Be <u>oriented to be read from located adjacent to a State Highway, including on ramps and off ramps</u>.</p> <p>h. Impair the ability of Air Traffic Control to guide aircraft, or pilots to operate aircraft.</p> <p>i. <u>be located within 100m of an intersection</u></p> <p>j. <u>be located where there are any other digital billboards in a driver's field of vision</u>.</p> <p>k. <u>be oriented to be read from any road where the posted speed limit exceeds 70km/h</u></p> <p>2. Each image on a digital sign shall:</p> <p>a. Be static only;</p> <p>b. Be displayed for a minimum of 15 seconds for roads with posted speed limits of less than and equal to 80km/h, <u>and an appropriate dwell time determined so that no more than 5 per cent of drivers are exposed to image changes. and a minimum of 35 seconds for roads with a posted speed limit of greater than 80km/h</u>;</p> <p>c. Transition to another image within 0.1 to 0.5 seconds; and</p> <p>d. Transition to another image without flashing, blinking, fading, <u>or</u> scrolling, or dissolving.</p> <p>...</p>	Accept in part.	Yes.
KiwiRail Holdings Limited	FS72.84	Part 2 / General District wide Matters / Signs / SIGN-S8	Support	<p>Supports restricting signs from being located within 100m of an intersection which includes level crossings.</p> <p>Considers the relief sought should be allowed because it will (a) will promote the sustainable management of the natural and physical resources in Wellington City, and is therefore consistent with Part 2 and other provisions of the Resource Management Act 1991 (RMA) and the Enabling Housing Supply Amendment Act 2021 (Amendment Act); (b) is consistent with other relevant planning documents, including the Greater Wellington Regional Policy Statement and National Policy Statement for Urban Development 2020; (c) will meet the reasonably foreseeable needs of future generations; (d) will avoid, remedy or mitigate actual and potential adverse effects on the environment; (e) will enable the social, economic and cultural wellbeing of the people of Wellington City; and (f) is the most appropriate way to achieve the objectives of the Proposed Plan in terms of section 32 of the RMA.</p>	Allow	Accept in part.	no.
Lumo Digital Outdoor Limited	FS124.17	Part 2 / General District wide Matters / Signs / SIGN-S8	Oppose	<p>Lumo opposes the amendments sought by the submission.</p> <p>In its primary submission, Lumo requests amendments to Standard SIGN-S8. The relief sought by Waka Kotahi is opposed, insofar as it is inconsistent with the relief sought by Lumo in its primary submission. In addition, Lumo opposes the additional standards sought by Waka Kotahi, which are unnecessarily onerous and difficult to enforce, particularly in respect of restricting billboards within 100m of an intersection or where another digital billboard is located within the driver's field of vision. Lumo opposes the standard requested by Waka Kotahi which would require the dwell time of each message displayed by a digital billboard to be determined by the proportion of drivers who could see an image change. Such an approach is variable and impractical to implement from an operational perspective, and is not justified relative to any adverse effects. Lumo supports the relief sought to delete the restriction on the use of a 'dissolve' between messages displayed on a digital billboard, consistent with the relief sought by Lumo in its primary submission.</p>	Disallow / Disallow the relief sought, except allow the relief sought in respect of deleting "or dissolving" in SIGN-S8.2.d.	Accept in part.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.17	Part 2 / General District wide Matters / Signs / SIGN-S8	Oppose	<p>OOHMAA opposes the amendments sought by the submission.</p> <p>In its primary submission, OOHMAA requests amendments to Standard SIGN-S8. The relief sought by Waka Kotahi is opposed, insofar as it is inconsistent with the relief sought by OOHMAA in its primary submission. In addition, OOHMAA opposes the additional standards sought by Waka Kotahi, which are unnecessarily onerous and difficult to enforce, particularly in respect of restricting billboards within 100m of an intersection or where another digital billboard is located within the driver's field of vision. OOHMAA opposes the standard requested by Waka Kotahi which would require the dwell time of each message displayed by a digital billboard to be determined by the proportion of drivers who could see an image change. Such an approach is variable and impractical to implement from an operational perspective, and is not justified relative to any adverse effects. OOHMAA supports the relief sought to delete the restriction on the use of a 'dissolve' between messages displayed on a digital billboard, consistent with the relief sought by OOHMAA in its primary submission.</p>	Disallow / Disallow the relief sought, except allow the relief sought in respect of deleting "or dissolving" in SIGN-S8.2.d.	Accept in part.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Wellington International Airport Ltd	406.487	General District wide Matters / SIGNS / SIGN-S8	Support in part	Opposes SIGN-S5 (Signs located on a building or structure) insofar as it relates to the Airport Zone. Considers that many airport buildings are utilitarian in appearance due to their operational or functional requirements. Signs can therefore enhance the facade and appearance of the building. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Retain SIGN-S8 (Digital Signs) as notified and seeks amendment.	Accept.	Yes.
Wellington International Airport Ltd	406.488	General District wide Matters / SIGNS / SIGN-S8	Amend	Opposes SIGN-S5 (Signs located on a building or structure) insofar as it relates to the Airport Zone. Considers that many airport buildings are utilitarian in appearance due to their operational or functional requirements. Signs can therefore enhance the facade and appearance of the building. [See paragraphs 4.103 to 4.106 of original submission for full reason]	Amend SIGN-S8 (Digital Signs) as follows: ... Assessment criteria where the standard is infringed: 1. Visual amenity effects; 2. The impact effect of the sign on aircraft safety or the safe and efficient functioning of the Airport; 3. The impact effect of the sign on traffic, pedestrian and cycling safety; ...	Accept.	Yes.
Out of Home Media Association of Aotearoa	284.40	General District wide Matters / Signs / SIGN-S9	Amend	Considers that SIGN-S9 standards for 'illuminated signs' are confusing and are difficult for the average user of a District Plan to understand or to apply. The submitter considers it is more appropriate for a standard to establish a limit or threshold without reference to other technical standards. The submitter notes that the Auckland Unitary Plan contains standards to manage the effects of sign illumination. The submitter considers that these standards should be applied. The submitter considers that SIGN-S9 also repeats the illumination standards for digital signs, which are already provided within Rule SIGN-S8. Standard SIGN-S9 instead relates to the illumination of non-digital signs.	Amend SIGN-S9 (Illuminated signs) as follows: All zones Illuminated Signs 1. Any illuminated sign must be designed, measured and assessed in accordance with AS/NZS-4282:2019 Control of the obtrusive effects of outdoor lighting. Any illuminated sign which is lit internally or by external means (excluding digital signs), must: <u>a. Not be lit with an upwardly facing light source;</u> <u>b. Not exceed a luminance of 800cd/m2 when lit by an artificial light source between dusk and dawn; or</u> <u>c. Be designed to reduce any glare or direct view of the light source when viewed by an observer at ground level 2 metres or more away from the illuminated sign.</u> 2. The Light standards for the relevant zone in the Light Chapter must be met. 3. Illumination of any sign shall: a. Automatically adjust to allow for ambient light levels; and b. Not result in the illuminance of a roadway by over 4 lux in residential and rural areas and 20 lux in all other areas; and c. Shall not exceed: i. Daytime: 5,000cd/m2 ii. Dawn and dusk: 600cd/m2 iii. Night time: 250cd/m2	Reject.	No.
Waka Kotahi NZ Transport Agency	FS103.49	Part 2 / General District wide Matters / Signs / SIGN-S9	Oppose	Waka Kotahi supports the wording of SIGN-S9 as notified, and considers that illuminated signage should comply with the appropriate lighting standard AS/NZS4282:2019.	Disallow	Accept.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Lumo Digital Outdoor Limited	285.40	General District wide Matters / Signs / SIGN-S9	Amend	<p>Considers that SIGN-S9 standards for 'illuminated signs' are confusing and are difficult for the average user of a District Plan to understand or to apply.</p> <p>The submitter considers it is more appropriate for a standard to establish a limit or threshold without reference to other technical standards.</p> <p>The submitter notes that the Auckland Unitary Plan contains standards to manage the effects of sign illumination. The submitter considers that these standards should be applied.</p> <p>The submitter considers that SIGN-S9 also repeats the illumination standards for digital signs, which are already provided within Rule SIGN-S8. Standard SIGN-S9 instead relates to the illumination of non-digital signs.</p>	<p>Amend SIGN-S9 (Illuminated signs) as follows:</p> <p>All zones Illuminated Signs 1. Any illuminated sign must be designed, measured and assessed in accordance with AS/NZS-4282:2019 Control of the obtrusive effects of outdoor lighting. Any illuminated sign which is lit internally or by external means (excluding digital signs), must:</p> <p><u>a. Not be lit with an upwardly facing light source;</u> <u>b. Not exceed a luminance of 800cd/m2 when lit by an artificial light source between dusk and dawn; or</u> <u>c. Be designed to reduce any glare or direct view of the light source when viewed by an observer at ground level 2 metres or more away from the illuminated sign.</u></p> <p>2. The Light standards for the relevant zone in the Light Chapter must be met.</p> <p>3. Illumination of any sign shall:</p> <p>a. Automatically adjust to allow for ambient light levels; and b. Not result in the illuminance of a roadway by over 4 lux in residential and rural areas and 20 lux in all other areas; and c. Shall not exceed:</p> <p>i. Daytime: 5,000cd/m2 ii. Dawn and dusk: 600cd/m2 iii. Night time: 250cd/m2</p>		
Restaurant Brands Limited	349.54	General District wide Matters / Signs / SIGN-S9	Support	Support	Retain SIGN-S9 (Illuminated signs) as notified.	Reject.	No.
Wellington International Airport Ltd	406.489	General District wide Matters / SIGNS / SIGN-S9	Oppose in part	<p>Opposes SIGN-S9 in part.</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	Opposes SIGN-S9 (Illuminated Signs) and seeks amendment.	Accept in part.	No.
Wellington International Airport Ltd	406.490	General District wide Matters / SIGNS / SIGN-S9	Amend	<p>Opposes SIGN-S9 in part.</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	<p>Amend SIGN-S9 (Illuminated Signs) as follows:</p> <p>SIGN-S9 Illuminated Signs</p> <p>...</p> <p><u>4. Illuminated signs must not impair the ability of Air Traffic Control to guide aircraft, or pilots to operate aircraft.</u></p> <p>Assessment criteria where the standard is infringed:</p> <p>...</p> <p>7. The timing and hours of operation of the sign. and 8. Any light spill or glare effects. <u>9. The timing and house of operation of the sign.</u> <u>10. Any light spill or glare effects; and</u> <u>11. The effect of the sign on aircraft safety or the efficient functioning of the Airport.</u></p>	Accept.	Yes.
Airways Corporation of New Zealand Limited	FS105.22	Part 2 / General District wide Matters / SIGNS / SIGN-S9	Support	This submission point is consistent with Airways' operations and its core functions.	Allow	Accept.	Yes.
Massey University	253.14	General District wide Matters / Signs / SIGN-S10	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-S10 (Temporary signs) as notified.	Accept.	No.
Waka Kotahi	370.253	General District wide Matters / Signs / SIGN-S10	Support in part	SIGN-S10 is partially supported and amendments are sought.	Retain SIGN-S10 (Temporary signs) with amendment.	Reject.	No.
Waka Kotahi	370.254	General District wide Matters / Signs / SIGN-S10	Amend	Does not support temporary signs visible from the state highway as a permitted activity and therefore request that SIGN-S10 is amended to restrict signs visible from the State Highway that can occur without consent. 60 days is a long time for a sign to be permitted without the approval of Waka Kotahi.	<p>Amend SIGN-S10 (Temporary signs) as follows:</p> <p>1. The sign shall not be displayed any earlier than 28 days prior to the event or activity the sign is advertising, and for no longer than 60 days in total. 2. The sign must be removed within 7 days of the completion of the event or activity. <u>3. The sign must not be oriented to be read from any state highway including on ramps and off ramps.</u></p>	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Heritage New Zealand Pouhere Taonga	70.30	General District wide Matters / Signs / SIGN-S12	Support in part	Supports SIGN-S12 provided it aligns with SIGN-R6 (Signs on heritage buildings, heritage structures and their sites, or on a site within a heritage area) by including reference to heritage areas.	Retain SIGN-S12 (Signs on a heritage building or heritage structure) with amendment.	Accept.	Yes.
Onslow Historical Society	FS6.20	Part 2 / General District wide Matters / Signs / SIGN-S12	Support	OHS supports robust provisions for protecting historic heritage from inappropriate activities.	Allow	Accept.	Yes.
Historic Places Wellington Inc	FS111.19	Part 2 / General District wide Matters / Signs / SIGN-S12	Support	HPW supports robust provisions for protecting historic heritage from inappropriate activities.	Allow	Accept.	Yes.
Heritage New Zealand Pouhere Taonga	70.31	General District wide Matters / Signs / SIGN-S12	Amend	Seeks alignment between SIGN-R6 (Signs on heritage buildings, heritage structures and their sites, or on a site within a heritage area) and SIGN-S12 by including reference to heritage areas.	Amend SIGN-S12 (Signs on a heritage building or heritage structure) as follows: SIGN-S12: Signs on a heritage building or heritage structure or within a heritage area.	Accept.	Yes.
Onslow Historical Society	FS6.21	Part 2 / General District wide Matters / Signs / SIGN-S12	Support	OHS supports robust provisions for protecting historic heritage from inappropriate activities.	Allow	Accept.	Yes.
Historic Places Wellington Inc	FS111.20	Part 2 / General District wide Matters / Signs / SIGN-S12	Support	HPW supports robust provisions for protecting historic heritage from inappropriate activities.	Allow	Accept.	Yes.
Wellington City Council	266.129	General District wide Matters / Signs / SIGN-S12	Amend	Considers clarification is needed to SIGN-S12 (Signs on a heritage building or heritage structure). Considers the term "interpretative content" should be replaced with "interpretation" to match wording in the PDP.	Amend SIGN-S12 (Signs on a heritage building) as follows: 2. The sign displays only: (...) b. Interpretative content Interpretation about the values and history of the building/object.	Accept.	Yes.
Wellington City Council	266.130	General District wide Matters / Signs / SIGN-S13	Amend	Considers SIGN-R7 (Signs within the extent of a scheduled archaeological site or site of significance to Māori) relates to archaeological sites and sites and areas of significance to Māori, but the standard referenced in this rule only refers to archaeological sites. This needs to be amended to include sites and areas of significance to Māori.	Amend title of SIGN-S13 (Permitted signs within the extent of a scheduled archaeological site) as follows: Permitted signs within the extent of a scheduled archaeological site or site and area of significance to Māori.	Accept.	Yes.
Waka Kotahi	370.255	General District wide Matters / Signs / SIGN-S12	Support in part	SIGN-S12 is partially supported and amendments are sought.	Retain SIGN-S12 (Signs on a heritage building or heritage structure) with amendment.	Reject.	No.
Lumo Digital Outdoor Limited	FS124.18	Part 2 / General District wide Matters / Signs / SIGN-S12	Oppose	Lumo opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Accept in part.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.18	Part 2 / General District wide Matters / Signs / SIGN-S12	Oppose	OOHMAA opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Accept in part.	No.
Waka Kotahi	370.256	General District wide Matters / Signs / SIGN-S12	Amend	Considers that as with SIGN-S5, there should be similar controls in SIGN-S12 on illumination for signs on a heritage building that are oriented to be read from the state highway network.	Amend SIGN-S12 (Signs on a heritage building or heritage structure) as follows: ... 3. Where the sign is oriented to be read from the state highway network including on-ramps and off-ramps, or is visible from any intersection with the state highway, the sign must not be internally illuminated.	Reject.	No.
Lumo Digital Outdoor Limited	FS124.19	Part 2 / General District wide Matters / Signs / SIGN-S12	Oppose	Lumo opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Accept in part.	No.
Out Of Home Media Association of Aotearoa (OOHMAA)	FS125.19	Part 2 / General District wide Matters / Signs / SIGN-S12	Oppose	OOHMAA opposes a blanket approach to applying more onerous provisions for signs and billboards that are visible from a state highway.	Disallow	Accept in part.	No.
Wellington Heritage Professionals	412.70	General District wide Matters / Signs / SIGN-S12	Amend	Considers that digital signs should not be a permitted activity due to the additional adverse affects of illumination levels and rates of change as compared to static signage.	Amend SIGN-S12 (Signs on a heritage building or heritage structure) as follows: Only one static sign is installed: 1. The size of the sign does not exceed 0.5m2; and	Reject.	No.
Restaurant Brands Limited	349.55	General District wide Matters / Signs / SIGN-S13	Support	Support	Retain SIGN-S13 (Permitted signs within the extent of a scheduled archaeological site) as notified.	Accept in part.	No.
Taranaki Whānui ki te Upoko o te Ika	389.91	General District wide Matters / Signs / SIGN-S13	Amend	[No specific reason given beyond decision requested - refer to original submission].	Seeks that SIGN-S13 (Permitted signs within the extent of a scheduled archaeological site) is amended to include proximity to sites and areas of significance to Māori.	Accept.	Yes.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Wellington International Airport Ltd	406.491	General District wide Matters / SIGNS / SIGN-S14	Oppose	<p>Opposes SIGN-S14 (Airport Zone signs and billboards).</p> <p>Considers that the blanket requirement for there to be no signs within the Airport East Side Designation should be deleted as it is unduly onerous and does not recognise or provide for the operational needs of the airport within this area.</p> <p>Considers that the standard should remove all references to designations. The rules of the signage chapter (and all chapters) need to be stand alone</p> <p>Considers that the standard should not duplicate controls addressed by other standards (for example, SIGN-S6).</p> <p>Considers that the rule should not include additional constraints that are not required by other signage rules for example, SIGN-S14(4) and (5).</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	Opposes SIGN-S14 (Airport Zne signs and billboards) and seeks amendment.		
Wellington International Airport Ltd	406.492	General District wide Matters / SIGNS / SIGN-S14	Amend	<p>Opposes SIGN-S14 (Airport Zone signs and billboards).</p> <p>Considers that the blanket requirement for there to be no signs within the Airport East Side</p>	(Option A). Amend SIGN-S14 (Airport Zne signs and billboards) as follows:	Accept in part.	Yes.
Guardians of the Bays Inc	FS44.131	Part 2 / General District wide Matters / SIGNS / SIGN-S14	Support	<p>Considers amendments need to occur and support the changes to the East Side Precinct wording however the removal of references to the designation is a bigger question of clarification with Wellington City on how a designation and District Plan work together on signs.</p>	<p>Allow / Supports amendment to SIGN-S14 (Airport Zne signs and billboards) in the East Side precinct, with the addition of the word 'small' as follows:</p> <p>1. Any sign within the East Side Precinct shall be limited to small official signs and signs associated instructional or directional signage.</p>	Accept in part	No.
Guardians of the Bays Inc	FS44.132	Part 2 / General District wide Matters / SIGNS / SIGN-S14	Oppose	<p>Considers amendments need to occur and support the changes to the East Side Precinct wording however the removal of references to the designation is a bigger question of clarification with Wellington City on how a designation and District Plan work together on signs.</p>	Disallow / Seeks that the remainder of the submission be disallowed.	Reject.	No.
Wellington International Airport Ltd	406.493	General District wide Matters / SIGNS / SIGN-S14	Oppose in part	<p>Opposes SIGN-S14 (Airport Zone signs and billboards).</p> <p>Considers that the blanket requirement for there to be no signs within the Airport East Side Designation should be deleted as it is unduly onerous and does not recognise or provide for the operational needs of the airport within this area.</p> <p>Considers that the standard should remove all references to designations. The rules of the signage chapter (and all chapters) need to be stand alone</p> <p>Considers that the standard should not duplicate controls addressed by other standards (for example, SIGN-S6).</p> <p>Considers that the rule should not include additional constraints that are not required by other signage rules for example, SIGN-S14(4) and (5).</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	Delete SIGN-S14 (Airport Zone Signs and billboards) in its entirety. (Option B).	Reject.	No.
Guardians of the Bays Inc	FS44.133	Part 2 / General District wide Matters / SIGNS / SIGN-S14	Support	<p>Considers amendments need to occur and support the changes to the East Side Precinct wording however the removal of references to the designation is a bigger question of clarification with Wellington City on how a designation and District Plan work together on signs.</p>	<p>Allow / Supports amendment to SIGN-S14 (Airport Zne signs and billboards) in the East Side precinct, with the addition of the word 'small' as follows:</p> <p>1. Any sign within the East Side Precinct shall be limited to small official signs and signs associated instructional or directional signage.</p>	Accept in part.	No.
Guardians of the Bays Inc	FS44.134	Part 2 / General District wide Matters / SIGNS / SIGN-S14	Oppose	<p>Considers amendments need to occur and support the changes to the East Side Precinct wording however the removal of references to the designation is a bigger question of clarification with Wellington City on how a designation and District Plan work together on signs.</p>	Disallow / Seeks that the remainder of the submission be disallowed.	Reject.	No.
Go Media Ltd	236.2	Interpretation Subpart / Definitions / New definition	Amend	<p>Considers that "Plain Wall Surface" in SIGN-S5.1 is open to interpretation.</p>	<p>Seeks a new definition of PLAIN WALL SURFACE.</p> <p>[Inferred decision requested]</p>	Reject.	No.
Waka Kotahi	370.20	Interpretation Subpart / Definitions / DIGITAL SIGN	Amend	<p>Considers that an amendment is needed to include and/or between electronic graphics and text using electronic screens to make it clear that the clauses are not necessarily conjunctive.</p>	<p>Amend the definition of 'Digital Sign' as follows:</p> <p>means a sign which displays electronic graphics and/or text using electronic screens. Digital Signs can include both moving and static signage.</p>	Reject.	No.
Waka Kotahi	370.23	Interpretation Subpart / Definitions / ILLUMINATED SIGN	Support	<p>Supports the definition of illuminated sign.</p>	Retain the definition of 'Illuminated Sign' as notified.	Accept.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Fire and Emergency New Zealand	273.12	Interpretation Subpart / Definitions / OFFICIAL SIGN	Support	Supports the definition of "official sign" as it aligns with HSNO, HSW Act 2015.	Retain the definition of "official sign" as notified.	Accept.	No.
Waka Kotahi	370.26	Interpretation Subpart / Definitions / OFFICIAL SIGN	Support in part	Supports the definition as it aligns with the NPS-UD.	Retain the definition of 'Official Sign', subject to amendments.	Accept in part.	No.
Waka Kotahi	370.27	Interpretation Subpart / Definitions / OFFICIAL SIGN	Amend	Considers that there are two definitions for official sign, and only one aligns with the national planning standard definitions.	Retain the definition of 'Official Sign' which aligns with the NPS-UD and delete the additional definition for 'Official Sign' as follows: means all signs required or provided for under any statute or regulation or are otherwise related to aspects of public safety. Official signs include: traffic / pedestrian / cycling signs; railway signs; airport signs; port signs; and signs for the purpose of health and safety.	Accept in part.	No.
KiwiRail Holdings Limited	FS72.4	Interpretation Subpart / Definitions / OFFICIAL SIGN	Support	Supports the retention of one definition for 'Official sign' that aligns with the NPS-UD. Considers the relief sought should be allowed because it will (a) will promote the sustainable management of the natural and physical resources in Wellington City, and is therefore consistent with Part 2 and other provisions of the Resource Management Act 1991 (RMA) and the Enabling Housing Supply Amendment Act 2021 (Amendment Act); (b) is consistent with other relevant planning documents, including the Greater Wellington Regional Policy Statement and National Policy Statement for Urban Development 2020; (c) will meet the reasonably foreseeable needs of future generations; (d) will avoid, remedy or mitigate actual and potential adverse effects on the environment; (e) will enable the social, economic and cultural wellbeing of the people of Wellington City; and (f) is the most appropriate way to achieve the objectives of the Proposed Plan in terms of section 32 of the RMA.	Allow	Reject.	No.
BP Oil New Zealand, Mobil Oil New Zealand Limited and Z Energy Limited (the Fuel Companies)	372.17	Interpretation Subpart / Definitions / ONSITE SIGNS	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain the Definition of 'On-site Signs' as notified.	Accept	No.
Waka Kotahi	370.35	Interpretation Subpart / Definitions / SIGN	Support	Supports the definition of sign.	Retain the definition of 'Sign' as notified.	Accept	No.
BP Oil New Zealand, Mobil Oil New Zealand Limited and Z Energy Limited (the Fuel Companies)	372.20	Interpretation Subpart / Definitions / SIGN	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain the Definition of 'Signs' as notified.	Accept	No.
Wellington City Council	266.51	Interpretation Subpart / Definitions / New definition	Amend	Considers there is no definition of "interpretation signs".	Add a new definition for 'Interpretation Signs' as follows: <u>INTERPRETATION SIGNS</u> means signs that provide information to the public on the environmental, historic, cultural or other values of an area, often with photos, drawings or maps. Consequential amendments throughout the PDP to reference new definition.	Accept.	Yes.

Wellington City Proposed District Plan

Hearing Stream 7- Signs - Further Submissions on Whole of Original Submission

Appendix B - Recommended Responses to Submissions and Further Submissions

Original Sub Number	Further Submitter Name	Further Sub No / Point No	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
284	JCECAUX New Zealand Trading Limited	FS15.1	Support	Supports the submission of Out of Home Media Association in its entirety for the following reasons: a. The PWDP proposed amendments to the signage provisions that are unduly prohibitive and will have a significant adverse effect on the out of home media / third party advertising (and the like) industry; and b. For all the reasons set out in OOHMAA's submission.	Allow the submission in its entirety.	Accept in part.	No.
284	Mediaworks Outdoor Limited	FS34.1	Support	Supports the submission of Out of Home Media Association in its entirety for the following reasons: a. The PWDP proposed amendments to the signage provisions that are unduly prohibitive and will have a significant adverse effect on the out of home media / third party advertising (and the like) industry; and b. For all the reasons set out in OOHMAA's submission.	Allow the submission in its entirety.	Accept in part.	No.
284	Simon Nightingale	FS77.1	Support	Supports the submission of Out of Home Media Association in its entirety for the following reasons: a. The PWDP proposed amendments to the signage provisions that are unduly prohibitive and will have a significant adverse effect on the out of home media / third party advertising (and the like) industry; and b. For all the reasons set out in OOHMAA's submission.	Allow the submission in its entirety.	Accept in part.	No.

Wellington City Proposed District Plan

Hearing Stream 7- Signs Design Guide

Appendix B

- Recommended Responses to Submissions and Further Submissions

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Go Media Ltd	236.37	Design Guides Subpart / Design Guides / Signs Design Guide	Amend	Considers that requiring the confirmation of priority of principles in pre-application discussions will create ambiguity.	Seeks that the Signs Design Guide is amended to make prioritisation of each principle clear without owner or applicant having to enter preapplication discussions with the Council.	Accept in part.	Yes.
Go Media Ltd	236.38	Design Guides Subpart / Design Guides / Signs Design Guide	Amend	[No specific reason given beyond decision requested - refer to original submission]	Seeks that G3 (Scale and Location of Signs) in the Signs Design Guide is amended to reflect that architectural features don't necessarily make a positive contribution to the building and local area.	Reject.	No.
Go Media Ltd	236.39	Design Guides Subpart / Design Guides / Signs Design Guide	Not specified	Considers that the suggestion to proportion signs to grid locations as illustrated in Diagram 2 in Signs Design Guide can result in sign installations which alter the apparent proportion and form of the building.	Seeks that G3 (Scale and Location of Signs) in the Signs Design Guide is deleted or amended.	Reject.	No.
Go Media Ltd	236.40	Design Guides Subpart / Design Guides / Signs Design Guide	Amend	Considers that G10 in the Signs Design Guide assumes that all architectural or other features of a building make a contribution to the building or local area and this may not be the case.	Seeks that G10 (Visual Dominance) in Signs Design Guide is deleted or amended to reflect that architectural features don't necessarily make a positive contribution to the building and local area.	Reject.	No.
Go Media Ltd	236.41	Design Guides Subpart / Design Guides / Signs Design Guide	Amend	Considers that G11 in the Signs Design Guide assumes that all architectural or other features of a building make a contribution to the building or local area and this may not be the case.	Seeks that G11 (Visual Dominance) in the Signs Design Guide is deleted or amended to reflect that architectural features don't necessarily make a positive contribution to the building and local area.	Reject.	No.
Go Media Ltd	236.42	Design Guides Subpart / Design Guides / Signs Design Guide	Amend	Considers that Guideline 15 may be appropriate response for some signs, but may not be the most appropriate response.	Seeks that G15 (Visual Dominance) in the Signs Design Guide is deleted or amended to make it only considered on a building by building basis.	Accept.	Yes.
Go Media Ltd	236.43	Design Guides Subpart / Design Guides / Signs Design Guide	Amend	Considers that different signs and designs may be appropriate, particularly on different elevations.	Seeks that G16 (Design Quality) in the Signs Design Guide is amended to be more specific to relate more fully to the example within the Guideline.	Reject.	No.
Go Media Ltd	236.44	Design Guides Subpart / Design Guides / Signs Design Guide	Amend	Considers that G26 (Illuminated and digital signs) in the Signs Design Guide shows bias against illuminated and digital signs.	Seeks that G26 (Illuminated and digital signs) in the Signs Design Guide is amended to remove bias and the potential for misinterpretation.	Reject.	No.
Out of Home Media Association of Aotearoa	284.41	Design Guides Subpart / Design Guides / Signs Design Guide	Oppose	Opposes parts of the Signs Design Guide that are not appropriately balanced to enable a site-by-site consideration of signs and billboards relative to their context. The submitter opposes these guidelines because the submitter considers that they will not: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks that parts of the Signs Design Guide that are not appropriately balanced to enable a site-by-site consideration of signs and billboards relative to their context be deleted. [Inferred decision requested].	Reject.	No.
Out of Home Media Association of Aotearoa	284.42	Design Guides Subpart / Design Guides / Signs Design Guide	Oppose	Opposes the inclusion of a Design Guide for Signs for the following reasons: - 'Prioritisation' system between one and three dots, which considers establishes a set of 'pass or fail' requirements; - Considers many of the guidelines replicate standards; - Relationship between Design Guide and other statutory provisions of the District Plan will create an overly complex framework; - 'Prioritisation system' will further restrict the design of signs rather than guiding their design.	Delete Signs Design Guide in Part 4 in its entirety.	Reject.	No.
Lumo Digital Outdoor Limited	285.41	Design Guides Subpart / Design Guides / Signs Design Guide	Oppose	Opposes parts of the Signs Design Guide that are not appropriately balanced to enable a site-by-site consideration of signs and billboards relative to their context. The submitter opposes these guidelines because the submitter considers that they will not: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks that parts of the Signs Design Guide that are not appropriately balanced to enable a site-by-site consideration of signs and billboards relative to their context be deleted. [Inferred decision requested].	Reject.	No.
Lumo Digital Outdoor Limited	285.42	Design Guides Subpart / Design Guides / Signs Design Guide	Oppose	Opposes the inclusion of a Design Guide for Signs for the following reasons: - 'Prioritisation' system between one and three dots, which considers establishes a set of 'pass or fail' requirements; - Considers many of the guidelines replicate standards; - Relationship between Design Guide and other statutory provisions of the District Plan will create an overly complex framework; - 'Prioritisation system' will further restrict the design of signs rather than guiding their design.	Delete Signs Design Guide in Part 4 in its entirety.	Reject.	No.

Submitter Name	Sub No / Point No	Sub-part / Chapter / Provision	Position	Summary of Submission	Decisions Requested	Officers Recommendation	Changes to PDP?
Restaurant Brands Limited	349.1	Design Guides Subpart / Design Guides / Signs Design Guide	Oppose	<p>Oppose</p> <p>The Signs Design Guide does not appropriately recognise or provide for the functional or operational requirements of activities.</p> <p>The Design Guide reads as a set of rules to be complied with, rather than guidelines to inform the assessment of applications for resource consent and will result in an unnecessarily onerous and unreasonable resource consent process.</p> <p>The Design Guide imposes certain outcomes that are required to be achieved in every circumstances and results in a “pass/fail” assessment being applied, resulting in an unnecessarily onerous and unreasonable resource consent process.</p>	Delete Te Aratohu Hoahoa o Ngā Pokapū Whakamahinga Rau - Centres and Mixed Use Design Guide in its entirety.	Reject.	No.
Foodstuffs North Island	FS23.30	Design Guides Subpart / Design Guides / Signs Design Guide	Support	Submission point 349.1 supports FSNI submission points 476.1 and 476.102.	Allow	Reject.	No.
Taranaki Whānui ki te Upoko o te Ika	389.139	Design Guides Subpart / Design Guides / Signs Design Guide	Amend	Considers that signs design guide does not contain any guidance on language used for signs or requirements for use of Te Reo Māori.	Seeks to amend signs design guide, to include Taranaki Whānui in relation to te reo Māori and as first points of contact in relation to ahi kā and primary mana whenua status matters.	Reject.	No.
Wellington Heritage Professionals	412.96	Design Guides Subpart / Design Guides / Signs Design Guide	Amend	Considers that high illumination levels of digital signage can negatively impact historic heritage, in addition to other matters such as driver and pedestrian distraction and that his guidance should be strengthened.	Amend G28 of the Signs Design Guide to receive a three or two “point” rating.	Reject.	No.
Wellington Heritage Professionals	412.97	Design Guides Subpart / Design Guides / Signs Design Guide	Amend	Considers that a frequent rate of change (short dwell times) and rapid transition between content can detract from heritage places, as well as causing distraction from drivers.	Add a new guideline as G29 as follows with a three or two “point” rating: "Ensure the rate of change and transition times are appropriate to the context of the sign"	Reject.	No.
Wellington Heritage Professionals	412.98	Design Guides Subpart / Design Guides / Signs Design Guide	Support	Supports the assessment of the visual impacts of signs from a “full range of distances”, and the associated requirement to provide views of these in the application.	Retain G9 of the Signs Design Guide as notified.	Accept.	No.
Go Media Ltd	236.35	Design Guides Subpart / Design Guides / Design Guides General	Not specified	Considers that the signs design guide is broad and open to interpretation.	Not specified.	Reject.	No.