

IN THE MATTER

of the Resource Management Act 1991

AND

IN THE MATTER

of a hearing of a submission lodged by
oOh!Media Street Furniture New Zealand Limited
in respect of the 'Signs' Chapter of the Proposed
Wellington City District Plan

**STATEMENT OF EVIDENCE OF ANTHONY BLOMFIELD FOR
OOH!MEDIA STREET FURNITURE NEW ZEALAND LIMITED ON THE
PROPOSED WELLINGTON DISTRICT PLAN – HEARING 7**

PLANNING

5 MARCH 2024

1. INTRODUCTION

1.1 My name is Anthony James Blomfield.

Qualifications and relevant experience

1.2 I am a planner and resource management consultant with Bentley & Co Limited, an independent planning consultancy based in Auckland. I have been with this company since 2012.

1.3 I graduated from the University of Auckland with a Bachelor of Planning (Hons) qualification in 2011, and I am an Intermediate Member of the New Zealand Planning Institute.

1.4 I have provided resource management advice to oOh!Media Street Furniture New Zealand Limited (**oOh**) and its predecessor (Adshel) for over 10 years, in respect of policy and strategy matters, and I have been involved in the preparation of many resource consent applications and approvals under various Bylaws for billboards and signage on oOh's network of bus and pedestrian shelters throughout New Zealand, including in Wellington.

1.5 I have presented evidence on numerous occasions and have a comprehensive understanding of:

- (a) The potential adverse effects associated with signs / billboards.
- (b) Consent conditions that are routinely imposed on resource consents for digital billboards (**DBBs**), having been involved in the preparation of over 30 resource consent applications for digital signs and billboards in Auckland (quite aside from elsewhere).
- (c) District plan provisions relating to signs / billboards throughout New Zealand.

Expert Witness Code of Conduct

- 1.6 I confirm I have read the Code of Conduct for Expert Witnesses contained in the Environment Court Practice Note 2023 and I agree to comply with it. My qualifications as an expert are set out above. I confirm that the issues addressed in this brief of evidence are within my area of expertise, except where I state I am relying on the evidence of another person. I have not omitted to consider material facts known to me that might alter or detract from the opinions expressed.

Purpose and scope of evidence

- 1.7 My evidence has been prepared in support of oOh's primary submission (Submission 316) on the Signs provisions of the Proposed Wellington District Plan (**Proposed Plan**).
- 1.8 I was the author of the submission, but drafts were reviewed by other planners within my firm who are familiar with signs / billboards.
- 1.9 My evidence will:
- (a) Provide a background to oOh and its submission on the Proposed Plan;
 - (b) Provide a summary of the Council's response in the s 42A Report to oOh's submission; and
 - (c) Evaluate the relief sought by oOh in relation to the request for provisions for signs and billboards on structures within the road reserve, having regard to the Council's analysis of the relief sought.
- 1.10 I have read:
- (a) The Council's s 42A Report (**s 42A Report**) prepared by Mr Joshua Patterson;
 - (b) Relevant submissions and further submissions; and
 - (c) The s 32 analysis prepared by the Council for the Signs provisions.

- 1.11 I have had regard to:
- (a) Section 32 of the RMA, which requires an evaluation of the objectives, policies and rules that are relevant to OOHMA's primary and further submissions; and
 - (b) Section 32AA of the RMA, which requires a further evaluation for any changes that have been proposed since the original evaluation report under s 32 of the RMA was completed.
- 1.12 Where I recommend a change to the provisions, I have provided an evaluation of the change in accordance with s 32AA.
- 1.13 The changes that I recommend to the provisions of the Signs Chapter are set out in **Attachment 1** of my evidence.

2. EXECUTIVE SUMMARY

- 2.1 oOh is a provider of commercial 'out of home' advertising and has contracts with several territorial authorities (including Wellington City Council) to provide advertising within the road reserve through the integration of signage with the provision and ongoing maintenance of bus and pedestrian shelters (and other types of infrastructure).
- 2.2 oOh's submission sought a bespoke set of provisions for the display of signage that is integrated with buildings and structures in the road reserve, to better enable such activity to support the benefits of public infrastructure. The relief sought by oOh's submission is for a new policy to support signage in the road reserve, a new rule, and a permitted activity status for such signage, subject to a suite of standards that control the effects of signage in relation to scheduled features, amenity and traffic safety.
- 2.3 The Council's s 42A Report does not support the relief sought by oOh. The reasons provided are that the notified provisions are appropriate.
- 2.4 The provisions of the Proposed Plan seek to recognise and provide for the national, regional and local benefits of infrastructure, including the transport network. The revenue generated by advertising is an

important contributor to the funding, installation, operation and maintenance of infrastructure, and it is appropriate that such signage is effectively provided for.

- 2.5 The notified provisions of the Proposed Plan are not the most effective or efficient method for providing for signage in the road reserve. The road reserve is 'zoned' by the Proposed Plan, and therefore signs within the road reserve are subject to the same provisions which apply to signs on private land. These provisions have generally been prepared to manage large format signs on private land, and are not suited to the provision (and enablement) of small-scale, pedestrian-orientated signage that is integrated with buildings and structure (e.g. infrastructure) within the road reserve and public places.
- 2.6 Bus stops (and associated shelters and integrated advertising units) are typically located within the central city, commercial centres, and along arterial corridors where bus services operate, and are functionally appropriate and accepted elements within the road reserve and other public places. Other forms of infrastructure in the public realm are typically anticipated elements. Advertising that is integrated with infrastructure is also of a small scale and is pedestrian orientated (in terms of its size and location within footpaths and public places), such that the effects of the advertising are generally suitable and acceptable within road corridors, subject to appropriate controls that reflect the signage type and which manage the design and placement of advertising in relation to the infrastructure it is integrated with.
- 2.7 In my opinion, it is necessary to include specific provisions to enable signage within the road reserve to better support the benefits of infrastructure. With that being said, I consider that there are locations where it is appropriate that resource consent is required for signage on infrastructure, including where signage is proximate to scheduled historic heritage places, or within archaeological sites or sites of significance to Maori, consistent with the manner in which the Signs chapter manages signs elsewhere in relation to these places.
- 2.8 I consider that it is appropriate that standards are in place to trigger a resource consent process for such scenarios, and that a restricted

discretionary activity status is suitable as the nature and scale of effects of the activity are readily understandable and manageable. Suitable matters of discretion and assessment criteria can apply to refer to the relevant policies of the Signs chapter. I also consider that it is necessary for the assessment criteria to require consideration of the functional requirements of the infrastructure in the proposed location, which reflects the Proposed Plan's acknowledgement of the role and benefits of infrastructure.

- 2.9 I recommend new rules and standards to provide for and manage signage within the road reserve and public places. I also recommend an amendment to Policy SIGN-P1 to provide for such signage, in order to implement Objective SIGN-O1. The amendments that I recommend to the Signs chapter are set out in **Attachment 1** of my evidence.
- 2.10 For completeness, the Public Places Bylaw 2022 regulates signage in the road reserve. Written approval from the Council is required for all signage in public places. Therefore, any unintended consequences of the provisions that I am recommending will be avoided.
- 2.11 I have undertaken an evaluation of my recommended provisions pursuant to s 32AA of the RMA. In conclusion, my recommended provisions will:
- (a) Give effect to, and most efficiently and effectively achieve, the objectives of the Signs and Infrastructure chapters by supporting the provision of important public infrastructure through the revenue generated by advertising;
 - (b) Better enable the social and economic well-being of people and communities than the notified provisions;
 - (c) Promote the sustainable management of resources, achieve the purpose of the RMA, and give effect to Part 2 and other provisions of the RMA.

3. SUMMARY OF OOH'S SUBMISSION

- 3.1 oOh is a provider of commercial 'out of home' advertising on bus and pedestrian shelters (and other types of infrastructure) within eight regions throughout New Zealand. oOh holds contracts with several territorial authorities (including Wellington City Council) to provide advertising within the road reserve and other Council-controlled public places. This product is underpinned by the provision (by oOh) of high quality bus and pedestrian shelters, and the ongoing maintenance and cleaning of these shelters, which enhance the functionality and amenity of public transport services and networks, and of the general pedestrian environment (in the case of pedestrian shelters).
- 3.2 oOh's advertising products within the road reserve and public places include a mix of 'poster' or 'static' advertising units and 'digital' advertising units, which are integrated into the structure of bus and pedestrian shelters. The products provide for the advertising of businesses, goods and services (third party advertising). The street-based and pedestrian-orientated nature of the advertising units, and particularly the dynamic capabilities of the digital advertising units, also provide for the opportunity to display important civic / emergency messaging. For example, during the COVID-19 pandemic, the displays were used to display important information to the public.
- 3.3 The products and services that oOh provides within the public road reserve are important to the funding of public infrastructure and its ongoing maintenance. The revenue generated by advertising contributes to the ability to operate and improve transport networks.
- 3.4 In Wellington (as in other districts), oOh provides for the installation of bus and pedestrian shelters, and for the maintenance and cleaning of the structures on an ongoing basis, at no cost to the Council or to the ratepayers. These services are funded by the revenue that is generated by advertising that is integrated with the infrastructure. Currently, oOh operates 215 'static' and 42 'digital' advertising units that are integrated with bus and pedestrian shelters within Wellington City.
- 3.5 The advertising units are of a small scale (at some 1.5m² in display area) and are orientated primarily to pedestrians as a result of their

scale and location on footpaths and their integration with shelters for pedestrians and public transport users. The advertising units are operated consistently across its national network, in terms of advertising content and the operation of digital displays.

- 3.6 oOh's submission is concerned with the manner in which the Proposed Plan provides for street furniture (such as transport and pedestrian shelters), utilities and other structures and integrated advertising panels that are located within the road reserve.
- 3.7 oOh's services and products provide important funding for the improvement of infrastructure (and its ongoing maintenance and viability), and oOh's submission is that the Proposed Plan must include specific provision for transport and pedestrian related infrastructure in the road reserve, and for advertising displays which are commonly integrated with buildings and structures in such environments. oOh submits that the Proposed Plan should classify such activities as a permitted activity.
- 3.8 The relief sought by oOh includes amendments to the Signs chapter to provide for signs on buildings and structures in the road reserve, in the form of:
 - (a) An amendment to the 'Introduction' of the Signs chapter to reference the correct Bylaw (Public Places Bylaw 2022) and to confirm that any sign located in a public place or within the road reserve will require the approval of Wellington City Council, or Waka Kotahi in the case of a state highway (submission 316.3);
 - (b) A new policy which would enable signs where they are an integrated component of buildings and structures in the road reserve, including ancillary road network infrastructure (submission 316.4);
 - (c) A new rule to apply a permitted activity status to signs that are integrated with ancillary road network infrastructure (except signs on building verandahs), subject to compliance with standards, with non-compliance with the standards requiring

resource consent as a restricted discretionary activity where a standard is not complied with (submission 316.5);

- (d) New standards for signs that are integrated with buildings and structures in the road reserve, except building verandahs (submission 316.6);
- (e) New assessment criteria that would apply to a proposal that does not comply with the proposed standards (submission 316.7).

4. COUNCIL RESPONSE

oOh submission 316.3

- 4.1 The s 42A Report identifies oOh's submission on the 'Introduction', but does not provide a response to the submission. The s 42A Report does not recommend the changes that are sought by oOh's submission.

oOh submission 316.4 to 316.7

- 4.2 The s 42A Report addresses the relief sought by oOh's submission collectively, together with other submissions which have requested new provisions to the Signs chapter. There is no specific evaluation of the relief sought by oOh, in isolation of these other submissions.
- 4.3 The relief sought by oOh is not supported by the Council, with the following explanation:

102. I do not recommend that the above new policies and rules are accepted. I am of the opinion that the notified provisions are suitable for managing the effects from Signs and strike an appropriate balance between providing for signage across the city whilst managing the effects.

5. EVALUATION OF OOH'S SUBMISSION

- 5.1 The Proposed Plan (within the 'Infrastructure' chapter) appropriately recognises that:¹

¹ PART 2 – DISTRICT-WIDE MATTERS / Energy, Infrastructure, and Transport / Infrastructure: Introduction

Infrastructure plays a critical role in the successful functioning of Wellington City and the lives of Wellingtonians. Whether it is the provision or disposal of water through the three waters network, facilitating the movement of people and goods through the transport network, or in the provision of infrastructure by network utility operators, infrastructure is central to our daily lives.

- 5.2 The public transport network is supported by structures such as bus shelters, which contribute to the effectiveness and attractiveness of public transport services. Other utilities, including vehicle and bicycle charging facilities, telecommunication facilities, and such structures, contribute to the fulfilment of the needs of the public. The installation, operation, and improvement of this infrastructure has a cost to the utility/network operator (and consequently to ratepayers and/or users of the infrastructure). The revenue provided by advertising can be an important contributor (and enabler) of this infrastructure.
- 5.3 The value of this type of infrastructure is well understood and recognised, including by the provisions of the Proposed Plan.
- 5.4 Objective INF-O1 of the Proposed Plan seeks to recognise and provide for the national, regional and local benefits of infrastructure. Particularly in respect of the transport network, Objective INF-O5 seeks a transport network which improves connectivity, enabling people and goods to move safely and effectively, and supports well-functioning urban environments and the health and well-being of people. Policy INF-P9 seeks to enable the upgrading and development of the transport network, where it (among other matters) provides for high levels of connectivity within and between transport modes, provides for safety and connectivity and access to public transport services, and which allocates adequate space in transport corridors for various features including public transport (and 'stops').
- 5.5 In terms of other forms of infrastructure that oOh has contracts with, Objective INF-O4 seeks to ensure safe, effective, and resilient infrastructure is available and integrated with existing and planned subdivision, use, and development, while Policy INF-P1 recognises the benefits of infrastructure by enabling its safe, resilient, effective, and efficient operation, maintenance, repair, minor upgrade, or removal. Advertising, including digital advertising, can contribute to the financial

sustainability of such infrastructure, ensuring its availability and ongoing maintenance and repair.

- 5.6 Further, Policy INF-P2 enables the efficient coordination, integration, and alignment of infrastructure planning and delivery with land use, subdivision, development, and urban growth, while Policy INF-P3 provides flexibility to adopt new technologies for infrastructure that increase resilience, safety, or reliability of networks and services, or promote environmentally sustainable outcomes. Digital advertising can serve as a funding mechanism that supports the integration of infrastructure within development and urban growth, and can be innovative in delivering messages and information, contributing to the reliability and sustainability of infrastructure.
- 5.7 With regards to the role and benefits of infrastructure, the ability to implement and maintain infrastructure through the revenue generated by advertising is an outcome that is consistent with the objectives and policies of the Proposed Plan in respect of infrastructure. In my opinion, it is therefore also appropriate to incorporate specific provisions for signage that is associated/integrated with infrastructure in the road reserve and public places, to ensure that the contribution of signage to the provision of enabled infrastructure is also enabled by the Proposed Plan. Provisions which are vague, complex or inefficient, will generate uncertainty and will constrain the ability of infrastructure operators to provide the necessary infrastructure that supports the needs of people and communities.
- 5.8 With respect to signage, Objective SIGN-O1 seeks that signs “support the needs of the community to advertise and inform” while the effects of signage are managed. The objective appropriately recognises the benefits of signage, which includes the use of signage as an integrated component of infrastructure.
- 5.9 However, the manner in such signage is proposed to be provided for by the provisions of the Proposed Plan is not efficient or effective.
- 5.10 As set out in the ‘General Approach’ chapter of the Proposed Plan, all land, including roads, is zoned. Therefore, signs in the road reserve are subject to the same provisions which apply to signs on private land.

The provisions for signage are generally tailored to controlling larger-format signs on private land. The provisions are not well suited to enabling and managing the small-scale signage that oOh operates, which are typically located in the road reserve or a public place, and which are integrated with infrastructure.

- 5.11 Bus stops (and associated shelters and integrated advertising units) are typically located within the central city, commercial centres, and along arterial corridors where bus services operate, and are functionally appropriate and accepted elements within the road reserve and other public places. Other forms of infrastructure in the public realm are typically anticipated elements. Advertising that is integrated with infrastructure is also of a small scale and is pedestrian orientated (in terms of its size and location within footpaths and public places), such that the effects of the advertising are generally suitable and acceptable within road corridors, subject to appropriate controls that reflect the signage type and which manage the design and placement of advertising in relation to the infrastructure it is integrated with.
- 5.12 With that being said, I consider that there are locations where it is appropriate that resource consent is required for signage on infrastructure, including where signage is proximate to scheduled historic heritage places, or within archaeological sites or sites of significance to Maori, consistent with the manner in which the Signs chapter manages signs elsewhere in relation to these places.
- 5.13 I consider that it is appropriate that standards are in place to trigger a resource consent process for such scenarios, and that a restricted discretionary activity status is suitable as the nature and scale of effects of the activity are readily understandable and manageable. Suitable matters of discretion and assessment criteria can apply to refer to the relevant policies of the Signs chapter. I also consider that it is necessary for the assessment criteria to require consideration of the functional requirements of the infrastructure in the proposed location, which reflects the Proposed Plan's acknowledgement of the role and benefits of infrastructure.

- 5.14 With regards to the above, I consider that it is necessary to apply standards to manage the effects of signage on buildings and structures in the road reserve, including:
- (a) A standard to ensure the scale and placement of the sign is appropriate and integrated with the structure, for example by requiring that the sign is no larger than the structure to which it is attached;
 - (b) A standard that signs are not located on roads that are classified as 'local streets', 'peri-urban roads', 'rural connectors', or 'rural roads'.
 - (c) A standard that signs are not located within 30m of a scheduled historic heritage place;
 - (d) A standard that signs are not located on scheduled archaeological sites and sites of significance to Māori;
 - (e) Standards to control the illumination of 'static' and 'digital' signs in the road reserve; and
 - (f) Standards to control the content of signs in relation to traffic safety matters.
- 5.15 The standards that I have recommended respond to the structure of the Proposed Plan. The standards also reflect the manner in which oOh's existing network of poster and digital signs in Wellington City are operated.
- 5.16 With regards to oOh's submission seeking a new policy to 'enable' signs that are integrated with buildings and structures in the road reserve, I agree that it is appropriate and necessary for the policies to reflect the manner in which the rules (as I have proposed) provide for such signs. However, I consider that an amendment to Policy SIGN-P1 will satisfy this. Policy SIGN-P1 "allows" for signs where they meet identified outcomes, and this policy can be expanded to acknowledge signs which are integrated with buildings and structures in the road reserve and public places.

- 5.17 The amendments that I recommend to the Signs chapter are set out in **Attachment 1** of my evidence.
- 5.18 For completeness, the Public Places Bylaw 2022 regulates various activities, for the purpose “*to protect the public from nuisance, minimise the potential for offensive behaviour, maintain public health and safety, and manage land under the control of the Council to enhance the public’s well-being and enjoyment of public places*”.²
- 5.19 Under s 10 of the Public Places Bylaw 2022, written approval is required from the Council for all signage in public places. Therefore, the Council regulates and restricts signage in public places as part of its broader remit of managing public spaces, thereby avoiding the potential for any unintended consequences that might otherwise be enabled by the provisions that I am recommending.
- 5.20 In my opinion, a permitted activity status for most signs that are integrated with buildings and structures in the road reserve will avoid the duplication of these regulatory processes, and the inefficiencies and costs that would be generated by overlapping regulatory requirements and processes.
- 5.21 Related to this, I support submission 316.3 by oOh that seeks to amend the ‘Introduction’ of the Signs chapter such that it refers to the Public Places Bylaw 2022 (rather than the Wellington Consolidated Bylaw 2008 which no longer applies), and to state that the approval of the Council or Waka Kotahi is required to place a sign in a road reserve or public place.

Section 32AA Evaluation

- 5.22 Section 32AA RMA requires that any change made to a proposed district plan are to be subject to a further evaluation, which must be undertaken in accordance with s 32(1) to (4), at a level of detail that corresponds to the scale and significance of the changes.

² Public Places Bylaw 2022, Wellington City Council, at section 4. Available: <https://wellington.govt.nz/your-council/plans-policies-and-bylaws/bylaws/public-places-bylaw-2022#signage>

- 5.23 An evaluation of the provisions of a proposed plan must, pursuant to section 32 RMA:
- (a) Examine the extent to which the objectives of the proposal being evaluated are the most appropriate way to achieve the purpose of the RMA (s 32(1)(a));
 - (b) Examine whether the provisions in the proposal are the most appropriate way to achieve the objectives (s 32(1)(b)) by:
 - (i) identifying other reasonably practicable options for achieving the objectives; and
 - (ii) assessing the efficiency and effectiveness of the provisions in achieving the objectives; and
 - (iii) summarising the reasons for deciding on the provisions
 - (c) Assess the benefits and costs of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions (s 32(2)), including the opportunities for:
 - (i) Economic growth that are anticipated to be provided or reduced; and
 - (ii) Employment that are anticipated to be provided or reduced
 - (d) Assess the risk of acting or not acting if there is uncertain or insufficient information about the subject matter of the provisions (s 32(2)(c)).
- 5.24 I have provided an examination of the provisions I am recommending below.

Objectives are the most appropriate way to achieve the purpose of the Act (s 32(1)(a))

- 5.25 The objective for signs (SIGN-O1) is recommended by Mr Patterson to be amended in response to submissions, such that the objective will be:

Role of signage

Signs support the needs of the community to advertise and inform while the effects on local amenity, historic heritage, archaeological sites, sites of significance to Māori, and the maintenance of the efficiency and safety of transport networks are ~~effectively~~ managed.

- 5.26 The objective has been examined in the s 32 analysis prepared by the Council, and has subsequently been examined (pursuant to s 32AA) in the s 42A Report, relative to changes that are proposed by Mr Patterson.
- 5.27 In the context of oOh's submission, I have not recommended any changes to SIGN-O1. Therefore, I have not provided an examination of this objective.

Other reasonably practicable options for achieving the objectives (s 32(1)(b)(i))

- 5.28 The reasonably practicable options for achieving the objectives are:
- (a) The provisions recommended by the Council; and
 - (b) The provisions I have recommended in **Attachment 1**.

The efficiency and effectiveness of the provisions in achieving the objectives (s 32(1)(b)(ii))

- 5.29 The provisions that are supported by the Council will result in inefficiencies for signage within the road reserve, particularly by requiring a resource consent for all digital signs, and for third party signs in various zones where bus services operate and where bus stops and integrated advertising signs are appropriate elements. The provisions will not efficiently or effectively achieve objective SIGN-O1, or the objectives of the Infrastructure chapter.

5.30 My recommendations will establish an appropriate framework of provisions, including a policy, a permitted activity status for signs that are integrated with buildings and structures in the road reserve, standards to manage and control signage in relation to features or environments in which it is appropriate to enable a degree of assessment and discretion, and assessment criteria to guide the assessment of such signage. My recommended provisions will enable signage which will in turn contribute to the efficient provision of important public infrastructure. The provisions that I recommend are the most efficient and effective option to achieve the objectives for Signs and Infrastructure.

Benefits and costs of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions (s 32(2)(a))

5.31 The notified provisions that are supported by the Council will:

- (a) Not sufficiently enable the benefits of infrastructure (which are enabled by the revenue generated by advertising).
- (b) Result in economic effects / costs to the operators of infrastructure and signage by necessitating costly resource consents, and by generating uncertainty which will affect the planning, funding, and timing of the provision of infrastructure (which is otherwise enabled by the Proposed Plan).
- (c) As a result of the economic effects above, result in economic and social effects / costs to the public by creating inefficiencies to the provision of infrastructure, the cost of which may be 'passed' to customers and/or ratepayers.

5.32 Conversely, the provisions that I recommend will:

- (a) Avoid the economic effects / costs to the operators of infrastructure and advertising identified above.
- (b) Generate benefits to the public, communities and businesses by appropriately providing for signage that contributes to the funding, implementation and maintenance of public

infrastructure that provides for the economic, social and cultural well-being of people and communities.

- (c) Avoid environmental, economic, social and cultural costs / effects to people and communities that might be generated by signage, by managing the effects of signage in relation to environmental features that are recognised as requiring protection or particular management, and in relation to traffic safety.
- (d) Avoid any unintended effects / costs by enabling signage in the road reserve, noting that the Council otherwise regulates such signage as part of its wider remit of managing public places under the Public Places Bylaw 2022.

Risk of acting or not acting if there is uncertain or insufficient information (s 32(2)(c))

- 5.33 With regards to the preceding assessment, there is sufficient and certain information about the subject matter of the proposed provisions. It is not necessary to undertake an assessment of the risk of acting or not acting in respect of the proposed provisions.

Reasons for deciding on the provisions (s 32(1)(b)(iii))

- 5.34 The provisions that are recommended in Attachment 1:
- (a) Give effect to, and most efficiently and effectively achieve, the objectives of the Signs and Infrastructure chapters by supporting the provision of important public infrastructure through the revenue generated by advertising;
 - (b) Better enable the social and economic well-being of people and communities than the notified provisions;
 - (c) Promote the sustainable management of resources, achieve the purpose of the RMA, and give effect to Part 2 and other provisions of the RMA.

Anthony Blomfield

5 March 2024

ATTACHMENT 1

Attachment 1 to the Evidence of Anthony Blomfield for oOh!Media Street Furniture New Zealand Limited

Recommended Changes to the Signs chapter

Changes recommended are shown in ~~green strikethrough~~ and underline.

Introduction

The purpose of the Signs chapter is to manage the potential for adverse environmental effects that can result from the erection and placement of signs across the city. This chapter addresses digital signs, freestanding signs, illuminated signs, official signs, third-party signs, and on-site signs. Electoral signs are exempt from these rules and are managed under the Electoral Act 1993.

Signs are useful for displaying important information including community messages, directions, health and safety messages, and placenames. Third-party signs are useful to advertise events, products, and services. Signs are crucial for traffic safety to warn motorists of approaching hazards and to convey important information such as speed limits.

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 of Waka Kotahi in respect of signs placed in the state highway network.~~

Policies

SIGN-P1	Appropriate signs Allow signs where: <ol style="list-style-type: none">1. They are of an appropriate size, design and location; and2. They do not result in visual clutter; and3. Any potential cumulative effects are managed; and4. They are required to meet regulatory or statutory requirements; and5. They do not compromise the efficiency of the transport network or the safety of its users, including cyclists and pedestrians; and6. In the Residential, Rural and Open Space Zones, they relate to an activity on the site on which they are located; and7. They maintain the character and amenity values of the site and the surrounding area; and
---------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	8. <u>They are an integrated component of a building or structure that is located within the road reserve or a public place.</u>
--	----------------------------------------------------------------------------------------------------------------------------------

Rules

Add a new rule:

Rules: Land use activities		

<u>SIGN-RX</u>		<u>Signs that are integrated with buildings and structures in the road reserve or a public place, excluding building verandahs</u>
	<u>All Zones</u>	1. <u>Activity status: Permitted</u> <u>Where:</u> a. <u>Compliance with the following standards is achieved:</u> i. <u>SIGN-SX</u>
	<u>All Zones</u>	2. <u>Activity status: Restricted Discretionary</u> <u>Where:</u> a. <u>Compliance with the Requirements of SIGN-RX.1 cannot be achieved.</u> <u>Matters of discretion are:</u> 1. <u>The matters in SIGN-P1, SIGN-P3 and SIGN-P4; and</u> 2. <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>

Standards

Add new standards:

Standards		
...	...	
<u>SIGN-SX</u>	<u>Signs that are integrated with buildings and structures in the road reserve or public places, except building verandahs</u>	
<u>Road Reserve (All Zones)</u>	<u>For the avoidance of doubt, the standards in SIGN-S1 to SIGN-S14 do not apply to signs that are integrated with buildings or structures in the road reserve and public places, except where</u>	<u>Assessment criteria where Standard SIGN-SX.1. is infringed:</u> 1. <u>The extent to which the sign adversely affects the visual amenity or detracts from the visual</u>

	<p><u>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.</u></p> <ol style="list-style-type: none"> 1. <u>Signs must not be located within 30m of a scheduled Historic Heritage Place.</u> 2. <u>Signs must not be located within a scheduled archaeological site or within a site of significance to Maori.</u> 3. <u>Signs must not be located on roads that are classified as 'local streets', 'peri-urban roads', 'rural connectors', or 'rural roads' on the Plan Maps.</u> 4. <u>Signs must be no larger than the street furniture it is attached to.</u> 5. <u>Signs (except digital signs) which are lit internally or by external means (but excluding digital signs) must comply with Standard SIGN-S9.</u> 6. <u>The illumination of digital signs must comply with Standard SIGN-S8.4.</u> 7. <u>The sign must not contain any flashing or moving lights.</u> 8. <u>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.</u> 9. <u>Signs must not obstruct, obscure or impair the view of any traffic or railway sign or signal.</u> 10. <u>Digital signs must not provide advertising over multiple messages which are displayed across transitioning screens.</u> 11. <u>In the event of a malfunction, a digital sign shall default to a blank screen.</u> 	<p><u>qualities that are fundamental to the historic heritage values of the scheduled historic heritage place; and</u></p> <ol style="list-style-type: none"> 2. <u>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;</u> <p><u>Assessment criteria where Standard SIGN-SX.2 is infringed:</u></p> <ol style="list-style-type: none"> 1. <u>The matters contained in SIGN-P4</u> 2. <u>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;</u> <p><u>Assessment criteria where Standard SIGN-SX.3 to SIGN-SX.12 are infringed:</u></p> <ol style="list-style-type: none"> 1. <u>Visual amenity effects;</u> 2. <u>The impact of the sign on traffic, pedestrian and cycling safety;</u> 3. <u>The extent to which any infringement is necessary to provide for functional needs or operational needs; and</u> 4. <u>Any positive effects of the sign.</u>
--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>12. <u>Each image on a digital sign must:</u></p> <ul style="list-style-type: none">a. <u>Be displayed for a minimum of 8 seconds;</u>b. <u>Transition to another image within 0.1 to 0.5 seconds;</u>c. <u>Transition to another image without flashing, blinking, fading or scrolling.</u>	
--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--