

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / General SIGN	Paul Van Houtte	92.3	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.
General District wide Matters / Signs / General SIGN	Paul Van Houtte	92.4	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.
General District wide Matters / Signs / General SIGN	Go Media Ltd	236.3	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 of 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.
General District wide Matters / Signs / General SIGN	Go Media Ltd	236.4	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]
General District wide Matters / Signs / General SIGN	Go Media Ltd	236.5	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.
General District wide Matters / Signs / General SIGN	Go Media Ltd	236.6	Not specified	Considers that the current standards are excessively strict and are not commensurate with the safety and amenity effects of billboards.	Not specified.
General District wide Matters / Signs / General SIGN	Go Media Ltd	236.7	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.
General District wide Matters / Signs / General SIGN	Go Media Ltd	236.8	Amend	Considers that "Visual Clutter" is not explained.	Seeks that the words "Visual Clutter" should be qualified by "Unacceptable" or "Adverse".
General District wide Matters / Signs / General SIGN	Go Media Ltd	236.9	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.
General District wide Matters / Signs / General SIGN	Go Media Ltd	236.10	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.
General District wide Matters / Signs / General SIGN	Go Media Ltd	236.11	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.

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General District wide Matters / Signs / General SIGN	Go Media Ltd	236.12	Not specified	<p>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.</p> <p>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.</p>	Not specified.
General District wide Matters / Signs / General SIGN	Wellington City Council	266.127	Amend	Considers amendment to introduction is necessary to cover signage for local body election hoarding.	<p>Amend the last sentence paragraph 1 of the introduction to the Signs chapter as follows:</p> <p><u>Hoarding signs for local or central government elections</u> <del>Electoral signs</del> are exempt from these rules and are managed under the Electoral Act 1993, <u>the Local Electoral Act 2001 and the Council's Election Hoarding Guideline.</u></p>
General District wide Matters / Signs / General SIGN	Out of Home Media Association of Aotearoa	284.1	Support	<p>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:</p> <ul style="list-style-type: none"> <li>-Promote the sustainable management of resources and achieve the purpose of the RMA;</li> <li>-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</li> <li>-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.</li> </ul>	<p>Seeks to retain provisions that support the importance of signage and third party signs (billboards) for their role in providing information, messaging and advertising.</p> <p>[Inferred decision requested]</p>
General District wide Matters / Signs / General SIGN	Out of Home Media Association of Aotearoa	284.2	Support	<p>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:</p> <ul style="list-style-type: none"> <li>-Promote the sustainable management of resources and achieve the purpose of the RMA;</li> <li>-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</li> <li>-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.</li> </ul>	<p>Seeks to retain the use of a standalone Signs chapter within the Proposed District Plan.</p> <p>[Inferred decision requested]</p>
General District wide Matters / Signs / General SIGN	Out of Home Media Association of Aotearoa	284.3	Support	<p>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:</p> <ul style="list-style-type: none"> <li>-Promote the sustainable management of resources and achieve the purpose of the RMA;</li> <li>-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</li> <li>-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.</li> </ul>	<p>Seeks to retain objectives within the Signs chapter that address and recognise the nature of effects of signs.</p> <p>[Inferred decision requested]</p>

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General District wide Matters / Signs / General SIGN	Out of Home Media Association of Aotearoa	284.4	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]
General District wide Matters / Signs / General SIGN	Out of Home Media Association of Aotearoa	284.5	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.
General District wide Matters / Signs / General SIGN	Out of Home Media Association of Aotearoa	284.6	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]
General District wide Matters / Signs / General SIGN	Out of Home Media Association of Aotearoa	284.7	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.
General District wide Matters / Signs / General SIGN	Out of Home Media Association of Aotearoa	284.8	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.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / General SIGN	Lumo Digital Outdoor Limited	285.1	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]
General District wide Matters / Signs / General SIGN	Lumo Digital Outdoor Limited	285.2	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]
General District wide Matters / Signs / General SIGN	Lumo Digital Outdoor Limited	285.3	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]
General District wide Matters / Signs / General SIGN	Lumo Digital Outdoor Limited	285.4	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]

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / General SIGN	Lumo Digital Outdoor Limited	285.5	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.
General District wide Matters / Signs / General SIGN	Lumo Digital Outdoor Limited	285.6	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]
General District wide Matters / Signs / General SIGN	Lumo Digital Outdoor Limited	285.7	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.
General District wide Matters / Signs / General SIGN	Lumo Digital Outdoor Limited	285.8	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.

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General District wide Matters / Signs / General SIGN	oOh!Media Street Furniture New Zealand Limited	316.3	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.  <del>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.</del>
General District wide Matters / Signs / General SIGN	Woolworths New Zealand	359.36	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.
General District wide Matters / Signs / General SIGN	Woolworths New Zealand	359.37	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]
General District wide Matters / Signs / General SIGN	Woolworths New Zealand	359.38	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
General District wide Matters / Signs / General SIGN	Waka Kotahi	370.233	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.
General District wide Matters / Signs / General SIGN	Waka Kotahi	370.234	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.
General District wide Matters / Signs / General SIGN	Taranaki Whānui ki te Upoko o te Ika	389.87	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.

## General District wide Matters / Signs

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / SIGNS / General SIGN	Wellington International Airport Ltd	406.460	Amend	<p>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.</p> <p>Considers that it is important that the Proposed Plan recognises and provides for signage within the airport environment.</p>	Seeks that the SIGN chapter recognises and provides for signage in the Airport Environment.
General District wide Matters / SIGNS / General SIGN	Wellington International Airport Ltd	406.461	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.
General District wide Matters / Signs / General SIGN	Kay Larsen	447.8	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>	Not specified.
General District wide Matters / Signs / General SIGN	Kay Larsen	447.9	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>	<p>Seeks that the PDP is amended to account for saving electricity with LED Billboards.</p> <p>[Inferred decision requested].</p>
General District wide Matters / Signs / General SIGN	Kay Larsen	447.10	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.

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General District wide Matters / Signs / General SIGN	Kay Larsen	447.11	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 prevent any hazards to motorists from LED Billboards.
General District wide Matters / Signs / General SIGN	Kay Larsen	447.12	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.
General District wide Matters / Signs / New SIGN	Out of Home Media Association of Aotearoa	284.9	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"> <li>-Promote the sustainable management of resources and achieve the purpose of the RMA;</li> <li>-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</li> <li>-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.</li> </ul>	<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>
General District wide Matters / Signs / New SIGN	Lumo Digital Outdoor Limited	285.9	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"> <li>-Promote the sustainable management of resources and achieve the purpose of the RMA;</li> <li>-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</li> <li>-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.</li> </ul>	<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>



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General District wide Matters / Signs / New SIGN	oOh!Media Street Furniture New Zealand Limited	316.4	Amend	<p>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.</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 Policy in the Signs chapter as follows:</p> <p><u>SIGN-PX Signs that are integrated with buildings and structures in the road reserve, except signs on building verandahs</u></p> <p><u>Enable signs where they are an integrated component of buildings and structures in the road reserve, including ancillary road network infrastructure.</u></p>
General District wide Matters / Signs / New SIGN	oOh!Media Street Furniture New Zealand Limited	316.5	Amend	<p>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.</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 Rule in the Signs chapter as follows:</p> <p><u>SIGN-RX Signs that are integrated with ancillary road network infrastructure, except signs on building verandahs</u></p> <p><u>All Zones</u> <u>1. Activity status: Permitted</u> <u>Where:</u> <u>a. Compliance with the following standards is achieved:</u> <u>i. SIGN-SX</u></p> <p><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></p> <p><u>Matters of discretion are:</u></p> <p><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></p>

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General District wide Matters / Signs / New SIGN	oOh!Media Street Furniture New Zealand Limited	316.6	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> <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.</u></p> <ol style="list-style-type: none"> <li><u>1. Signs must not be located within 30m of a scheduled Historic Heritage Place.</u></li> <li><u>2. Signs must be no larger than the street furniture it is attached to.</u></li> <li><u>3. Signs which are lit internally or by external means (but excluding digital signs) must comply with Standard SIGN-S9.</u></li> <li><u>4. The illumination of digital signs must comply with Standard SIGN-S8.4.</u></li> <li><u>5. The sign must not contain any flashing or moving lights.</u></li> <li><u>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.</u></li> <li><u>7. Signs must not obstruct, obscure or impair the view of any traffic or railway sign or signal.</u></li> <li><u>8. Digital signs must not provide advertising over multiple messages which are displayed across transitioning screens.</u></li> <li><u>9. In the event of a malfunction, a digital sign shall default to a blank screen.</u></li> <li><u>10. Each image on a digital sign must:</u> <ol style="list-style-type: none"> <li><u>a. Be displayed for a minimum of 8 seconds;</u></li> <li><u>b. Transition to another image within 0.1 to 0.5 seconds;</u></li> <li><u>c. Transition to another image without flashing, blinking, fading or scrolling.</u></li> </ol> </li> </ol>
General District wide Matters / Signs / New SIGN	oOh!Media Street Furniture New Zealand Limited	316.7	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> <ol style="list-style-type: none"> <li><u>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</u></li> <li><u>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;</u></li> </ol> <p><u>Assessment criteria where Standard SIGN-SX.2 to SIGN-SX.8 are infringed:</u></p> <ol style="list-style-type: none"> <li><u>1. Visual amenity effects;</u></li> </ol> <p><u>Add a new Standard in the Signs chapter as follows:</u></p> <ol style="list-style-type: none"> <li><u>2. The impact of the sign on traffic, pedestrian and cycling safety;</u></li> <li><u>3. The extent to which any infringement is necessary to provide for functional needs or operational needs; and</u></li> <li><u>4. Any positive effects of the sign.</u></li> </ol>

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / New SIGN	Waka Kotahi	370.235	Amend	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	Add a new Activity status to SIGN-R5 (Digital signs) as follows: <u>SIGN-R5.4</u> <u>Activity status: Non-complying</u>  <u>Where:</u> <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 .</u>  <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>
General District wide Matters / SIGNS / New SIGN	Wellington International Airport Ltd	406.462	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>
General District wide Matters / Signs / SIGN-O1	Go Media Ltd	236.13	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 <del>effectively</del> managed.  [Inferred decision requested]
General District wide Matters / Signs / SIGN-O1	Out of Home Media Association of Aotearoa	284.10	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.
General District wide Matters / Signs / SIGN-O1	Out of Home Media Association of Aotearoa	284.11	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.
General District wide Matters / Signs / SIGN-O1	Lumo Digital Outdoor Limited	285.10	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.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-O1	Lumo Digital Outdoor Limited	285.11	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.
General District wide Matters / Signs / SIGN-O1	Restaurant Brands Limited	349.35	Support	Support	Retain SIGN-O1 (Role of signage) as notified.
General District wide Matters / Signs / SIGN-P1	Paul Van Houtte	92.5	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
General District wide Matters / Signs / SIGN-P1	Go Media Ltd	236.14	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".
General District wide Matters / Signs / SIGN-P1	Go Media Ltd	236.15	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".
General District wide Matters / Signs / SIGN-P1	Out of Home Media Association of Aotearoa	284.12	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.
General District wide Matters / Signs / SIGN-P1	Out of Home Media Association of Aotearoa	284.13	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 <u>unacceptable</u> 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.
General District wide Matters / Signs / SIGN-P1	Lumo Digital Outdoor Limited	285.12	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.
General District wide Matters / Signs / SIGN-P1	Lumo Digital Outdoor Limited	285.13	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 <u>unacceptable</u> 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.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-P1	Restaurant Brands Limited	349.36	Support	Support	Retain SIGN-P1 (Appropriate Signs) as notified.
General District wide Matters / Signs / SIGN-P1	Waka Kotahi	370.236	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.
General District wide Matters / SIGNS / SIGN-P1	Wellington International Airport Ltd	406.463	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.
General District wide Matters / SIGNS / SIGN-P1	Wellington International Airport Ltd	406.464	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; <del>and or</del> 2. They do not result in visual clutter; <del>and or</del> <del>3. Any potential cumulative effects are managed; and</del> <del>4-3.</del> They are required to meet regulatory or statutory requirements; and <del>5-4.</del> Any potential cumulative effects are managed; and <del>6-5.</del> They do not compromise the efficiency of the transport network or the safety of its users, including cyclists and pedestrians; and <del>7-6.</del> In the Residential, Rural and Open Space Zones, they relate to an activity on the site on which they are located; and <del>8-7.</del> They maintain the character and amenity values of the site and <u>do not significant detract from the surrounding area.</u>
General District wide Matters / Signs / SIGN-P2	Paul Van Houtte	92.6	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]
General District wide Matters / Signs / SIGN-P2	Go Media Ltd	236.16	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.
General District wide Matters / Signs / SIGN-P2	Go Media Ltd	236.17	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).
General District wide Matters / Signs / SIGN-P2	Out of Home Media Association of Aotearoa	284.14	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.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-P2	Out of Home Media Association of Aotearoa	284.15	Oppose in part	<p>Opposes the proposed 'blanket' approach to digital or illuminated signs that are visible from a state highway.</p> <p>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.</p> <p>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.</p> <p>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.</p>	Retain SIGN-P2 (Digital and illuminated signs), with amendment.
General District wide Matters / Signs / SIGN-P2	Out of Home Media Association of Aotearoa	284.16	Amend	<p>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.</p> <p>The submitter considers that such an approach is unnecessarily onerous.</p> <p>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.</p> <p>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.</p>	<p>Amend Policy SIGN-P2 (Digital and illuminated signs) as follows:</p> <p>Digital and illuminated signs</p> <p>Provide for digital and illuminated signs where:</p> <ol style="list-style-type: none"> <li>1. The sign is compatible with the zone and any overlay; and</li> <li>2. The sign does not compromise aircraft safety or the safe and efficient functioning of the Airport; and</li> <li>3. The sign does not compromise traffic, pedestrian, or cycling safety; and</li> <li>4. Any light spill or glare effects are managed so they do not compromise amenity values; and</li> <li>5. <del>The sign is not visible from a state highway.</del></li> </ol>
General District wide Matters / Signs / SIGN-P2	Lumo Digital Outdoor Limited	285.14	Support in part	<p>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.</p>	Retain SIGN-P2 (Digital and illuminated signs), with amendment.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-P2	Lumo Digital Outdoor Limited	285.15	Oppose in part	<p>Opposes the proposed 'blanket' approach to digital or illuminated signs that are visible from a state highway.</p> <p>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.</p> <p>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.</p> <p>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.</p>	Retain SIGN-P2 (Digital and illuminated signs), with amendment.
General District wide Matters / Signs / SIGN-P2	Lumo Digital Outdoor Limited	285.16	Amend	<p>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.</p> <p>The submitter considers that such an approach is unnecessarily onerous.</p> <p>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.</p> <p>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.</p>	<p>Amend Policy SIGN-P2 (Digital and illuminated signs) as follows:</p> <p>Provide for digital and illuminated signs where:</p> <ol style="list-style-type: none"> <li>1. The sign is compatible with the zone and any overlay; and</li> <li>2. The sign does not compromise aircraft safety or the safe and efficient functioning of the Airport; and</li> <li>3. The sign does not compromise traffic, pedestrian, or cycling safety; and</li> <li>4. Any light spill or glare effects are managed so they do not compromise amenity values; <del>and</del></li> <li>5. <del>The sign is not visible from a state highway.</del></li> </ol>
General District wide Matters / Signs / SIGN-P2	Restaurant Brands Limited	349.37	Support	Support	Retain SIGN-P2 (Digital and illuminated signs) as notified.
General District wide Matters / Signs / SIGN-P2	Josephine Brien / Tim Bollinger	365.2	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.
General District wide Matters / Signs / SIGN-P2	Waka Kotahi	370.237	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.	<p>Amend SIGN-P2 (Digital and illuminated signs) as follows:</p> <p>...</p> <p><u>6. The sign is not visible from a state highway or any road with a speed limit of 70km/h or higher;</u></p> <p><u>and</u></p> <p><u>7. Cumulative effects of digital billboards are managed.</u></p>
General District wide Matters / Signs / SIGN-P3	Go Media Ltd	236.18	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.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-P3	Wellington City Council	266.128	Amend	<p>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.</p> <p>Refer to SIGN-R6 which is for signs on heritage buildings and refers to the Heritage Design Guide.</p>	<p>Amend SIGN-P3.1.f as follows:</p> <p>...</p> <p>f. The sign fulfils the intent of the Heritage <u>Design Guide</u> and Signs Design Guides.</p>
General District wide Matters / Signs / SIGN-P3	Restaurant Brands Limited	349.38	Oppose	<p>Oppose</p> <p>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.</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>	<p>Amend SIGN-P3 (signs and historic heritage) as follows:</p> <p>...</p> <p>1. The extent to which:</p> <p>...</p> <p>f. The sign fulfils the intent of the Heritage <del>and Signs</del> Design Guides.</p> <p>...</p>
General District wide Matters / SIGNS / SIGN-P3	Wellington International Airport Ltd	406.465	Oppose in part	<p>Opposes policy.</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	<p>Opposes SIGN-P3 (Digital and illuminated signs) and seeks amendment.</p>
General District wide Matters / SIGNS / SIGN-P3	Wellington International Airport Ltd	406.466	Amend	<p>Opposes policy.</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	<p>Amend SIGN-P3 (Digital and illuminated signs) as follows:</p> <p>Digital and illuminated signs</p> <p>Provide for digital and illuminated signs where:</p> <p>...</p> <p>5. The sign is not <u>directed at users of the visible from</u> a state highway.</p> <p>(Option A).</p>
General District wide Matters / SIGNS / SIGN-P3	Wellington International Airport Ltd	406.467	Oppose in part	<p>Opposes policy.</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	<p>Delete SIGN-P3 (Digital and illuminated signs) in its entirety. (Option B).</p>
General District wide Matters / Signs / SIGN-P3	KiwiRail Holdings Limited	408.114	Support	<p>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.</p>	<p>Retain SIGN-P3 (Signs and historic heritage) as notified.</p>



Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-P3	Wellington Heritage Professionals	412.66	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> <del>a-</del> b. Damage to heritage fabric, from methods of fixing, including supporting structures, cabling or wiring is minimized or is reasonably reversible; ....
General District wide Matters / Signs / SIGN-P3	Wellington Heritage Professionals	412.67	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: .... <del>2. The benefits of allowing additional signage to support sustainable long term use.</del>
General District wide Matters / Signs / SIGN-P4	Restaurant Brands Limited	349.39	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 circumstance 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  ...
General District wide Matters / Signs / SIGN-P4	Taranaki Whānui ki te Upoko o te Ika	389.88	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.
General District wide Matters / Signs / SIGN-P4	Wellington Heritage Professionals	412.68	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: <u>a. The rate of change and transition between content on digital signs adversely affects heritage values;</u> <del>a-</del> b. Land disturbance required for the sign and impacts on archaeological features is minimised;

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-P4	Wellington Heritage Professionals	412.69	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: .... <del>2. The benefits of allowing additional signage to support sustainable long term use.</del>
General District wide Matters / Signs / SIGN-P5	Restaurant Brands Limited	349.40	Support	Support	Retain SIGN-P5 (Wellington Regional Stadium signs) as notified.
General District wide Matters / Signs / SIGN-P6	Restaurant Brands Limited	349.41	Support	Support	Retain SIGN-P6 (Airport Zone Signage) as notified.
General District wide Matters / SIGNS / SIGN-P6	Wellington International Airport Ltd	406.468	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.
General District wide Matters / Signs / SIGN-R1	Massey University	253.4	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-R1.1 (Official signs) as notified.
General District wide Matters / Signs / SIGN-R1	Fire and Emergency New Zealand	273.164	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.
General District wide Matters / Signs / SIGN-R1	Waka Kotahi	370.238	Support	Support rule as notified which provides for official signs as a permitted activity	Retain SIGN-R1 (Official signs) as notified.
General District wide Matters / Signs / SIGN-R1	BP Oil New Zealand, Mobil Oil New Zealand Limited and Z Energy Limited (the Fuel Companies)	372.104	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.
General District wide Matters / SIGNS / SIGN-R1	Wellington International Airport Ltd	406.469	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.
General District wide Matters / SIGNS / SIGN-R1	Wellington International Airport Ltd	406.470	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).
General District wide Matters / SIGNS / SIGN-R1	Wellington International Airport Ltd	406.471	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).
General District wide Matters / Signs / SIGN-R2	Massey University	253.5	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-R2.1 (Temporary signs) as notified.
General District wide Matters / Signs / SIGN-R2	Waka Kotahi	370.239	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

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / SIGNS / SIGN-R2	Wellington International Airport Ltd	406.472	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.
General District wide Matters / SIGNS / SIGN-R2	Wellington International Airport Ltd	406.473	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).
General District wide Matters / SIGNS / SIGN-R2	Wellington International Airport Ltd	406.474	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).
General District wide Matters / Signs / SIGN-R3	Out of Home Media Association of Aotearoa	284.17	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-R3 (On-site signs) to include reference to 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-S7; vii. <u>SIGN-S8</u>; viii. SIGN-S9; and ix. SIGN-S11.</p> <p>2. Activity status: Permitted</p> <p>Where:</p> <p>a. Compliance is achieved with:</p> <p>i. <u>SIGN-S8</u>; and ii. SIGN-S14.</p>

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-R3	Lumo Digital Outdoor Limited	285.17	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-R3 (On-site signs) to include reference to 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-S7; vii. <u>SIGN-S8</u>; viii. SIGN-S9; and ix. SIGN-S11.</p> <p>2. Activity status: Permitted Where: a. Compliance is achieved with: i. <u>SIGN-S8</u>; and ii. SIGN-S14.</p>
General District wide Matters / Signs / SIGN-R3	Restaurant Brands Limited	349.42	Support in part	<p>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.</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>	<p>Amend SIGN-R3 (On-site signs) as follows:</p> <p>...</p> <p>Matters of discretion are:</p> <p>...</p> <p><del>2. The Signs Design Guide; and</del></p> <p>...</p>
General District wide Matters / Signs / SIGN-R3	Restaurant Brands Limited	349.43	Support in part	<p>Support with amendment</p> <p>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.</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>	<p>Amend SIGN-R3 to remove the reference to the Signs Design Guide, as follows.</p> <p>3. Activity status: Restricted Discretionary Where: a. Compliance with the requirements of SIGN-R3.1 cannot be achieved.</p> <p>Matters of discretion are: 1. The matters in SIGN-P1, SIGN-P2, SIGN-P3 and SIGN-P6; <u>and</u> 2. <del>The Signs Design Guide; and</del> <del>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.</del></p>
General District wide Matters / Signs / SIGN-R3	Retirement Villages Association of New Zealand Incorporated	350.80	Amend	<p>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 1.5m<sup>2</sup>. Considers that this provision is not sufficient for wayfinding to a village.</p>	<p>Amend Sign-P1 so signs are not required to comply with all of the listed matters, particularly (4) and (7).</p>

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-R3	Woolworths New Zealand	359.39	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.
General District wide Matters / Signs / SIGN-R3	BP Oil New Zealand, Mobil Oil New Zealand Limited and Z Energy Limited (the Fuel Companies)	372.105	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.
General District wide Matters / SIGNS / SIGN-R3	Wellington International Airport Ltd	406.475	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.
General District wide Matters / SIGNS / SIGN-R3	Wellington International Airport Ltd	406.476	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 <del>SIGN-R3.1</del> or <u>SIGN-R3.2</u> 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; <del>and</del> <del>3.</del>  <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).
General District wide Matters / SIGNS / SIGN-R3	Wellington International Airport Ltd	406.477	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).
General District wide Matters / SIGNS / SIGN-R3	Wellington International Airport Ltd	406.478	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).

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-R4	Go Media Ltd	236.19	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.
General District wide Matters / Signs / SIGN-R4	Massey University	253.6	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-R4.1 (Third-party signs) as notified.
General District wide Matters / Signs / SIGN-R4	Out of Home Media Association of Aotearoa	284.18	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]
General District wide Matters / Signs / SIGN-R4	Out of Home Media Association of Aotearoa	284.19	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.
General District wide Matters / Signs / SIGN-R4	Out of Home Media Association of Aotearoa	284.20	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.
General District wide Matters / Signs / SIGN-R4	Out of Home Media Association of Aotearoa	284.21	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.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-R4	Out of Home Media Association of Aotearoa	284.22	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. <u>SIGN-S8</u>;                      ix. SIGN-S9;                      x. SIGN-S11; and                      xi. SIGN-S14.</p>
General District wide Matters / Signs / SIGN-R4	Out of Home Media Association of Aotearoa	284.23	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  <del>2. The Signs Design Guide; and</del>  <del>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.</del></p>
General District wide Matters / Signs / SIGN-R4	Lumo Digital Outdoor Limited	285.18	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"> <li>-Promote the sustainable management of resources and achieve the purpose of the RMA;</li> <li>-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</li> <li>-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.</li> </ul>	<p>Seeks to retain SIGN-R4.1 (Third-party signs) as notified</p> <p>[Inferred decision requested]</p>

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-R4	Lumo Digital Outdoor Limited	285.19	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.
General District wide Matters / Signs / SIGN-R4	Lumo Digital Outdoor Limited	285.20	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.
General District wide Matters / Signs / SIGN-R4	Lumo Digital Outdoor Limited	285.21	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.
General District wide Matters / Signs / SIGN-R4	Lumo Digital Outdoor Limited	285.22	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-R4 (Third-party signs) to include 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-S6; vii. SIGN-S7; viii. <del>SIGN-S8</del> ; ix. SIGN-S9; x. SIGN-S11; and xi. SIGN-S14.
General District wide Matters / Signs / SIGN-R4	Lumo Digital Outdoor Limited	285.23	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-R4 (Third-party signs) as follows:  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-R5.14.7).  Matters of discretion are: 1. The matters in SIGN-P1, SIGN-P2, SIGN-P3 and SIGN-P6; <del>2. The Signs Design Guide; and</del> <del>3. 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.</del>



Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / SIGNS / SIGN-R4	Wellington International Airport Ltd	406.479	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.
General District wide Matters / SIGNS / SIGN-R4	Wellington International Airport Ltd	406.480	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.
General District wide Matters / SIGNS / SIGN-R4	Wellington International Airport Ltd	406.481	Amend	Requests deletion of RULE SIGN-R4.4	Delete SIGN-R4.4 (Third-party signs), non-complying activity status.
General District wide Matters / Signs / SIGN-R5	Go Media Ltd	236.20	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..
General District wide Matters / Signs / SIGN-R5	Out of Home Media Association of Aotearoa	284.24	Oppose	<p>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:</p> <ul style="list-style-type: none"> <li>-Promote the sustainable management of resources and achieve the purpose of the RMA;</li> <li>-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</li> <li>-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.</li> </ul>	Opposes the Restricted Discretionary activity status at SIGN-R5 (Digital Signs) for signs that are designed and operated to comply with relevant standards.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-R5	Out of Home Media Association of Aotearoa	284.25	Oppose	<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>	Delete SIGN-R5 (Digital signs) in its entirety.
General District wide Matters / Signs / SIGN-R5	Lumo Digital Outdoor Limited	285.24	Oppose	<p>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:</p> <ul style="list-style-type: none"> <li>-Promote the sustainable management of resources and achieve the purpose of the RMA;</li> <li>-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</li> <li>-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.</li> </ul>	Opposes the Restricted Discretionary activity status at SIGN-R5 (Digital Signs) for signs that are designed and operated to comply with relevant standards.
General District wide Matters / Signs / SIGN-R5	Lumo Digital Outdoor Limited	285.25	Oppose	<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>	Delete SIGN-R5 (Digital signs) in its entirety.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-R5	Restaurant Brands Limited	349.44	Oppose	<p>Oppose</p> <p>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.</p> <p>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.</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>	<p>Amend SIGN-R5 (Digital Signs) as follows:</p> <p>SIGN-R3 On-site signs</p> <p>1. Activity status: Permitted</p> <p>Where:</p> <p>a. Compliance is achieved with:</p> <p>i. ...</p> <p>...</p> <p>vii SIGN-S8; viii SIGN-S9; and <del>viii-x</del> SIGN-S11</p>
General District wide Matters / SIGNS / SIGN-R5	Wellington International Airport Ltd	406.482	Oppose in part	<p>Opposes SIGN-R5 insofar as it relates to the Airport Zone.</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	Opposes SIGN-R5 (Digital Signs) and seeks amendment.
General District wide Matters / SIGNS / SIGN-R5	Wellington International Airport Ltd	406.483	Amend	<p>Opposes SIGN-R5 insofar as it relates to the Airport Zone.</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	<p>Amend SIGN-R5 (Digital Signs) as follows:</p> <p>Seeks that SIGN-R5 is amended to make digital signage controlled within the Airport Zone where it complies with the relevant standards. (Option A).</p>
General District wide Matters / SIGNS / SIGN-R5	Wellington International Airport Ltd	406.484	Oppose in part	<p>Opposes SIGN-R5 insofar as it relates to the Airport Zone.</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	Delete SIGN-R5 (Digital Signs) in its entirety. (Option B).
General District wide Matters / Signs / SIGN-R6	Restaurant Brands Limited	349.45	Support in part	<p>Support with amendment</p> <p>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.</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>	<p>Amend SIGN-R6 (Signs on heritage buildings, heritage structures and their sites, or on a site within a heritage area) as follows:</p> <p>...</p> <p>Matters of discretion are:</p> <p>...</p> <p>2. The Signs Design Guide and the Heritage Design Guide.</p>

# General District wide Matters / Signs

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-R6	Restaurant Brands Limited	349.46	Support in part	<p>Support with amendment</p> <p>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.</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>	<p>Amend SIGN-R6 (Signs within the extent of a scheduled archaeological site or site of significance to Māori) as follows:</p> <p>...</p> <p>Matters of discretion are:</p> <p>2. The <del>Signs Design Guide</del> and the Heritage Design Guide.</p>
General District wide Matters / Signs / SIGN-R7	Restaurant Brands Limited	349.47	Support in part	<p>Support with amendment</p> <p>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.</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>	<p>Amend SIGN-R7 (Signs within the extent of a scheduled archaeological site or site of significance to Māori) as follows:</p> <p>...</p> <p>Matters of discretion are:</p> <p>2. The <del>Signs Design Guide</del> and the Heritage Design Guide.</p>
General District wide Matters / Signs / SIGN-R7	Taranaki Whānui ki te Upoko o te Ika	389.89	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.
General District wide Matters / Signs / SIGN-R7	Taranaki Whānui ki te Upoko o te Ika	389.90	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]
General District wide Matters / Signs / SIGN-R8	Restaurant Brands Limited	349.48	Support	Support	Retain SIGN-R8 (All other signs) as notified.
General District wide Matters / Signs / SIGN-R8	Waka Kotahi	370.240	Support	Support activity status of discretionary for signs not provided for.	Retain SIGN-R8 (All other signs) as notified.
General District wide Matters / Signs / SIGN-S1	Go Media Ltd	236.21	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.	<p>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.</p> <p>[Inferred decision requested]</p>
General District wide Matters / Signs / SIGN-S1	Go Media Ltd	236.22	Amend	Considers that there is no evidence that signs of 5m2 or larger is more dangerous for traffic.	<p>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.</p> <p>[Inferred decision requested]</p>
General District wide Matters / Signs / SIGN-S1	Massey University	253.7	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.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S1	Massey University	253.8	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> . ...
General District wide Matters / Signs / SIGN-S1	Out of Home Media Association of Aotearoa	284.26	Support in part	Supports SIGN-S1 in part.	Retain SIGN-S1 (Maximum area of any sign) with amendments.
General District wide Matters / Signs / SIGN-S1	Out of Home Media Association of Aotearoa	284.27	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 <del>Metropolitan Centre Zone</del> i. The area of a single sign must not exceed 5m2. ...
General District wide Matters / Signs / SIGN-S1	Out of Home Media Association of Aotearoa	284.28	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: ... <del>f. Signs facing the State Highway Network</del> <del>i. The area of a single sign must not exceed 5m2.</del> ...
General District wide Matters / Signs / SIGN-S1	Lumo Digital Outdoor Limited	285.26	Support in part	Supports SIGN-S1 in part.	Retain SIGN-S1 (Maximum area of any sign) with amendments.
General District wide Matters / Signs / SIGN-S1	Lumo Digital Outdoor Limited	285.27	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 <del>Metropolitan Centre Zone</del> i. The area of a single sign must not exceed 5m2. ...
General District wide Matters / Signs / SIGN-S1	Lumo Digital Outdoor Limited	285.28	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: ... <del>f. Signs facing the State Highway Network</del> <del>i. The area of a single sign must not exceed 5m2.</del> ...

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S1	Restaurant Brands Limited	349.49	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 <del>5m2</del> <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 <del>5m2</del> <u>10m2</u> .
General District wide Matters / Signs / SIGN-S1	Retirement Villages Association of New Zealand Incorporated	350.81	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
General District wide Matters / Signs / SIGN-S1	Retirement Villages Association of New Zealand Incorporated	350.82	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.
General District wide Matters / Signs / SIGN-S1	Waka Kotahi	370.241	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.
General District wide Matters / Signs / SIGN-S1	Waka Kotahi	370.242	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 <del>facing</del> the State Highway Network
General District wide Matters / Signs / SIGN-S1	CentrePort Limited	402.139	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.
General District wide Matters / Signs / SIGN-S1	CentrePort Limited	402.140	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 <u>Special Purpose Port Zone</u>
General District wide Matters / Signs / SIGN-S2	Go Media Ltd	236.23	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]

# General District wide Matters / Signs

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S2	Go Media Ltd	236.24	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).
General District wide Matters / Signs / SIGN-S2	Go Media Ltd	236.25	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.
General District wide Matters / Signs / SIGN-S2	Massey University	253.9	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.
General District wide Matters / Signs / SIGN-S2	Massey University	253.10	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> .  ...
General District wide Matters / Signs / SIGN-S2	Restaurant Brands Limited	349.50	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 <del>40%</del> <u>20%</u> of the total area of the elevation.  ...
General District wide Matters / Signs / SIGN-S2	Retirement Villages Association of New Zealand Incorporated	350.83	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.
General District wide Matters / Signs / SIGN-S2	Retirement Villages Association of New Zealand Incorporated	350.84	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.
General District wide Matters / Signs / SIGN-S2	Waka Kotahi	370.243	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.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S2	Waka Kotahi	370.244	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 <u>oriented to be read from</u> <del>facing</del> the State Highway Network, <u>including on-ramps and off-ramps</u>
General District wide Matters / Signs / SIGN-S2	CentrePort Limited	402.141	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.
General District wide Matters / Signs / SIGN-S2	CentrePort Limited	402.142	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 <u>Special Purpose Port Zone</u>
General District wide Matters / Signs / SIGN-S4	Go Media Ltd	236.26	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.
General District wide Matters / Signs / SIGN-S4	Massey University	253.11	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> .  ...
General District wide Matters / Signs / SIGN-S4	Massey University	253.12	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> .  ...



Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S4	Out of Home Media Association of Aotearoa	284.29	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>	<p>Amend SIGN-S4 (Maximum height of freestanding signs) as follows:</p> <p>1. The following maximum sign areas for any sign must be complied with:</p> <p>a. ... <del>Metropolitan Centre Zone</del> <del>Mixed Use Zone</del> Open Space Zone <del>City Centre Zone</del></p> <p>b. ... <del>City Centre Zone</del> <del>Metropolitan Centre Zone</del> <del>Mixed Use Zone</del></p>
General District wide Matters / Signs / SIGN-S4	Lumo Digital Outdoor Limited	285.29	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>	<p>Amend SIGN-S4 (Maximum height of freestanding signs) as follows:</p> <p>1. The following maximum sign areas for any sign must be complied with:</p> <p>a. ... <del>Metropolitan Centre Zone</del> <del>Mixed Use Zone</del> Open Space Zone <del>City Centre Zone</del></p> <p>b. ... <del>City Centre Zone</del> <del>Metropolitan Centre Zone</del> <del>Mixed Use Zone</del></p>
General District wide Matters / Signs / SIGN-S4	Woolworths New Zealand	359.40	Amend	<p>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.</p>	<p>Amend SIGN-S4 (Maximum height of freestanding signs) as follows:</p> <p>... Limit: The maximum height of any freestanding sign must not exceed <del>4m</del> <b>8m</b>.</p>
General District wide Matters / Signs / SIGN-S4	CentrePort Limited	402.143	Oppose in part	<p>No provision for Special Purpose Port Zone in standard. This should be treated the same as General Industrial Zones.</p>	<p>Opposes SIGN-S4 (Maximum height of freestanding signs) and seeks amendment.</p>
General District wide Matters / Signs / SIGN-S4	CentrePort Limited	402.144	Amend	<p>No provision for Special Purpose Port Zone in standard. This should be treated the same as General Industrial Zones.</p>	<p>Amend SIGN-S4.1.b (Maximum height of freestanding signs) as follows:</p> <p>b. Commercial Zone General Industrial Zone <del>Special Purpose Port Zone</del></p>
General District wide Matters / Signs / SIGN-S5	Go Media Ltd	236.27	Amend	<p>Considers that "Plain Wall Surface" in SIGN-S5.1 is open to interpretation.</p>	<p>Clarify "Plain Wall Surface" meaning in SIGN-S5.1 (Maximum height of free-standing signs).</p>

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S5	Go Media Ltd	236.28	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)
General District wide Matters / Signs / SIGN-S5	Go Media Ltd	236.29	Not specified	<p>Considers that the restriction on internally illuminated signs in SIGN-S5 is without evidential basis.</p> <p>External lighting may be significantly brighter or more distracting than internally illuminated signs.</p> <p>Measurable variables such as lux spill are a more appropriate quantitative method of measurement.</p> <p>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.</p>	Not specified.
General District wide Matters / Signs / SIGN-S5	Massey University	253.13	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-S5 (Signs located on a building or structures) as notified.
General District wide Matters / Signs / SIGN-S5	Out of Home Media Association of Aotearoa	284.30	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.	<p>Amend SIGN-S5 (Signs located on a building or structure) as follows:</p> <p>Signs located on a building or structure</p> <ol style="list-style-type: none"> <li>The sign must only be displayed on plain wall surfaces or fences.</li> <li>The sign must not obscure windows or architectural features.</li> <li>The sign must not project above the highest part of the building or structure.</li> <li><del>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.</del></li> </ol>
General District wide Matters / Signs / SIGN-S5	Lumo Digital Outdoor Limited	285.30	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.	<p>Amend SIGN-S5 (Signs located on a building or structure) as follows:</p> <p>Signs located on a building or structure</p> <ol style="list-style-type: none"> <li>The sign must only be displayed on plain wall surfaces or fences.</li> <li>The sign must not obscure windows or architectural features.</li> <li>The sign must not project above the highest part of the building or structure.</li> <li><del>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.</del></li> </ol>
General District wide Matters / Signs / SIGN-S5	Restaurant Brands Limited	349.51	Oppose	<p>Oppose</p> <p>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.</p>	<p>Amend SIGN-S5 (<del>Signs</del> located on a building or structure) as follows:</p> <p>...</p> <ol style="list-style-type: none"> <li><del>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.</del></li> </ol>
General District wide Matters / Signs / SIGN-S5	Waka Kotahi	370.245	Support in part	The submitter supports controls on illumination for any signage visible from the state highway, requests amendments to the wording.	Not specified.
General District wide Matters / Signs / SIGN-S5	Waka Kotahi	370.246	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	<p>Amend SIGN-S5 (Signs located on a building or structure) as follows:</p> <p>...</p> <ol style="list-style-type: none"> <li><del>Where the sign is 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.</del></li> </ol>

# General District wide Matters / Signs

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / SIGNS / SIGN-S5	Wellington International Airport Ltd	406.485	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.
General District wide Matters / SIGNS / SIGN-S5	Wellington International Airport Ltd	406.486	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.
General District wide Matters / Signs / SIGN-S6	Waka Kotahi	370.247	Support in part	SIGN-S6 is supported, but an amendment is sought.	Retain SIGN-S6 (Verandah Signs) with amendment.
General District wide Matters / Signs / SIGN-S6	Waka Kotahi	370.248	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>
General District wide Matters / Signs / SIGN-S7	Paul Van Houtte	92.7	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]
General District wide Matters / Signs / SIGN-S7	Out of Home Media Association of Aotearoa	284.31	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.
General District wide Matters / Signs / SIGN-S7	Out of Home Media Association of Aotearoa	284.32	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, including the operation of any electronic display, 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, including the operation of any electronic display, must only contain static messaging and images. ...  Table 11 - SIGN: Minimum lettering heights ...  <del>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.</del>  <del>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 &gt;80 200</del>
General District wide Matters / Signs / SIGN-S7	Lumo Digital Outdoor Limited	285.31	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.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S7	Lumo Digital Outdoor Limited	285.32	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, including the operation of any electronic display, 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, including the operation of any electronic display, must only contain static messaging and images. ... Table 11 - SIGN: Minimum lettering heights ... <del>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.</del> <del>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 &gt;80 200</del>
General District wide Matters / Signs / SIGN-S7	Restaurant Brands Limited	349.52	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: ... <del>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.</del> [Delete Table 12 - SIGN: Minimum Separation Distances from Other Signs in its entirety]
General District wide Matters / Signs / SIGN-S7	Waka Kotahi	370.249	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.
General District wide Matters / Signs / SIGN-S7	Waka Kotahi	370.250	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 oriented to be read from <del>located adjacent to</del> 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 oriented to be read from a legal road, the sign must <del>not be digital, only contain static messaging and images.</del> 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...
General District wide Matters / Signs / SIGN-S7	KiwiRail Holdings Limited	408.115	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-S7 (Traffic safety) as notified.
General District wide Matters / Signs / SIGN-S8	Go Media Ltd	236.30	Support	Supports SIGN-S8.1.a to SIGN-S8.1.d and SIGN-S8.1.h.	Retain SIGN-S8.1 (Digital Signs) points a to d, and h as notified.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S8	Go Media Ltd	236.31	Oppose	<p>Considers that the content on billboards should only be restricted where evidence shows that there is a real risk to safety.</p> <p>Content restrictions are likely to be a non-resource management issue and therefore should not be included in planning provisions.</p> <p>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.</p> <p>The restrictions on content and character volume on digital signs (SIGN-S8(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.</p> <p>Further, the proposed standards will restrict the ability of community groups to advertise their contact details and event locations to the community.</p>	Detail SIGN-S8.1 (Digital Signs) points e to g in their entirety.
General District wide Matters / Signs / SIGN-S8	Go Media Ltd	236.32	Oppose in part	Opposes 15 second dwell time at SIGN-S8.2.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-S8.2.b (Digital Signs) to change the dwell time to 8 seconds for all speed areas.
General District wide Matters / Signs / SIGN-S8	Go Media Ltd	236.33	Oppose in part	Opposes 35 second dwell time at SIGN-S8.2.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-S8.2.b (Digital Signs) is deleted.
General District wide Matters / Signs / SIGN-S8	Go Media Ltd	236.34	Support in part	<p>Supports a 0.5s transition time between images in SIGN-S8.2.c.</p> <p>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.</p>	<p>Amend SIGN-S8.2.c (Digital Signs) as follows:</p> <p><b>Digital Signs</b></p> <p>...</p> <p>2. Each image on a digital sign shall:</p> <p>...</p> <p>c. Transition to another image within <del>0.1 to</del> 0.5 seconds; and</p> <p>...</p> <p>[Inferred decision requested]</p>
General District wide Matters / Signs / SIGN-S8	Out of Home Media Association of Aotearoa	284.33	Support in part	<p>Supports SIGN-S8 in part. The submitter supports the principle of prescribing parameters for the operation of digital signs and billboards.</p> <p>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.</p>	Retain SIGN-S8 (Digital signs), with amendments.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S8	Out of Home Media Association of Aotearoa	284.34	Amend	<p>The submitter considers that several of the proposed standards within SIGN-S8 are overly onerous, and are not justifiably necessary.</p> <p>The submitter opposes SIGN-S8.1.e for the following reasons:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>-Further, the submitter notes that such a standard has not been proposed for ‘third-party signs’ (which are not digital signs).</li> <li>- 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.</li> </ul>	<p>Amend SIGN-S8 (Digital signs) as follows:</p> <p>All zones</p> <p>Digital Signs</p> <p>1. Digital signs must not:</p> <p>...</p> <p><del>e. Contain phone numbers, email addresses, web addresses, physical addresses or contact details;</del></p> <p>...</p>
General District wide Matters / Signs / SIGN-S8	Out of Home Media Association of Aotearoa	284.35	Amend	<p>The submitter opposes SIGN-S8.1.f for the following reasons:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> </ul>	<p>Amend SIGN-S8 (Digital signs) as follows:</p> <p>All zones</p> <p>Digital Signs</p> <p>1. Digital signs must not:</p> <p>...</p> <p><del>f. Contain more than 40 characters; or</del></p> <p>...</p>
General District wide Matters / Signs / SIGN-S8	Out of Home Media Association of Aotearoa	284.36	Amend	<p>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].</p>	<p>Amend SIGN-S8 (Digital signs) as follows:</p> <p>All zones</p> <p>Digital Signs</p> <p>1. Digital signs must not:</p> <p>...</p> <p><del>g. Be located adjacent to a State Highway.</del></p> <p>...</p>
General District wide Matters / Signs / SIGN-S8	Out of Home Media Association of Aotearoa	284.37	Amend	<p>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].</p>	<p>Amend SIGN-S8 (Digital signs) as follows:</p> <p>All zones</p> <p>Digital Signs</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 <del>15</del> <u>8</u> seconds <del>for roads with posted speed limits of less than and equal to 80km/h and a minimum of 25 seconds for roads with a posted speed limit of greater than 80km/h;</del></p> <p>...</p>

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S8	Out of Home Media Association of Aotearoa	284.38	Amend	<p>The submitter opposes SIGN-S8.2.d for the following reasons:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> <li>- 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.</li> </ul>	<p>Amend SIGN-S8 (Digital signs) as follows:</p> <p>All zones</p> <p>Digital Signs</p> <p>...</p> <p>2. Each image on a digital sign shall:</p> <p>...</p> <p>d. Transition to another image without flashing, blinking, fading, <u>or scrolling, or dissolving.</u></p>
General District wide Matters / Signs / SIGN-S8	Out of Home Media Association of Aotearoa	284.39	Amend	<p>Seeks amendment to SIGN-S8.4 to refer to 'digital'.</p>	<p>Amend SIGN-S8 (Digital signs) as follows:</p> <p>All zones</p> <p>Digital Signs</p> <p>4. Illumination of any <u>digital</u> sign shall:</p> <p>...</p>
General District wide Matters / Signs / SIGN-S8	Lumo Digital Outdoor Limited	285.33	Support in part	<p>Supports SIGN-S8 in part. The submitter supports the principle of prescribing parameters for the operation of digital signs and billboards.</p> <p>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.</p>	<p>Retain SIGN-S8 (Digital signs), with amendments.</p>
General District wide Matters / Signs / SIGN-S8	Lumo Digital Outdoor Limited	285.34	Amend	<p>The submitter considers that several of the proposed standards within SIGN-S8 are overly onerous, and are not justifiably necessary.</p> <p>The submitter opposes SIGN-S8.1.e for the following reasons:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- Further, the submitter notes that such a standard has not been proposed for 'third-party signs' (which are not digital signs).</li> <li>- 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 distractive on a digital sign.</li> </ul>	<p>Amend SIGN-S8 (Digital signs) as follows:</p> <p>All zones</p> <p>Digital Signs</p> <p>1. Digital signs must not:</p> <p>...</p> <p><del>e. Contain phone numbers, email addresses, web addresses, physical addresses or contact details;</del></p> <p>...</p>

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S8	Lumo Digital Outdoor Limited	285.35	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: ... <del>f. Contain more than 40 characters; or</del> ...
General District wide Matters / Signs / SIGN-S8	Lumo Digital Outdoor Limited	285.36	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: ... <del>g. Be located adjacent to a State Highway.</del> ...
General District wide Matters / Signs / SIGN-S8	Lumo Digital Outdoor Limited	285.37	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 <del>15</del> <u>8</u> seconds <del>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;</del> ...
General District wide Matters / Signs / SIGN-S8	Lumo Digital Outdoor Limited	285.38	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, <del>or scrolling, or dissolving.</del>



Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S8	Lumo Digital Outdoor Limited	285.39	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 <u>digital</u> sign shall: ...
General District wide Matters / Signs / SIGN-S8	Restaurant Brands Limited	349.53	Support	Support	Retain SIGN-S8 (Digital signs) as notified.
General District wide Matters / Signs / SIGN-S8	Waka Kotahi	370.251	Support in part	SIGN-S8 is partially supported and amendments are sought.	Retain SIGN-S8 (Digital signs) with amendment.
General District wide Matters / Signs / SIGN-S8	Waka Kotahi	370.252	Amend	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.  Dissolving of images is preferred to flashing, blinking, fading, or scrolling.	Amend SIGN-S8 (Digital signs) as follows: 1. Digital signs must not: ... e. Contain phone numbers, email addresses, web addresses, physical addresses, <del>or</del> contact details <del>or logos</del> ; f. Contain more than 40 characters; or g. Be <u>oriented to be read from located adjacent to a State Highway, including on ramps and off ramps.</u> h. Impair the ability of Air Traffic Control to guide aircraft, or pilots to operate aircraft. <u>i. be located within 100m of an intersection</u> <u>j. be located where there are any other digital billboards in a driver's field of vision.</u> <u>k. be oriented to be read from any road where the posted speed limit exceeds 70km/h</u> 2. Each image on a digital sign shall: a. Be static only; 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> c. Transition to another image within 0.1 to 0.5 seconds; and d. Transition to another image without flashing, blinking, fading, <u>or scrolling, or dissolving.</u> ...
General District wide Matters / SIGNS / SIGN-S8	Wellington International Airport Ltd	406.487	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.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / SIGNS / SIGN-S8	Wellington International Airport Ltd	406.488	Amend	<p>Opposes SIGN-S5 (Signs located on a building or structure) insofar as it relates to the Airport Zone.</p> <p>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.</p> <p>[See paragraphs 4.103 to 4.106 of original submission for full reason]</p>	<p>Amend SIGN-S8 (Digital Signs) as follows:</p> <p>...</p> <p>Assessment criteria where the standard is infringed:</p> <ol style="list-style-type: none"> <li>1. Visual amenity effects;</li> <li>2. The <del>impact</del>effect of the sign on aircraft safety or the safe and efficient functioning of the Airport;</li> <li>3. The <del>impact</del>effect of the sign on traffic, pedestrian and cycling safety;</li> </ol> <p>...</p>
General District wide Matters / Signs / SIGN-S9	Out of Home Media Association of Aotearoa	284.40	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 illuminance. 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</p> <p><del>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:</del></p> <ol style="list-style-type: none"> <li><del>a. Not be lit with an upwardly facing light source;</del></li> <li><del>b. Not exceed a luminance of 800cd/m2 when lit by an artificial light source between dusk and dawn; or</del></li> <li><del>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.</del></li> </ol> <p>2. The Light standards for the relevant zone in the Light Chapter must be met.</p> <p><del>3. Illumination of any sign shall:</del></p> <ol style="list-style-type: none"> <li><del>a. Automatically adjust to allow for ambient light levels; and</del></li> <li><del>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</del></li> <li><del>c. Shall not exceed:</del> <ol style="list-style-type: none"> <li><del>i. Daytime: 5,000cd/m2</del></li> <li><del>ii. Dawn and dusk: 600cd/m2</del></li> <li><del>iii. Night time: 250cd/m2</del></li> </ol> </li> </ol>

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S9	Lumo Digital Outdoor Limited	285.40	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 illuminance. 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</p> <p><del>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:</del></p> <p><del>a. Not be lit with an upwardly facing light source;</del>  <del>b. Not exceed a luminance of 800cd/m2 when lit by an artificial light source between dusk and dawn; or</del>  <del>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.</del></p> <p>2. The Light standards for the relevant zone in the Light Chapter must be met.</p> <p><del>3. Illumination of any sign shall:</del></p> <p><del>a. Automatically adjust to allow for ambient light levels; and</del>  <del>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</del>  <del>c. Shall not exceed:</del></p> <p><del>i. Daytime: 5,000cd/m2</del>  <del>ii. Dawn and dusk: 600cd/m2</del>  <del>iii. Night time: 250cd/m2</del></p>
General District wide Matters / Signs / SIGN-S9	Restaurant Brands Limited	349.54	Support	Support	Retain SIGN-S9 (Illuminated signs) as notified.
General District wide Matters / SIGNS / SIGN-S9	Wellington International Airport Ltd	406.489	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.
General District wide Matters / SIGNS / SIGN-S9	Wellington International Airport Ltd	406.490	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><del>4. Illuminated signs must not impair the ability of Air Traffic Control to guide aircraft, or pilots to operate aircraft.</del></p> <p>Assessment criteria where the standard is infringed:</p> <p>...</p> <p><del>7. The timing and hours of operation of the sign. and</del>  <del>8. Any light spill or glare effects.</del>  <del>9. The timing and house of operation of the sign.</del>  <del>10. Any light spill or glare effects; and</del>  <del>11. The effect of the sign on aircraft safety or the efficient functioning of the Airport.</del></p>
General District wide Matters / Signs / SIGN-S10	Massey University	253.14	Support	[No specific reason given beyond decision requested - refer to original submission]	Retain SIGN-S10 (Temporary signs) as notified.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / Signs / SIGN-S10	Waka Kotahi	370.253	Support in part	SIGN-S10 is partially supported and amendments are sought.	Retain SIGN-S10 (Temporary signs) with amendment.
General District wide Matters / Signs / SIGN-S10	Waka Kotahi	370.254	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.	Amend SIGN-S10 (Temporary signs) as follows: 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. 3. <u>The sign must not be oriented to be read from any state highway including on ramps and off ramps.</u>
General District wide Matters / Signs / SIGN-S12	Heritage New Zealand Pouhere Taonga	70.30	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.
General District wide Matters / Signs / SIGN-S12	Heritage New Zealand Pouhere Taonga	70.31	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: <u>SIGN-S12: Signs on a heritage building or heritage structure or within a heritage area.</u>
General District wide Matters / Signs / SIGN-S12	Wellington City Council	266.129	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: (...) <del>b. Interpretative content</del> <u>Interpretation</u> about the values and history of the building/object.
General District wide Matters / Signs / SIGN-S12	Wellington City Council	266.130	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: <u>Permitted signs within the extent of a scheduled archaeological site or site and area of significance to Māori.</u>
General District wide Matters / Signs / SIGN-S12	Waka Kotahi	370.255	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.
General District wide Matters / Signs / SIGN-S12	Waka Kotahi	370.256	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. <u>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.</u>
General District wide Matters / Signs / SIGN-S12	Wellington Heritage Professionals	412.70	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 <u>static</u> sign is installed: 1. The size of the sign does not exceed 0.5m2; and ....
General District wide Matters / Signs / SIGN-S13	Restaurant Brands Limited	349.55	Support	Support	Retain SIGN-S13 (Permitted signs within the extent of a scheduled archaeological site) as notified.
General District wide Matters / Signs / SIGN-S13	Taranaki Whānui ki te Upoko o te Ika	389.91	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.

Sub-part / Chapter /Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
General District wide Matters / SIGNS / SIGN-S14	Wellington International Airport Ltd	406.491	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.
General District wide Matters / SIGNS / SIGN-S14	Wellington International Airport Ltd	406.492	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 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>	<p>(Option A).</p> <p>Amend SIGN-S14 (Airport Zne signs and billboards) as follows:</p> <ol style="list-style-type: none"> <li>1. <del>Signs are not permitted in the Airport East Side designation. Any sign within the East Side Precinct shall be limited to official signs and signs associated instructional or directional signage.</del></li> <li>2. Any sign which is erected in the Airport Miramar South <del>Precinct designation</del>, and which is visible from the road reserve or immediately adjacent land:             <ol style="list-style-type: none"> <li><del>a. Shall not contain moving images, moving text or moving lights; and</del></li> <li><del>a. Shall not be for the purpose of third party advertising.</del></li> </ol> </li> </ol> <p><del>Airport Main Site Designation-</del></p> <p><del>3. Signs on buildings shall:</del></p> <ol style="list-style-type: none"> <li><del>a. Be affixed to the underneath of a verandah and shall provide at least 2.5 metres clearance directly above the footpath or ground level:-</del></li> <li><del>b. Be displayed only on plain wall surfaces:-</del></li> <li><del>c. Not obscure windows or architectural features: or-</del></li> <li><del>d. Not project above the parapet level, or the highest part of that part of the building/structure to which it is attached (including above verandah):-</del></li> </ol> <p><del>4. Signs on buildings, where the sign projects more than 12 metres in height above ground shall:-</del></p> <ol style="list-style-type: none"> <li><del>a. Bear only the name and/or logo of the building owner or occupier, or the building on which the sign is located.-</del></li> <li><del>b. Not flash.-</del></li> </ol>

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions Requested
					<p><del>5. Any illuminated sign (excluding signs below verandah level) within 50 metres and visible from any Residential zone shall not flash.</del></p> <p><del>3.6. For any free-standing sign or sign located on a structure within any part of the Airport Zone area, except the Terminal Precinct:</del></p> <p><del>a. the maximum area of a single sign is 8m<sup>2</sup>.</del></p> <p><del>b. the maximum height of a single sign is 4m.</del></p> <p><del>c. any illuminated sign must not flash.</del></p> <p><del>d. any sign that is visible from Residential zoned land must be located a minimum of 50 metres from that area.</del></p> <p><del>e. no sign shall front onto State Highway 1, Moa Point Road, or Lyall Parade.</del></p> <p><del>7. In relation to requiring authority signage in the (Airport Main Site) Terminal precinct, any free-standing sign or sign located on a structure shall not exceed a maximum height of 9 metres (above ground level).</del></p> <p><u>4. For any free-standing sign or sign located on a structure within the Terminal Precinct, the maximum area of a single sign must not exceed 20m<sup>2</sup>.</u></p>
General District wide Matters / SIGNS / SIGN-S14	Wellington International Airport Ltd	406.493	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).