

Submission on Notified Proposal for Plan, Change or Variation

Clause 6 of Schedule 1, Resource Management Act 1991

To: Timaru District Council

Name of submitter:

Red Sky Holdings

[State full name]

This is a submission on the following proposed plan or on a change proposed to the following plan or on the following proposed variation to a proposed plan or on the following proposed variation to a change to an existing plan) (the 'proposal':

Timaru District Plan.

[State the name of proposed or existing plan and (where applicable) change or variation].

I could/could not gain an advantage in trade competition through this submission.

[*Select one.]

*I am/am not directly affected by an effect of the subject matter of the submission that—

(a) adversely affects the environment; and

(b) does not relate to trade competition or the effects of trade competition.

[*Delete or strike through entire paragraph if you could not gain an advantage in trade competition through this submission.]

[†Select one.]

The specific provisions of the proposal that my submission relates to are: [Give details]

see documents attached.

My submission is: [Include whether you support or oppose the specific provisions or wish to have them amended; and reasons for your views]

[If your submission relates to a proposed plan prepared or changed using the collaborative planning process, you must indicate the following:

- Where you consider that the proposed plan or change fails to give effect to a consensus position and therefore how it should be modified; or
- In the case that your submission addresses a point on which the collaborative group did not reach a consensus position, how that provision in the plan should be modified.]

see documents attached.

I seek the following decision from the local authority: *[Give precise details as this is the only part of your submission that will be summarised in the summary of decisions requested]*

See documents attached

I wish (or do not wish) [†] to be heard in support of my submission.

*[*In the case of a submission made on a proposed planning instrument that is subject to a streamlined planning process, you need only indicate whether you wish to be heard if the direction specifies that a hearing will be held.]*

[†Select one.]

*If others make a similar submission, I will consider presenting a joint case with them at a hearing.

*[*Delete if you would not consider presenting a joint case.]*

Signature of submitter (or person authorised to sign on behalf of submitter)

[A signature is not required if you make your submission by electronic means]

Date

Electronic address for service of submitter:

See attached.

Telephone:

Postal address (or alternative method of service under s352 of the Act):

Contact person: *[name and designation, if applicable]*

Note to person making submission

1. If you are making a submission to the Environmental Protection Authority, you should use form 16B. If you are a person who could gain an advantage in trade competition through the submission, your right to make a submission may be limited by clause 6(4) of Part 1 of Schedule 1 of the Resource Management Act 1991.
2. Please note that your submission (or part of your submission) may be struck out if the authority is satisfied that at least 1 of the following applies to the submission (or part of the submission):
 - It is frivolous or vexatious:
 - It discloses no reasonable or relevant case:
 - It would be an abuse of the hearing process to allow the submission (or the part) to be taken further:
 - It contains offensive language:
 - It is supported only by material that purports to be independent expert evidence, but has been prepared by a person who is not independent or who does not have sufficient specialist knowledge or skill to give expert advice on the matter.

Submission on notified proposal for Proposed Timaru District plan

- 1 This is a submission on the Proposed Timaru District council Proposed District plan (TDPP) by Red Sky Holdings Ltd.
- 2 Red Sky Holdings does not support the Signage chapter or the other provisions relating to signs in the TDPP in its current form.
- 3 Red Sky Holdings' submission is that billboards (including digital billboards) and non-site related advertising should be explicitly enabled in the TTPP provisions and in appropriate zones (commercial/Mixed use, industrial and port zones) through an activity specific rule and subject to appropriate industry standards.
- 4 Advertising, including off-site signage, contributes to the commercial vitality of a community through supporting business, infrastructure and community activities. It is a legitimate commercial activity that generates economic activity by enabling the commercial community to advertise goods and services. Advertising can enhance the character of areas, buildings and structures also provides a focal point and adds vibrancy and interest. These positive effects should be expressly recognised in the TDPP. Red Sky Holdings supports SIGN-O1(1).
- 5 Red Sky Holdings do not support SIGN-P2(3) with the additional description to Digital signs, we feel the preceding text is inclusive of digital signage. Suggestion:
"ensuring sign proliferation, illumination levels, light spill, flashing and moving images do not cause distraction"
- 6 Red Sky Holdings' submission to SIGN-P3 is that the Policy for avoidance is too restrictive to allow for quality installation of third party signage. The Policy is contradictory to the objective SIGN-O1. The Policy does not allow businesses and community activities to advertise other than on site. SIGN-P3(3) is linked to SIGN-P1 and SIGN-P2, the management of signage is better managed via rules and standards for off-site signage.
- 7 SIGN-R4(PER-1) specifically excludes all signs which are off site. This is too prohibitive for off site signage. The rules should be more inclusive and apply a more balanced consideration for off site signage in the Commercial/Mixed use zones and General Industrial Zones. Under the TDPP any third party signage would become Non-complying straight away. The rules seek to control activity rather than the effects of signage.
- 8 SIGN-S2(2) applies too restricted a consideration for dwell time on a digital image, 30 seconds is too long. Most other regions have applied standards of 8 seconds based on empirical evidence from existing signs.

- 9 SIGN-S2(7) applies too low a level of illumination for a digital sign at 2000cd/m². 5000cd/m² is more appropriate, this has been applied in other regions as a standard and or covered in Practice Notes eg Auckland Unitary plan, Christchurch City Council Practice Note. Control of daytime illumination through an automated brightness control system is more important than any applied maximum, automated brightness systems moderate brightness to be appropriate for mean ambient light conditions at that time. As an example non-illuminated signage of light colours under high sunlight conditions have been tested at between 10,000 and 13,500cd/m² reflected light as part of monitoring comparisons. 2000cd/m² under high sunlight will make a digital sign very dim and more of a traffic hazard than an appropriately lit sign.
- 10 SIGN-S2(8) restricts signs adjoining the State Highway network. This is too prohibitive. Other regions apply permitted rules and standards which are more tolerant and only include Waka Kotahi when permitted standards are breached in relation to traffic matters.
- 11 SIGN-S3(2(1)) applies a maximum height of 4m for any sign not attached to a building, this is too low for any zone especially Commercial/Mixed Use Zones, Port and General Industrial Zones where taller signage is anticipated ordinarily in all regions.
- 12 SIGN-S4(2) 5m² is too small for a sign, the standard is too small for these zones, this would necessitate a restricted discretionary/Non-complying application for most free standing signs. There is no provision for a double sided sign in a v format, many other regions assign a maximum angle of separation, eg CCC say 30 degrees.
- 13 Table 28 outlines separation distances between signs, these are too prohibitive. For example a sign on the neighbouring boundary of a property of 40m road frontage would deny any signs on a property. Properties must be allowed to sign whether this be on site or off site, this table assumes that all properties in all zones have road frontages of greater than 60m. This rule would deny most properties the right to sign in the Commercial and Mixed use Zones.
- 14 Digital advertising can have a broader purpose and significantly less visual impact when compared with on-site advertising due to the flexibility digital advertising provides. Digital advertising also allows for some advertising to be site related. Any potential adverse effects from non-site related advertising in relation to traffic safety, landscape and amenity values can be managed through location and appropriate built form standards. Environmental effects assessments done for Red Sky Holdings's existing static and digital billboards nationwide have demonstrated that effects are acceptable. These assessments were supported by technical traffic and urban design analysis where required.
- 15 Red Sky Holdings is also concerned with:
 - (a) the lack of provision for off-site advertising in the policies and rules

- (b) All third party signage is considered a Non-complying activity, this is too onerous and contrary to the Objectives
 - (c) the onerous size and height provisions
 - (d) Onerous and counterproductive illumination standards under day light hours
 - (e) restrictive spacing between signs, in the township and industrial areas it would mean only every second or third property would be able to have a sign
 - (f) any third party sign falls straight to restricted discretionary
- 16 The Section 32 Report fails to provide an adequate planning assessment to support the proposed signage chapter. The report has accepted Waka Kotahi guidance as fact and ignored comments from others.
- 17 The Section 32 report favours assignment of non-compliant status on off site signage rather than the application of permitted standards and rules meaning any application requires a resource consent and an onerous processing framework at a Non-compliant status, by contrast the same was not applied to site related, official signs or temporary signs which have many of the same effects.
- 18 Under 1.5 Best Practice Review the Section 32 report notes review of both the Christchurch City Council and Dunedin City Council, both in respect to off site signage are contrasting. Dunedin have opted for an avoid policy, not a "No commercial advertising off-site" as stated. Christchurch have opted for a more permissive plan assigning a number of standards and rules which limit the number of applications to council. The avoid and Non-Complying scenarios provide little option for applicants other than onerous application costs, and from council tie down resource processing and interpreting.
- 19 If off-site signage is expressly provided for as requested it is Red Sky Holdings' submission that the TDPP would achieve the requirements of the RMA, including:
- (a) achieving the integrated management of the effects of use and development of land and associated natural and physical resources of the districts as required by section 31 of the RMA;
 - (b) meeting the requirements of section 32 of the RMA, in that the amended policies and rules would be the most appropriate method for achieving the RMA's purpose and are the most efficient and effective means for achieving the District Plan's objectives;
 - (c) assisting the Council to carry out its statutory functions in order to achieve the purpose of the RMA; and

- (d) promoting the sustainable management of natural and physical resources in accordance with Part 2 of the RMA.

Decision Sought

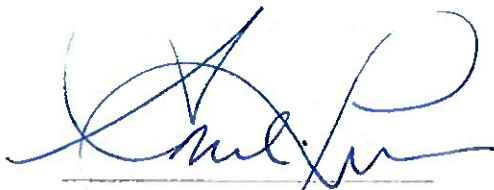
20 Red Sky Holdings seek the following decision from the Council:

- (a) That billboards (including digital billboards) and non-site related advertising be explicitly enabled in the TDPP provisions;

That billboards (including digital billboards) and non-site related advertising be explicitly enabled in appropriate zones (such as commercial and mixed use, industrial and port zones) through an activity specific permitted activity rule supported by recognised industry standards;

- (b) That the provisions allow for larger signage than is proposed; and
- (c) That the provisions allow for more accepted lighting standards as per other regions; and
- (d) That the provisions in the Proposed Plan be amended to address issues raised in this submission; and
- (e) such other relief as may be required to give effect to this submission, including consequential amendments to objectives, policies, rules and definitions of the District Plan that address the matters raised by Red Sky Holdings.

Dated this 13th day of December 2022



Amelia Simpson
Director, Red Sky Holdings

Jane Marine

From: Griff Simpson <griff@mrboats.co.nz>
Sent: Tuesday, 17 January 2023 1:37 pm
To: Jane Marine
Subject: Submission from Red Sky Holdings
Attachments: DOC -17012023.pdf

Jane,

Please see attached.

Kind regards

Griff Simpson

Fi-GLASS Boats

Managing Director

p: 0064 3 384 3199

f: 0064 3 384 4470

e: griff@fi-glass.co.nz

a: 247 Dyers Road

Bromley, Christchurch 8062

New Zealand

p: PO Box 19-602, Christchurch 8241

New Zealand

w: www.fi-glass.co.nz

w: www.mrboats.co.nz

-----Original message-----

From: HP Scanner <sales@fi-glass.co.nz>
Sent: Tuesday 17th January 2023 13:35
To: Griff Simpson <griff@mrboats.co.nz>
Subject: From HP Scanner

Jane Marine

From: Jane Marine
Sent: Tuesday, 17 January 2023 11:20 am
To: griff@mrboats.co.nz
Subject: Proposed Timaru District Plan
Attachments: 636102-Template-Form-5-Submission-on-proposed-plan,-change-or-variation.pdf

Good morning Griff,

As discussed please fill out the attached Submission Form 5 for each of your submission and resend them as a complete package that is the submission for Redsky plus a filled out form 5, the submission for the family trust plus a filled out form 5 and finally the submission for Mr Boats and a filled out form 5. Email to pdp@timdc.govt.nz Thank you.

Regards
Jane



Jane Marine | Policy Planner

Timaru District Council | PO Box 522 | Timaru 7940
P: 03 687 7200 | W: www.timaru.govt.nz

Jane Marine

From: Jane Marine
Sent: Tuesday, 17 January 2023 3:57 pm
To: Griff Simpson
Subject: RE: SAVED CM: Submission from Red Sky Holdings

Good afternoon Griff Simpson,

Thank you for your late submission. Please note it is the Proposed District Plan Hearing Commissioner who will determine if your submission will be processed as it was completed and submitted after December 15th 2022 deadline. We are unable to find a copy of the Red Sky Holdings submission that you stated in our earlier conversation was sent in December 2022. If you do have a record of you sending it please email it so that we may include it in our records. Please also provide the address and phone contact details of Amelia Simpson including email and also indicate if they prefer to be contacted by email or post. Thank you.

Regards

Jane



Jane Marine | Policy Planner

Timaru District Council | PO Box 522 | Timaru 7940
P: 03 687 7200 | W: www.timaru.govt.nz

From: Griff Simpson <griff@mrboats.co.nz>
Sent: Tuesday, 17 January 2023 1:37 pm
To: Jane Marine <Jane.Marine@timdc.govt.nz>
Subject: SAVED CM: Submission from Red Sky Holdings

Jane,

Please see attached.

Kind regards

Griff Simpson

Fi-GLASS Boats

Managing Director

p: 0064 3 384 3199

f: 0064 3 384 4470

e: griff@fi-glass.co.nz

a: 247 Dyers Road

Bromley, Christchurch 8062

New Zealand

p: PO Box 19-602, Christchurch 8241

New Zealand

w: www.fi-glass.co.nz

w: www.mrboats.co.nz

-----Original message-----

From: HP Scanner <sales@fi-glass.co.nz>

Sent: Tuesday 17th January 2023 13:35

To: Griff Simpson <griff@mrboats.co.nz>

Subject: From HP Scanner