

# SUBMISSION FORM FOR PROPOSED PLAN CHANGE 45 AND SIGNS BYLAW



## Have your say

Please submit this form no later than **5.00 pm Wednesday, 18 July 2018**.  
Please note that your submission will be made public—including your  
name and physical address (unless you want them withheld).

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Upper Hutt City Council  
Private Bag 907  
UPPER HUTT 5140

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### \* Terms of making a submission

Upper Hutt City Council is collecting personal information on this form as part of the consultation process. Your name and address will be made public alongside your submission unless you request that your information remain private. Personal information collected will be securely stored by Upper Hutt City Council and only accessed by Council officers who need to access it for the purposes of their role. By submitting this form you agree to these terms.

TITLE WOOLWORTHS NEW ZEALAND LTD  
FIRST NAME \_\_\_\_\_ SURNAME \_\_\_\_\_  
AGENT OR ORGANISATION REPRESENTATIVE ZOMAC PLANNING SOLUTIONS LTD (MIKE FOSTER)  
ADDRESS FOR SERVICE P.O. BOX 103, WHANGAPARAUA  
POSTCODE 0932 EMAIL mike@zomac.co.nz  
TELEPHONE (DAYTIME) 094282101 TELEPHONE (EVENING) -

DO YOU WANT YOUR NAME AND ADDRESS TO BE WITHHELD FROM OUR PUBLIC SUBMISSION DOCUMENTS (SEE TERMS ABOVE)? YES / NO

# Proposed Plan Change 45 – Signs

Tell us what you think of the provisions in the proposed Plan Change (PC45).

THE SPECIFIC PROVISIONS OF PC45 THAT MY SUBMISSION RELATES TO ARE AS FOLLOWS:

AS PER THE ATTACHED SHEET

I SUBMIT:

AS PER THE ATTACHED SHEET

PLEASE STATE IN SUMMARY THE NATURE OF YOUR SUBMISSION. CLEARLY INDICATE WHETHER YOU SUPPORT OR OPPOSE THE SPECIFIC PROVISIONS OR WISH TO HAVE AMENDMENTS MADE, GIVING REASONS. PLEASE ATTACH ADDITIONAL PAPER IF REQUIRED.

I SEEK THE FOLLOWING DECISION FROM UPPER HUTT CITY COUNCIL:

AS PER THE ATTACHED SHEET

PLEASE USE PRECISE DETAILS AND USE ADDITIONAL PAPER IF REQUIRED

DO YOU WANT TO PRESENT TO COUNCIL ON PC45 IN PERSON? YES / ~~NO~~ (IF "YES" WE WILL CONTACT YOU TO SCHEDULE A HEARING TIME)

IF OTHERS MAKE A SIMILAR SUBMISSION ON PC45, DO YOU WANT TO MAKE A JOINT CASE AT THE HEARING? YES / ~~NO~~

COULD YOU GAIN AN ADVANTAGE IN TRADE COMPETITION THROUGH THIS SUBMISSION? ~~YES~~ / NO IF "YES" PLEASE COMPLETE THE STATEMENT BELOW.

I AM / I 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

SIGNATURE

DATE

26/6/2018

(SIGNATURE OF SUBMITTER OR PERSON AUTHORISED OF BEHALF OF SUBMITTER)

A SIGNATURE IS NOT REQUIRED IF MAKING YOUR SUBMISSION ELECTRONICALLY. FOR MORE INFORMATION, GO TO [CONSULTATION.UPPERHUTTCITY.COM](http://CONSULTATION.UPPERHUTTCITY.COM)

# Proposed changes to the Bylaw

Tell us what you think of the proposed changes to the Control of Advertising Signs Bylaw.

DO YOU SUPPORT THE ADOPTION OF THE CONTROL OF TEMPORARY SIGNS BYLAW 2018? YES / ~~NO~~

I SUBMIT:

PLEASE ATTACH ADDITIONAL PAPER IF REQUIRED

DO YOU WANT TO PRESENT TO COUNCIL ON THE BYLAW IN PERSON? YES / ~~NO~~ (IF "YES" WE WILL CONTACT YOU TO SCHEDULE A HEARING TIME)

**SUBMISSION ON PLAN CHANGE 45: UPPER HUTT CITY COUNCIL  
SUBMITTER: WOOLWORTHS NEW ZEALAND LIMITED (WNZL)**

**Background**

WNZL (previously Progressive Enterprises Limited) operates two Countdown supermarkets in Upper Hutt City as follows:

- Maidstone at 14 Russell Street; and
- Central at 13 – 19 Queen Street.

Both supermarkets are likely to need refurbishing over the next 5 to 10 years. Such refurbishment can involve the following:

- Internal refurbishment involving layout changes, new racking, freezer and cooling upgrades and the like;
- External refurbishment involving repainting and rebranding;
- Supermarket floor area extensions; and
- Signage refurbishment, replacement, sign additions and pylon renewals.

A number of these activities are likely to require resource consent under the operative district plan.

WNZL actively participates in district plan reviews and plan changes throughout New Zealand. The Council’s intention within this plan change of consolidating all district plan signage provisions into one chapter is strongly supported.

WNZL has a few concerns with some aspects of the plan change and these are set out below in tabular format.

**Submission**

<b>Provision this submission relates to</b>	<b>My submission is</b>	<b>Decision WNZL seeks</b>	<b>Reasons for WNZL’s views</b>
1. Objective 8A.3.2 & Policy 8A.3.3	WNZL supports the objective and policy.	Adoption of the objective and policy without change.	WNZL considers these provisions are appropriate from a resource management perspective.
2. Activity Status Table 8A.3.4	WNZL supports this table as notified.	Adoption of the activity table without change.	The activity table status for signage is appropriate.
3. Free-standing Signs 8A.3.4.10(c) and (d)	WNZL opposes the maximum face area and width of free standing signs. Further the Appendix 1 diagram of a free-standing sign does not recognise the more modern monolith pylon signage which is quite common in commercial and retail areas.	The maximum face area for a permitted free standing sign should be increased to 20m <sup>2</sup> while the permitted width should be increased to 3m.	The current face area and width standards are set at an unrealistically low level. The sizes do not represent Countdown pylon signage consistently approved throughout New Zealand. This standard seems to encourage the older type of pylon signage which has been replaced by many brands to a more modern, sleek and integrated monolith sign with or without internal illumination.

4. Signs on Buildings 8A.3.4.11(b) and (c).	WNZL opposes the maximum area of any single sign on a building.	The maximum area of any permitted single sign on a building should be increased to 15m <sup>2</sup> .	The current maximum area of any permitted sign on a building is also set at an unrealistically low level. There is also a disconnect between the area of a single sign on a façade and the 30% of a façade which may be covered by signs. This standard would seem to encourage a proliferation of signage without consideration to the visual elements associated with such. For example, depending on the size of a building ten single complying signs could be erected on a façade or building and providing they do not occupy more than 30% of the building or façade, they would be permitted. At the same time the normal Countdown signage associated with a front façade would require a resource consent despite only being one sign.
5. Directional Signs 8A.3.4.12(a) and (b)	WNZL opposes the sign dimension and face area	The vertical dimensions should be 1.2m while the face area should be 0.8m.	Typical consented WNZL directional signs are 1.2m high by 600mm wide with a face area of 0.79m <sup>2</sup> . In a supermarket customer carpark easily read wayfinding signs are critically important.
6. Traffic Safety 8A.3.4.13	WNZL supports the wording of this standard.	Adoption of the standard without change.	These provisions are appropriate and sensible.
7. Matters for Discretion 8A.3.4.14	WNZL supports the matters of discretion.	Adoption of the matters of discretion without change.	These matters are appropriate for the consideration of non-compliant signage.
8. Appendix 1 Business Zones Diagram	WNZL opposes aspects of this diagram.	Amendment of the diagram to reflect the changes being sought by WNZL in items 3 and 4 above.	Some of the sign areas depicted do not reflect modern trends for supermarkets in particular. The type of free standing sign depicted in the diagram encourages poor urban design outcomes and makes no allowance for monolith type signs which are well designed and integrated with other signage.