



12 April 2019

The Administration Officer – Planning
Upper Hutt City Council
Private Bag 907
UPPER HUTT 5140

Attention: Ms Helen Ellams

Dear Ms Ellams

PROPOSED PLAN CHANGE 45 – SIGNS HEARING: 8 MAY 2019

Further to your Council advice and receipt of the s42A Officer Report on 11 April 2019 with respect to the above, on behalf of Woolworths New Zealand Ltd (WNZL), Submitter No.1, I advise that WNZL does not wish to speak to its submission points. However, on behalf of WNZL, it is requested that this letter be tabled at the hearing for consideration by the Hearings Panel.

WNZL notes that the Officer does not consider that changes to the sign sizes in Standard 8A.3.4.11 are necessary. WNZL maintains its view that the current permitted sign sizes are too small. However it does acknowledge that a resource consent path is available for increased wall signage. A typical consented stand-alone Countdown supermarket has wall signage in the order of 50m².

The Officer recommendation that the standard 8A.3.4.12 be amended by increasing the height of traffic directional signs to 1.2m high and 1m wide is supported and is in line with WNZL's original submission.

In terms of Appendix 1 – Business Zones Diagram, WNZL remains firmly of the view that the diagram does not reflect modern signage trends particularly with respect to free-standing signs. Both of the major supermarket chains in New Zealand, almost without exception, erect elegant monolith free-standing signs. The existing Countdown Maidstone free-standing sign is an outdated pole sign.

In these circumstances WNZL is of the view that the Hearings Panel should seriously consider making some changes to the current diagram in order to avoid potential poor urban design outcomes.

Should you have any queries regarding the above or wish for elaboration please do not hesitate to contact me.

Yours faithfully
Zomac Planning Solutions Ltd

A handwritten signature in blue ink, appearing to read "M J Foster", is written over a blue ink stamp of the signature. The signature is fluid and cursive.

M J Foster
DIRECTOR