

Proposed Far North District Plan – Foodstuffs North Island Ltd

*Presentation to Hearings Panel, evidence presented by
David Badham*

22nd October 2024

Introduction

What I will briefly cover

- ❖ Foodstuffs submission context
- ❖ Supported recommendations of the section 42A report
- ❖ Additional commercial zoning within the PDP
- ❖ Consistency of recommendations
- ❖ Recommendations for Rule SIGN-R7

Foodstuffs Submission Context

Foodstuffs in the Far North District

- ❖ Foodstuffs is made up of several independent co-operatives.
- ❖ There are 102 New World, 43 PAK'n'Save and 167 Four Square supermarkets throughout the North Island.
- ❖ This includes 16 established supermarkets in the Far North District.
- ❖ The contents of the PDP will be integral to the continual operation, upgrading and development of Foodstuffs assets in the Far North.
- ❖ Signage, particularly within commercial locations is essential for marketing and economic viability of business.

Supported Matters

Supported recommendations of the section 42A report

- ❖ I am supportive of the Reporting Officer's recommendations to accept the relief sought in Foodstuffs original submission points (S363.015 and S363.016).
- ❖ I also support the Reporting Officer's recommended amendments which are consistent with that relief sought by Foodstuffs.
- ❖ This is inclusive of the recommendation to include definitions for types of signs referenced in Rules SIGN-R5 and SIGN-R6 (i.e. free standing, double sided and V-shaped signs).

Additional Commercial Zones

Additional Commercial Zoning within the PDP

- ❖ In response to the Reporting Officer's paragraph 109, I consider it encouraging that Council are contemplating providing additional commercial zoning.
- ❖ However, I am confused by the reference to the Town Centre Zone as this zone was not notified by Council, nor is the criteria or spatial extent for this zone confirmed within the PDP.
- ❖ This is a microcosm of the issues we are currently facing in terms of the plan review as highlighted by the Commissioners.

Flexible Signage Provisions

Consistency of Recommendations

- ❖ I agree with Foodstuffs that the PDP should enable more flexible signage provisions to reflect commercial zone amenity that primarily exists within its landholdings and stores throughout the Far North District.
- ❖ If a Town Centre Zone (or any other commercial zone) is introduced and applies to land owned by Foodstuffs, then I consider that the signage provisions will need to be carefully crafted to match a more urban / commercial amenity than what is presently provided for in the Mixed Urban Zone and other Zones.

Reference to “window, fence or wall”

Recommendations for Rule SIGN-R7

- ❖ The Reporting Officer does not support Foodstuffs requested deletion of “windows, fence or wall” due to this having ‘unintended consequences.’
- ❖ I do not support this recommendation and consider that Rule SIGN-R7 is overly restrictive as notified. It is common practice for signs and imagery to change frequently to reflect current sales and marketing practices, particularly on buildings and windows.
- ❖ I consider that the rule as drafted will result in issues for signage on existing and future stores due to unnecessary resource consents being triggered.

PER-1

Recommendations for Rule SIGN-R7

- ❖ The Reporting Officer does not support the requested deletion of PER-1.
- ❖ I consider it unnecessary to restrict signage from protruding above the highest point of a building when signs are managed by a maximum height limit under SIGN-S2. I consider this to be a more effective standard to manage potential amenity effects from signage height.

PER-2 & PER-3

Recommendations for Rule SIGN-R7

- ❖ I support Foodstuffs' request to remove reference to SIGN-S1 and SIGN-S3 as signage will be attached to and directly related to the use of a commercial building. I consider this type and extent of signage to be anticipated for such a commercial activity within an urban / commercial zone.
- ❖ Regarding the Reporting Officer's recommended alternative wording for PER-3, I accept this alternative wording.

SIGN-R7

Recommendations for Rule SIGN-R7

SIGN-R7 - Signs on or attached to a building, ~~window, fence or wall~~ (excluding a scheduled heritage resource)

Activity status: Permitted

Where:

~~PER-1~~

~~The sign does not protrude above the highest point of the building or structure.~~

PER-2

The sign complies with standards:

~~SIGN-S1 Maximum area;~~

SIGN-S2 Maximum height;

~~SIGN-S3 Maximum number;~~

SIGN-S4 Traffic safety; and

SIGN-S5 Sign design and content.

PER-3 The sign is not for third party advertising and the activity is lawfully undertaken within the site.

He Pātai | Any Questions?