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October 2022

Proposed District Plan submission form

Clause 6 of Schedule 1, Resource Management Act 1991

Feel free to add more pages to your submission to provide a fuller response.

Form 5: Submission on Proposed Far North District Plan

TO: Far North District Council

This is a submission on the Proposed District Plan for the Far North District.

Full Name:	Vision Kerikeri (Vision for Kerikeri and Environs, VKK)		
Company / Organisation Name: (if applicable)	Vision Kerikeri (Vision for Kerikeri and Environs, VKK)		
Contact person (if different):	Jo Lumkong (Chair)		
Full Postal Address:	2299 SH10, Waipapa		
Phone contact:	Mobile: 02726 73688	Home:	Work:
Email (please print):	visionkerikeri@gmail.com		

1. Submitter details:

2. (Please select one of the two options below)

- I **could not** gain an advantage in trade competition through this submission
 I **could** gain an advantage in trade competition through this submission

If you could gain an advantage in trade competition through this submission, please complete point 3 below

3. I **am** 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 effect of trade competition
 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 effect of trade competition

Note: if you are a person who could gain 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

The specific provisions of the Plan that my submission relates to are:

- Signs chapter

Confirm your position: Support Support In-part Oppose

The submitter opposes, supports or seeks amendment to various specific areas of the PDP identified in this submission. The reasons are provided below



Our submission is:

Support for stronger signage provisions

The PDP states that DP controls apply to permanent and some temporary signage located on land that is not owned by Council (private land).

We recognise that some types of signage can play a useful role for the community – these include temporary signs that inform the community about events, and well-designed signs located on a business property to indicate the presence of that specific business. However, there are particular problem areas, such as third party (advertising) signs and community event signs that are not removed in a timely manner. The proliferation of signs can generate visual clutter, adverse effects on visual amenity and adverse effects on the character of both urban and rural areas. Signs may also cause distraction for drivers or other safety issues.

Our group supports policies and rules that will require better management and control of all types of signage in our region, to control the adverse cumulative effects of signage on amenity values or traffic safety. This will require strengthening of relevant bylaws as well as the PDP.

We support, in principle, firm PDP controls relating to sign area, height, design, setbacks and number of signs permitted, and we support rules to restrict third party advertising signs.

However, aspects of the signage provisions need to be strengthened, as outlined below.

SIGN-P1 signs ‘across a range of zones’

SIGN-P1 allows the use of signs ‘across a range of zones’. This phrase is too broad. The policy should instead state: ‘in appropriate locations only’. **S525.001**

SIGN-R3 Temporary Signs **S525.002**

Temporary signs should be limited at a given site so that we avoid the adverse effects of the accumulation of signage. We see the proliferation of signs for events on main arterial roads, accumulating near virtually all roundabouts and every main corner.

Consideration should be had to remove the rules for temporary and community signs from the District Plan and instead have a separate bylaw for them, that can be controlled through booking a spot for their sign at sites approved and controlled by Council or a Community Group. This would ensure the community and events could still be marketed, but in a controlled way that meets amenity value.

As we live in the Bay of Islands (tourism), have the Turner Centre (holding regular events), and 5 + schools in the region, we have a multitude of events that occur at any given time. The duration of a temporary sign being erected should be reduced to 8 weeks prior to the event and should be taken down one week of the event ending, to ensure adequate control of the proliferation of signs is mitigated.

SIGN-R15 & R18 Third Party Signs

Mixed Use Zones should not be able to have third party signs erected at their premises. If a building has multiple tenants, then those businesses would not be deemed third party and could erect their signs, ensuring compliance with the standards. **S525.003**

We support SIGN-R18 restriction on third party advertising signs, however it should apply in all zones to ensure that such signage is properly controlled. **S525.004**

SIGN-S3 Maximum Number of Signs

Five signs per site will lead to visual clutter when multiple sites have up to 5 signs each, especially in the Mixed use zone. On sites that have more than 2 signs, the signs should be consolidated onto one hoarding to reduce visual clutter. Consolidated signs are usually easier for drivers and the public to read/understand. Consolidated signs are commonly used at shopping malls and industrial estates, for example. **S525.005**

Any other sign or freestanding sign should be included within the standards/limits on number, area, etc.



SIGN-S1 Maximum Sign Area per Site – Mixed Use Zone, Light Industrial Zone, Heavy Industrial Zone

The proposed sign size/area is too large for signs in the Mixed-Use Zone. **S525.006**

Other districts generally seem to restrict signage size to between 3m² and 5m² for building frontage of less than 25m, then between 7% and 12% of building frontage greater than 25m.

We note that the standard for Orongo Bay sets a total maximum sign area (cumulative size/area). This approach should be applied to specific roads, roundabouts and precincts where signage is a problem.



I wish to be heard in support of my submission

I do not wish to be heard in support of my submission

(Please tick relevant box)

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

Yes No

Do you wish to present your submission via Microsoft Teams?

Yes No

Signature of submitter: Jo Lumkong on behalf of Vision Kerikeri

(or person authorised to sign on behalf of submitter)

Date: 21 October 2022

(A signature is not required if you are making your submission by electronic means)