

PC22B Appendix 5 – Options Summary

Table 5.1 Official Signs Evaluation Table

Inclusion of 'Official Signs' in Permitted Activities.		
	Option 1 – Status Quo (no change from Operative Plan)	Option 2 - Include new definition of 'Official Signs' as Permitted Activity.
<p>Costs (of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)</p> <p>Council Community Industry Environmental, Social, Economic, Cultural</p>	<ul style="list-style-type: none"> The current provisions do not include specific reference to signs required by other legislation, and as such any signs will be subject to the permitted activity restrictions contained within the Plan. In some cases, the need to erect an 'official sign' may trigger the need for a resource consent (exceeding number of signs or area conditions), at a time and cost to both the applicant and the Council, in terms of consent fees and time. 	<ul style="list-style-type: none"> Reduced level of regulatory control of the number and location of 'official signs' erected.
<p>Benefits (of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)</p> <p>Council Community Industry Environmental, Social, Economic, Cultural</p>	<ul style="list-style-type: none"> Council retains control over the form and nature of signage, where resource consent is triggered. 	<ul style="list-style-type: none"> The benefits of the inclusion of official signs is that the Council and other organisations that are required to erect 'official signs' do not need to go through the time and cost of obtaining a resource consent. Signs that are required by legislation can be erected when and where it is required without unnecessary delay and restriction. Improved community safety.
<p>Effectiveness</p>	<ul style="list-style-type: none"> Low effectiveness rating. The Plan does not allow for signage that is required by other legislation to be easily erected, and therefore delays effectiveness. 	<ul style="list-style-type: none"> High Effectiveness rating - The provisions are effective in achieving the objectives by ensuring that these signs are able to be erected as required.
<p>Efficiency</p>	<ul style="list-style-type: none"> Low efficiency rating – 'Official Signs' are required to be erected to meet other statutory obligations. Time cost and delay in being able to do this to meet the requirements of the District Plan is not efficient. 	<ul style="list-style-type: none"> High Efficiency rating - As reduces by reducing costs and time of obtaining consent for signage that is required by other legislation.

Risks	<ul style="list-style-type: none"> • That health and safety could be compromised by time delays in erecting signage caused through the resource consent process. 	<ul style="list-style-type: none"> • The approach taken is not unprecedented, as this approach is adopted within a number of other District Plans. • There is a benefit to society by allowing a permitted pathway for legislative signs, in terms of health and safety and wellbeing. • There is no evidence from the Signs Audit that official signs are contributing to visual clutter, however, the cost and processing of consents for 'Official signs' has been acknowledged as a problem with the current provisions from regulatory Council Staff.
Conclusions	<p>The inclusion of 'Official Signs' as outlined within Option 2, within the permitted activity rules has a high effectiveness and efficiency rating compared with status quo, and will result in less costs to the applicant and Council associated with processing resource consents, and increased public safety.</p> <p>The inclusion of 'official signs' also resolves ambiguity in the current plan as to how 'Official Signs' are characterised.</p>	

Table 5.2 Non-Site Related Signage Evaluation Table

Non-Site related signage				
		Option 1 - Status Quo	Option 2 - Include clear site related signage performance standards within permitted activities for advertising signs, and as such non-site related signage would fall as a RD or D activity.	Option 3 - Provide no non-site related performance standards and assess site related signage and non-site related advertising signage under same rule pathway.
Costs (of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)	Council Community Industry Environmental, Social, Economic, Cultural	<ul style="list-style-type: none"> • Council - The interpretation of the current provisions is unclear. This has led to confusion from both Council staff and the public as to how the Plan is to be interpreted and applied. • Council - Legal opinions received in April/May 2017 identify that the provisions have been interpreted and applied incorrectly since the Plan became operative. • Council - Providing information to plan users on the provisions of the Plan in its current format are difficult to understand. • Council - Enforcement costs, as unlawful 	<ul style="list-style-type: none"> • Council - Cost are associated with the plan change itself, administration and time. • Industry - There may be additional resource consenting costs to sign erectors, as provisions will now be clear that non-site related signage requires resource consent, where this is currently ambiguous. 	<ul style="list-style-type: none"> • Council - Cost are associated with the plan change itself, administration and time. • Environment -The Signs Urban Design Audit has highlighted that non-site related signage tends to be larger in size, and contributes to visual clutter and adverse effects on character of buildings. • Environment - The Signs Urban Design Audit has highlighted that non-site related signage is not required for business identification purposes, and as such can often lead to sign proliferation and visual clutter. The permitted activity rules for advertising signs are very permissive, and as such almost unrestricted erection of non-site related signage may

		<p>signs are being erected as plan users do not understand the provisions so are erecting unlawful signs until Council requests removal.</p> <ul style="list-style-type: none"> • Community - Most lay people have difficulty in understanding the term 'ancillary' used in the standard. (Evidence from Regulatory and Compliance Officers) • Industry - The provisions are unclear and this therefore creates confusion and certainty as to what can be erected without resource consent. This is identified within the Go Media Legal opinion. • Industry and Economic - That the provisions are difficult to interpret and this can lead to time and financial costs preparing and erecting signs that do not comply within rules. • Environmental - As the provisions are unclear, signage is being erected that may result in adverse visual effects to an area. 		exacerbate sign clutter within areas.
<p>Benefits (of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)</p>	<p>Council Community Industry Environmental, Social, Economic, Cultural</p>	<ul style="list-style-type: none"> • The existing signage provisions framework is maintained that plan users are familiar with. 	<ul style="list-style-type: none"> • Council - The interpretation of the current provisions is unclear. Option 2 would assist ease of interpretation and plan usability. • Council - gains the ability to definitively require resource consent applications for non-site related signage, which has been identified within the Urban Designs Signs Audit as a type of signage that can have adverse effects on character and amenity within the City. • Community and Business - Consistent approach across all city zones to non-site related signage, in that it will require resource consent regardless of location. • Community and Business - Business can be confident that the effectiveness of their own site related signage in terms of way finding and advertising will not be compromised by the erection of non-site related signage that could contribute to visual clutter and sign proliferation. • Environment - Improved amenity, character and 	<ul style="list-style-type: none"> • Business - Signage companies are using non-site related signage to generate income. No consenting costs may encourage more signs to be erected to increase revenue.

			safety within area, as the Council will have more control of the nature of non-site related signage erected within the City.	
Effectiveness		<ul style="list-style-type: none"> • Low effectiveness rating, as difficult to interpret and apply for plan users. The operative rules are dependent on the interpretation of 'ancillary' for its application and location with performance condition (a). Evidence from Regulatory and Enforcement staff and recent legal opinions has indicated that this has been interpreted in a number of ways and is therefore ineffective in achieving the objectives of the Plan. 	<ul style="list-style-type: none"> • High Effectiveness rating – The provision, along with amendments to the policy and objectives of the Plan will ensure that non-site related signage, which is evidenced to cause adverse effects within the City, will be able to be controlled by the Council, to achieve the objectives. 	<ul style="list-style-type: none"> • The objectives of the Plan seek to achieve signage in the City that does not have an adverse effect on traffic safety, or the functions, character and amenity of the city zones. The Urban Design Signs Audit has provided evidence to suggest that non-site related signage is a type of signage that can often result in adverse effects to the above. Therefore, in failing to control this type of signage, the Plan is not effective in achieving the objectives in the Plan.
Efficiency		<ul style="list-style-type: none"> • Low efficiency rating - A rule that is difficult to interpret is not efficient. 	<ul style="list-style-type: none"> • High Efficiency rating – There will be a financial cost involved to the Council in terms of the plan change process, and education on the new provisions. There will be also costs to sign erectors as all non-site related signage will require resource consent. These costs however are outweighed by the benefits to the City from the Council being able to control this type of signage, in particular improvements to amenity, character and traffic safety. 	<ul style="list-style-type: none"> • Low Efficiency rating – There will be a financial cost involved to the Council in terms of the plan change process, and education on the new provisions. There will be a saving in resource consenting costs to sign erectors of non-ancillary signage, however this is outweighed by the potential adverse effects to amenity and character of areas, from sign proliferation and clutter.
Risks		<ul style="list-style-type: none"> • There is sufficient information from the Urban Design Signs Audit and research conducted as part of PC22B to act. 	<ul style="list-style-type: none"> • The approach taken is not unprecedented, as this approach is adopted within a number of other District Plans. • There is sufficient information from the Urban Design Signs Audit and research conducted as part of PC22B to act. 	<ul style="list-style-type: none"> • There is sufficient information from the Urban Design Signs Audit and research conducted as part of PC22B to act.
Conclusions		<ul style="list-style-type: none"> • Option 2 is considered the most appropriate option. The Urban Design Signs Audit has highlighted that non-site related signage in the City, by its nature (i.e. generally larger) and location (in areas of high traffic and pedestrian volumes) can cause adverse effects on the character and amenity of areas, and may cause adverse effects on traffic safety. Therefore, it is a type of signage that the Council should manage to control effects. By including a performance standard in the Plan that excludes non-site related signage from Permitted Activity Status, this will enable to Council to control the effects of this type of signage in order to achieve the objectives of the Plan. The costs of the plan change, and consenting costs to business, are considered to be outweighed by the beneficial outcomes to the environment and community. 		

Table 5.3 Number of Signs Evaluation Table

Amendment to performance condition R6.1.5.2(b) Number within the Outer, Local, and Fringe and Industrial Zones			
	Option 1 – Status Quo (no change from Operative Plan)	Option 2 – Increase number restriction	Option 3 – Remove number restriction
	R6.1.5.2(b) Number for Outer, Local and Fringe Business Zones and the Industrial Zone permitted as 'one sign' for only sites which front onto or adjoin a residential zone.	R6.1.5.2(b) Number for Outer, Local and Fringe Business Zones and the Industrial Zone permitted as 'one sign' where a site fronts onto, or where a sign would be visible from a residential zone	R6.1.5.2(b) Number for Outer, Local and Fringe Business Zones and the Industrial Zone removed from Permitted Activity table and therefore number within these zones is unlimited.
<p>Costs (of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)</p> <p>Council</p> <p>Community</p> <p>Industry</p> <p>Environmental, Social, Economic, Cultural</p>	<ul style="list-style-type: none"> • Council: enforcement burden – Signs Audit has demonstrated that large number of unlawful signs because of existing rule • Business and Industry - The current provisions require resource consent to be obtained for Business and Industrial zoned premises where the number of signs exceeds one. The Signs Audit has revealed that given the nature of these sites, usually on busy roads, that there is a need to employ at least one fascia sign and one free standing sign, and as such there is financial time and consent costs. • Business/Industry: There is an anticipated and expected level of signage on business and industrial zones, and this applies regardless of if the site is boarded by residential zoned properties, so requirement to obtain resource consent excessive. • Business/Industry: Loss sales due to insufficient signage allowed as Permitted Activity. 	<ul style="list-style-type: none"> • Council. Reduced level of regulatory control of the number of signs erected on business and industrial zones. • Council: Cost of providing information to plan users on rule change • Community: Reduced level of protection to residential amenity. • Environmental: Reduced level of protection to residential amenity. 	<ul style="list-style-type: none"> • Council. No level of regulatory control of the number of signs erected on business and industrial zones. • Council: Cost of providing information to plan users on rule change • Environmental: Protection to residential amenity, limited to signage meeting other Performance Standards of Plan. • Community: Protection to residential amenity, limited to signage meeting other Performance Standards of Plan. • Business and Industry – may result in increased number of signs, that confuse advertising and way finding of business.

<p>Benefits</p> <p>(of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)</p> <p>Council</p> <p>Community</p> <p>Industry</p> <p>Environmental, Social, Economic, Cultural</p>	<ul style="list-style-type: none"> • Council - High level of regulatory control of the number of signs on business /industrial properties erected. • Council - Increased revenue from the processing of resource consents within business/industrial zones • Environmental: High level of protection to residential amenity 	<ul style="list-style-type: none"> • Council: Less time processing consents, where the outcome is already considered to be generally acceptable, and anticipated and occurs within the zones but the provisions require consent to be obtained. Free up Council resources to process consents with more potential effects. • Council: reduced enforcement burden (Signs Audit demonstrated that large number of unlawful signs because of existing rule) • Business and Industry - Do not need to go through the time and cost of obtaining a resource consent if providing 2 signs on site. Reduction in consent costs. • Business and Industry – Increase in exposure, revenue and sales. 	<ul style="list-style-type: none"> • Council: Less time processing consents, where the outcome is already considered to be generally acceptable, and anticipated and occurs within the zones but the provisions require consent to be obtained. Free up Council resources to process consents with more potential effects. • Council: reduced enforcement burden (Signs Audit demonstrated that large number of unlawful signs because of existing rule) • Business and Industry – Unlimited ability to erect a number of signs. Do not need to go through the time and cost of obtaining a resource consent if providing more than 1 sign on site. Reduction in consent costs. • Business and Industry – Increase in exposure, revenue and sales.
<p>Effectiveness</p>	<ul style="list-style-type: none"> • The provisions will not achieve the objective as they do not allow signage that is reflective of the function and character of the zone. 	<ul style="list-style-type: none"> • The provisions are effective in achieving the objectives by ensuring that signage is allowed where it is appropriate within the zone. Signage audit has demonstrated that increasing number of signs would be appropriate and therefore effective in achieving Objective 2. 	<ul style="list-style-type: none"> • The provisions are effective in achieving the objectives by ensuring that signage is allowed where it is appropriate within the zone. Signage audit has demonstrated that increasing number of signs would be appropriate, and the Plan has other provisions (namely controls on area) to maintain amenity and therefore effective in achieving Objective 2.
<p>Efficiency</p>	<ul style="list-style-type: none"> • The operative provisions have a high cost and level of restriction for business and industry to erect signage in areas where there is an expected level of signage., There is only limited to no benefit to residential amenity given the lower expectation of amenity within these locations. The costs to business/industry exceeds the benefits. 	<ul style="list-style-type: none"> • The provisions will still provide a restriction on number to ensure residential amenity is protected, but will enable business and industry to erect signage considered to be appropriate for the area without the costs of obtaining resource consent. 	<ul style="list-style-type: none"> • The provisions will still provide a restriction on area to ensure residential amenity is protected, but will enable business and industry to erect signage considered to be appropriate for the area without the costs of obtaining resource consent
<p>Risks</p>	<ul style="list-style-type: none"> • There is a risk in retaining the operative provisions, given that the information obtained within the Signs Audit provides sufficient justification to warrant amendment to the provisions. 	<ul style="list-style-type: none"> • It is considered that there is sufficient information obtained from the Signs Audits to act as proposed. 	<ul style="list-style-type: none"> • It is considered that there is sufficient information obtained from the Signs Audits to act as proposed
<p>Conclusions</p>	<ul style="list-style-type: none"> • Option 3 has a high effectiveness and efficiency rating compared with status quo, and will result in less costs to the business/industry and Council associated with the submission and processing resource consents, and will provide better exposure for businesses. There will still be protection to residential amenity by maintaining a limit of the area of signs. 		

Table 5.4 Illuminated Signs Evaluation Table

Illuminated Signage Evaluation Table			
		Option 1 – Status Quo	Option 2 – Review operative illuminated signage provisions, to reflect current use of technology and guidance.
Costs (of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)	Council Community Industry Environmental, Social, Economic, Cultural	<ul style="list-style-type: none"> • Council – The report prepared by Opus has highlighted that the Plan is ‘mute’ in relation to number of important aspects of illuminated signage that warrant control, that may lead to adverse effects on amenity or traffic safety. • Council – The current provisions do not expressly cover emerging technology such as LED digital signage. • Industry – Uncertainty as to what is permitted as provisions lack direction for illuminated signage. • Community /Environmental – The provisions fail to provide controls on a number of aspects of illuminated/digital signage that could have adverse effects on the environment and health and safety of road users. 	<ul style="list-style-type: none"> • Council - Cost are associated with the plan change itself, administration and time. • Industry – There may be additional resource consenting costs to sign erectors.
Benefits (of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)	Council Community Industry Environmental, Social, Economic, Cultural	<ul style="list-style-type: none"> • The existing signage provisions framework is maintained that plan users are familiar with. 	<ul style="list-style-type: none"> • Council – The current provisions are no longer fit for purpose with changes in illuminated signage types and digital signage. Option 2 would cater for the current and emerging resource management issue within the City. • Council - gains the ability to definitively require resource consent applications for illuminated signage and digital signage where it does not meet the detailed performance standards within the Plan. • Community and Business – Approach to illuminated and digital signage, that is reflective of existing amenity in zones across the City. • Community and Business – Business can be confident that they can install illuminated/digital signs in line within the performance standards as a permitted activity, or if fail to comply, are confident in what will be assessed for a resource consent application for such signage. • Environment – Improved amenity, character and safety within area, as the Council will have more control of the nature of illuminated/digital signage erected within the City.
Effectiveness		<ul style="list-style-type: none"> • Low effectiveness rating, as the Plan provisions fail to control new types of signage that are being used in the City that have the potential to cause adverse effects and therefore is not effective in achieving the objectives of the Plan. 	<ul style="list-style-type: none"> • High Effectiveness rating – The provision, along with amendments to the policy and objectives of the Plan will ensure that illuminated and digital signage, which is an emerging issue within the City, will be able to be controlled by the Council, to achieve the objectives.
Efficiency		<ul style="list-style-type: none"> • Low efficiency rating - There is potentially a high cost to the amenity of the environment and health and safety of the users of the land transport network. 	<ul style="list-style-type: none"> • High Efficiency rating – There will be a financial cost involved to the Council in terms of the plan change process, and education on the new provisions, and potentially additional consenting costs to applicants. These costs however are

			outweighed by the benefits to the City from the Council being able to control this type of signage and its emerging technology and use, in particular improvements to amenity, character and traffic safety.
Risks		<ul style="list-style-type: none"> • There is sufficient information from the Urban Design Signs Audit, the Opus Illuminated Signage Report, discussions with Councils Transport Officer and research conducted as part of PC22B to act. 	<ul style="list-style-type: none"> • There is sufficient information from the Urban Design Signs Audit, the Opus Illuminated Signage Report, discussions with Councils Transport Officer and research conducted as part of PC22B to act.
Conclusions		<ul style="list-style-type: none"> • Option 2 is considered the most appropriate option. The Opus Illuminated signage report and conversations with Council's Transport officer has highlighted that illuminated signage, and in particular the emergence of digital signage, does by its nature and location (in areas of high traffic and pedestrian volumes) cause adverse effects on the character and amenity of areas, and may cause adverse effects on traffic safety. Therefore, it is a type of signage that the Council should manage to control effects. By including a performance standards that control the elements of illuminated/digital signage in the Plan, but provides for some types of this signage as a Permitted Activity Status, will enable to Council to control the effects of this type of signage in order to achieve the objectives of the Plan. The costs of the plan change, and consenting costs to business, are considered to be outweighed by the beneficial outcomes to the environment and community. 	

Table 5.5 Sports Sponsorship Signs Evaluation Table

Inclusion of Rule 6.1.5.4 - Sponsorship Signs within Sporting Facilities.			
	<p>Option 1 – Status Quo (no change from Operative Plan)</p> <p>Sponsorship Signage requires Resource Consent as the signage is not site-related and the number of signs and area of signage would exceed the Permitted Activity performance conditions within the zone.</p>	<p>Option 2 - Provisions that allow for unrestricted erection of sponsorship signage in regard to number, area of signs but place restriction on location.</p>	<p>Option 3 - Provisions that allow for unrestricted erection of sponsorship signage with no control on number, area or location.</p>

<p>Costs</p> <p>(of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)</p> <p>Council</p> <p>Community</p> <p>Industry</p> <p>Environmental, Social, Economic, Cultural</p>	<ul style="list-style-type: none"> • Council: Time processing consents where outcome will almost always be acceptable. • Community: Cost to community organisations of preparing and applying for consent. e.g. Fitzherbert Park hockey stadium \$2500 raised from sponsorship signs, but consent costs were close to \$1000. • Community: Loss of ability to raise sponsorship money • Business and Industry – Cost to business and money that they are donating to sporting/community events going to consent costs not to organisation. 	<ul style="list-style-type: none"> • Council: Limited control on the erection of signage at such facilities. • Environmental: Reduced level of protection to amenity. 	<ul style="list-style-type: none"> • Council: unlimited control on the erection of signage at such facilities. • Environmental: Reduced level of protection to amenity.
<p>Benefits</p> <p>(of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)</p> <p>Council</p> <p>Community</p> <p>Industry</p> <p>Environmental, Social, Economic, Cultural</p>	<ul style="list-style-type: none"> • Council - High level of regulatory control of the number of signs are recreation facilities. • Council - Increased revenue from the processing of resource consents within recreation zones. • Environmental: High level of protection to amenity of these areas. 	<ul style="list-style-type: none"> • Council: Less time processing consents, where the outcome is already considered to be generally acceptable, and anticipated and occurs within the zones but the provisions require consent to be obtained. Free up Council resources to process consents with more potential effects. • Community: Ability to raise sponsorship, without losing a large majority of it to consent fees. • Business and Industry – Knowledge that sponsorship money is going to the sport/community organisations. • Business and Industry – Increase in exposure, revenue and sales. • Environment: Amenity is protected by ensuring that signage is facing internally to the facility, therefore limiting visibility outside and effecting amenity. 	<ul style="list-style-type: none"> • Council: Less time processing consents, where the outcome is already considered to be generally acceptable, and anticipated and occurs within the zones but the provisions require consent to be obtained. Free up Council resources to process consents with more potential effects. • Community: Ability to raise sponsorship, without losing a large majority of it to consent fees. • Business and Industry – Knowledge that sponsorship money is going to the sport/community organisations. • Business and Industry – Increase in exposure, revenue and sales.
<p>Effectiveness</p>	<ul style="list-style-type: none"> • Low effectiveness rating. – The provisions do not provide for signage that would be clearly envisaged as appropriate for the character and functions of sporting facilities, and therefore the provisions fail to be effective achieving the objectives of the Plan. 	<ul style="list-style-type: none"> • High Effectiveness rating - The provisions are effective in achieving the objectives by ensuring that signage is allowed where it is appropriate within the zone, and supports the functions for the zone, which includes providing for recreation activities. In addition, the proposed provisions will support policy and the provisions will support the functions and wellbeing of the community, 	<ul style="list-style-type: none"> • Low effectiveness rating - The provisions would provide for signage that would be clearly envisaged as appropriate for the character and functions of sporting facilities, but would fail to protect nearby amenity, and therefore the provisions fail to be effective achieving the objectives of the Plan.

Efficiency	<ul style="list-style-type: none"> • Low efficiency rating – The operative provisions have a high cost and level of restriction for community and sporting groups to erect signage in areas where there is an expected level of signage, and a need for signage to raise sponsorship money. There is limited/no benefit to amenity as the signage that triggers this provision is predominantly contained within the facility. The costs to community/sports groups exceeds the benefits. 	<ul style="list-style-type: none"> • High Efficiency rating – Given the inclusion of the wording to limit the location of the signs, amenity is protected outside of the facility as signage permitted by this rule would not be clearly visible. The rule however will enable sporting and community groups to raise much needed sponsorship money without the costs of obtaining resource consent.PC22B 	<ul style="list-style-type: none"> • Low efficiency rating; The rule will enable sporting and community groups to raise much needed sponsorship money without the costs of obtaining resource consent, however having no restrictions on location may result in adverse amenity impacts to those outside the sporting facility.
Risks	<ul style="list-style-type: none"> • There is a risk in retaining the operative provisions, given that the information through discussions with PNCC regulatory planners, Signs Audit and PNCC Parks groups, provides sufficient justification to warrant amendment to the provisions. 	<ul style="list-style-type: none"> • It is considered that there is sufficient information obtained from the PNCC regulatory planners, the Signs Audit and PNCC Parks officers to act as proposed. 	<ul style="list-style-type: none"> • It is considered that there is sufficient information obtained from the PNCC regulatory planners, the Signs Audit and PNCC Parks officers to act.
Conclusions	<ul style="list-style-type: none"> • Option 2 has a high effectiveness and efficiency rating compared with status quo, and will result in less costs to the community/sporting groups and Council associated with the submission and processing resource consents, and will provide better exposure for businesses. There will still be protection to residential amenity by maintaining a limit of the location of signage to face into the internal area of the subject facility 		

Table 5.6 Above Veranda Signs Evaluation Table

Inclusion of Controlled Activity status for signs located above verandas within the Inner Business Zone		
	Option 1 – Status Quo (no change from Operative Plan)	Option 2- In the Inner Business Zone all signs attached to a building located above the height of the veranda are a controlled activity
Costs (of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions) Council Community Industry Environmental, Social, Economic, Cultural	<ul style="list-style-type: none"> • The current provisions do not allow the Council to specially to control the design and location of above ground signs. The Signs Urban Design Audit has highlighted that these signs within the Inner Business Zone are in general being erected to a poor quality, which has an adverse effect on both the amenity of the building on which the sign is erected and the surrounding locality. 	<ul style="list-style-type: none"> • Cost financially and time and advertising to second floor businesses who wish to advertise and do not have an alternative (ground floor location) which to place signage, for identification and adverteng. • Above ground floor signage is in most cases, additional signage, being signage that is not the primary identification signage of a building, and therefore a business will still be able to have a level of signage as Permitted Activity, without requiring a resource consent (with the exception of second floor premises with no other building advertising space), however in most cases identified in Signs Audit the above ground floor signage was advertising the ground floor premises. • There may be costs to businesses in loss of advertising (if choose not to erect sign due to consenting requirements) resulting in less identification of the business from distance from public vantage points or along street. • Financial and time cost to Council in processing consent applications.

<p>Benefits (of the environmental, economic, social, and cultural effects that are anticipated from the implementation of the provisions)</p> <p>Council Community Industry Environmental, Social, Economic, Cultural</p>	<ul style="list-style-type: none"> Businesses, including second floor businesses have the ability to make use of all of the building area for signage, without resection on location, or additional time in costs. 	<ul style="list-style-type: none"> Council acquires a level of control of the design and location of signs above ground floor level, which will help to contribute to the overall appearance of buildings and localities. There is now a 'fast-tracked' application process under the Resource Management Amendment Act that would allow for a reduced consenting timeframe for such applications. Environmental benefit to character and amenity of buildings and localities.
<p>Effectiveness</p>	<ul style="list-style-type: none"> Option 1 has a low effectiveness rating as evidenced from the signage audit. The current provisions allow for this type of signage as a permitted activity where it is proven though the Signs Audit that these signs will often result on adverse effects to character and amenity contrary to the objectives of the Plan. 	<ul style="list-style-type: none"> Option 2 is effective in achieving the objectives of the Plan. This option will ensure that signs are reflective of the function character and amenity of the zone, but placing control over a type of signs that is evidenced within the Signs Audit to have the potential to cause adverse effect particularly on character and amenity of buildings.
<p>Efficiency</p>	<ul style="list-style-type: none"> The current provisions provide for unrestricted erection of signage by business within the business zones, which is proven to have adverse effects on amenity and character. Business are currently benefiting from advertising signage that may have an adverse effect on amenity and character to the cost of the environment. This is not considered efficient. 	<ul style="list-style-type: none"> It is acknowledged that there will be additional costs to businesses in the form of consenting and time costs associated with a resource consent application, however these costs will be outweighed by the improvements to the character of buildings within the City and amenity by the Council having some control over the design and appearance of these type of signs.
<p>Risks</p>	<ul style="list-style-type: none"> There is sufficient evidence from the Signs Urban Design Audit to act. 	<ul style="list-style-type: none"> The signs Urban Design Audit has demonstrated that within a number of areas of the City, above ground floor signage is having a negative effect on the approach of a building or the area. This information supports this option, to tighten regulatory control on above ground floor signage. There is sufficient evidence from the signs urban design audit to act.
<p>Conclusions</p>	<p>Option 2 is considered to be the best option. Option 2 balances more appropriately the desire and need for businesses to be able to use above veranda signs as a form of adverting, but highlights that these signs are evidence to often cause adverse effects to amenity and character, and therefore this option recognises that there needs to be some form on control by the Council. A controlled activity status (particularly in light of the changes to the process from the RMA amendment Act 2017), will provide control will least possible cost and time implications to businesses.</p>	