



Timaru District Council
2 King George Place
Timaru 7910
Phone: 03 687 7200

Further submission in support of, or in opposition to, submission on the Proposed Timaru District Plan

Clause 8 of Schedule 1, Resource Management Act 1991

Further submissions close on Friday 4 August 2023 at 5pm

To: Timaru District Council

This is a further submission in support of, or in opposition to, a submission on the **Proposed Timaru District Plan**.

Full name of person making further submission:

Organisation name and contact (if representing a group or organisation):

Out Of Home Media Association of Aotearoa

Only certain persons can make a further submission. Please select the option that applies.

I am:

- a person representing a relevant aspect of the public interest;
- a person who has an interest in the proposal that is greater than the interest the general public has;
- the local authority for the relevant area.

Please explain why you come within the category selected above:

OOHMAA has made a submission on aspects of the Proposed Timaru District Plan to which these further

submissions relate. OOHMAA and its members are specifically advantaged and/or disadvantaged, and their

business or economic interests could be impacted by, the provisions of the Proposed Timaru District Plan.

Hearing options

I wish to be heard in support of my further submission? Yes No

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

Yes No

Signature: Anthony Blomfield Date: 11 August 2023

(of person making submission or person authorised to make decision on behalf)

PLEASE NOTE - A signature is not required if you submit this form electronically. By entering your name in the box above you are giving your authority for this application to proceed.

Electronic address for service of person making further submission:

Telephone: 0211339309

Postal address (or alternative method of service under section 352 of the Act):

Bentley & Co, PO Box 4492, Shortland Street, Auckland 1140

Contact person: *[name and designation, if applicable]:* Anthony Blomfield

You have served a copy of the further submission on the original submitter (this is required under the Resource Management Act 1991 Schedule 1, s8A(2) to be completed within 5 working days after it is served on the Timaru District Council)

Yes No

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Additional template for multiple further submission points

Name of person making further submission:						
This further submission is in relation to the original submission of: <i>Enter the name of the original submitter as per the SoDR. E.g. Timaru District Council</i>	This further submission is in relation to the original submission Number: <i>enter the unique submission number as per the SoDR. E.g. 42.45</i>	The particular parts of the original submission I/we support /oppose are:	My/our position on the original submission is: <i>Support or oppose</i>	The reasons for my/our support/ opposition to the original submission are:	Allow or disallow the original submission (in full or in part)	Give precise details (which can include tracked changes) of the decision you want the Council to make in relation to the original submission point
Waka Kotahi NZ Transport Agency	143.11	Supports definition of Off-site Sign.	Support	The definition of 'off-site sign' is plain and unambiguous and should be retained.	Allow	Retain the definition of 'off-site sign' as notified.
Go Media Ltd	18.2	Opposes SIGN-P2.3 with the additional description to Digital signs, we feel the preceding text is inclusive of digital signage. [Refer to original submission for full reasons].	Support	Policy SIGN-P2 seeks to require that signs are design and located so they do not compromise the safe use of any road. Sub-part 3 of the policy seeks to ensure sign proliferation, illumination levels, light spill, flashing and moving images and digital signs do not cause distraction. The sub-part of the Policy specifically identifies digital signs, whereas the rest of the sub-part otherwise addresses aspects of signage design and operation. It is not necessary to single out digital signs as a medium, as all signs are addressed by the policy.	Allow	Accept the relief sought by the submitter.
ANSTAR Limited	47.1	Opposes that SIGN-R4 does not provide for off-site signs as a permitted activity within Industrial, Commercial or Mixed-Use Zones despite manageable and comparable effects to on-site signs. Considers there is no basis for default to non-complying activity status.	Support	OOHMAA's primary submission seeks amendments to Rule SIGN-R4 to amend the activity status that applies to 'off-site signs'. OOHMAA supports the submission noting that it similarly seeks a less onerous activity status for off-site signs. OOHMAA agrees with the reasons provided by the submitter, namely that the effects of on-site and off-site signage are comparable, and the activities should be consistently managed by the Proposed District Plan.	Allow	Accept the relief sought by the submitter. Alternatively, accept the relief sought by OOHMAA in its primary submission.
Waka Kotahi NZ Transport Agency	143.125	Support SIGN-S1, however, request that clause 3 be amended to cover all signs visible from a road. Considers Council should also consider whether additional standards such as sight distances, maximum number of words/elements should be added to this standards. The Traffic Control Devices Manual - Part 3 Advertising Signs (Appendix 1) gives direction to these standards to reduce potential traffic safety effects.	Oppose	OOHMAA does not support further standards in relation to sight distances or maximum number of words/elements. Such standards would be unworkable and onerous on the design of signage, which typically utilises combinations of words, logos, colours and text to impart a message in an effective manner. OOHMAA also does not support the amendment sought to require traffic safety standards to apply to all signs. The notified standard that applies only to signs within 10m of a road is appropriate.	Disallow	Retain Standard SIGN-S1, subject to the amendments sought by OOHMAA in its primary submission.
Waka Kotahi NZ Transport Agency	143.126	Supports this standard (clause 8) which states that no digital billboard shall be located adjoining a state highway. However, it is sought that the standard also provides for discretion of adverse effects on traffic safety, which is a key consideration when assessing digital billboards as they have the ability to distract the attention of road users and result in traffic safety effects.	Support in part	OOHMAA's primary submission seeks a range of amendments to Standard SIGN-S2. Without derogating from its submission, OOHMAA supports the submission by Waka Kotahi NZ Transport Agency in respect of the inclusion of 'traffic safety effects' as a matter of discretion that will apply to the consideration of an infringement of this standard.	Allow in part	Accept the relief sought by the submitter to insert "any adverse effects on traffic safety" as a matter of discretion to SIGN-S2.
Waka Kotahi NZ Transport Agency	143.128	Supports this standard which limits the number of signs (excluding official and temporary signs) per site, however, if this standard is not met, Waka Kotahi suggest that the matters of discretion should be extended to include potential effects on traffic safety.	Support	Without derogating from its submission, OOHMAA supports the submission by Waka Kotahi NZ Transport Agency in respect of the inclusion of 'traffic safety effects' as a matter of discretion that will apply to the consideration of an infringement of standard SIGN-S6.	Allow	Accept the relief sought by the submitter to insert "any adverse effects on traffic safety" as a matter of discretion to SIGN-S6.
Waka Kotahi NZ Transport Agency	143.129	Suggest that Table 27 should be amended to better reflect Table 6.2 of the TCD Manual:	Oppose	OOHMAA does not consider that minimum lettering size standards are reasonable or practicable for the design of advertising messages, which comprise a range of text-based messages, and can include text such as 'legal fine print' and other text which is necessary for a range of reasons but which is not required to be read in order for the main message to be understood. Further, it is ambiguous what constitutes a 'primary message' or a 'secondary message'. While Table 27, as notified, suffers from the same issues, the relief sought by the submitter seeks to increase the minimum lettering size on signs in low speed environments which is not appropriate.	Disallow	Retain Table 27 as notified.

From: [Anthony Blomfield](#)
To: [PDP](#)
Subject: PDP Further Submission
Date: Sunday, 13 August 2023 8:21:43 pm
Attachments: [image001.jpg](#)
[image002.png](#)
[PTDP Further Submission - OOHMAA.pdf](#)
[Form 6 Further Submission Form - OOHMAA.pdf](#)

Good evening,

Please find attached a further submission by the Out of Home Media Association of Aotearoa.

My apologies this was not filed by Friday, it seems there was an issue with my emails.

Please could you advise if this late further submission can be accepted.

Kind regards,

Anthony Blomfield



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