



Minutes

of the

Thames-Coromandel District Council

Hearing for Advertising and Signs Bylaw

Date	18 July 2017
Venue	Council Chambers 515 Mackay Street Thames

Present

Present

SA Goudie (Mayor)

HD Bartley
SL Christie
MK Mc Lean JP
TM Walker

PA Brljevich
LA Fox
S Peters

In attendance

Name

Community Board Chairs

Ken Coulam, Paul Kelly, Peter Pritchard and Bob Renton.

Staff

Angela Jane, Ariana Wickliffe, Graham McDermott, Steve Baker, Barry Smedts, Brian Taylor and Paul Davies.

Meeting commenced	09:02
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1 Meeting conduct

1.1 Apologies

130/17
CL **Resolved**
That the Thames-Coromandel District Council receives the apologies from Councillor Simpson and Board Chair Connors for the 18 July 2017 Council hearing.

Moved/seconded by: Christie/Brljevich

2 Governance and Strategic Planning

2.1 Hearing submissions to the Advertising and Signs Bylaw

Council was presented with the submissions received to the proposed Advertising and Signs Bylaw. Submitters were provided the opportunity to present their submission verbally.

2.2.1 Geoff Graham - Bayley Real Estate

Mr Graham spoke to his submission (AS_33). Mr Graham requested that the maximum size of real estate signs remain at 900 x 600 square metres. Mr Graham disagreed with the proposal of limiting a sign's duration in place and suggested that a sign be removed up to 15 working days unless unkempt. Mr Graham highlighted that the real estate signs generated a lot of business for the area noting that between 25-40% of enquiries and selling of property was created by real estate signs alone.

Mayor Goudie asked Mr Graham if there were any accessibility issues with placement of signs. Mr Graham responded that the signs did not interfere with access.

2.2.2 Alaine Hedges - Harcourts

Ms Hedges spoke to her submission (AS_29). Ms Hedges agreed with Mr Graham's submission in particular that signs remained at 900 x 600 square metres. Ms Hedges noted that all real estate agencies worked together to regulate signs in particular sold notification signage. Ms Hedges also suggested that there be a provision for two signs on a corner site property with two road frontages.

2.2.3 Jan Autumn - Coromandel-Colville Community Board

Ms Jan Autumn spoke to the Coromandel-Colville Community Board submission (AS_26). Ms Autumn tabled suggested additions for signs within a heritage policy area. This included additional wording to objective 4 to make the heritage aspect more specific. For example: *Signs located on building on a heritage register - or any building with the heritage zone - objects and sites should compromise their heritage value and/or heritage look.* Deputy Mayor Brljevich asked Ms Autumn if there were currently some signs that created issues in the town. Ms Autumn responded there were numerous examples noting that the liquor outlet signs were not in keeping with the heritage style that the community supported.

2.2.4 Ken Coulam

Mr Coulam spoke to his submission (AS_2). Mr Coulam supported the proposed bylaw but raised concerns to two specific aspects. Mr Coulam requested that Council consider electioneering signs be exempted from the bylaw and removed from the schedule 1 restrictions of maximum signs per premise. He noted that the signs were of a temporary nature and that it increased participation and awareness to vote. Mr Coulam also requested that Schedule 1 controls for the maximum number of signs per premise be altered to reflect land size.

2.2.5 William Ross

Mr Ross spoke to his submission (AS_37). Mr Ross addressed concerns with the placement of board signs. He noted that he had written several letters to Council expressing his issues (dates listed in Attachment A). Mr Ross requested the words "and to maintain aesthetics" be added to clause 4 of the bylaw. Mr Ross also suggested that clause 6.1 be more clearly defined.

2.2.6 Robert Evans

Mr Evans spoke to his submission (AS_14). Mr Evans noted his concerns with signs placed in the rural area. He requested that the maximum height be larger than what was proposed.

2.2.7 Tracey Lamason

Ms Lamason spoke to her submission (AS_6). Ms Lamason also tabled a supporting statement of evidence to her submission with suggested amendments noted in Attachment A. Ms Lamason highlighted several areas of concern. Ms Lamason requested that traffic directional signs be excluded from the definition of signs. Ms Lamason also noted that consideration be given to schedule 1 specifically the residential, rural and et al zone in which the additional controls should not apply. She also questioned what the process was to obtain an exemption and noted that this was not offered within the proposed bylaw.

2.2.7 Glen Clark

Mr Clark spoke to his submission (AS_27). Mr Clark did not support the size of the sign as signalled in the proposed bylaw. Mr Clark noted that the standard sheet size for typical signage materials was different to the finished size and suggested that Council consider this in the bylaw.

2.2.8 Natalie Amos

Ms Amos spoke to the NZTA submission (AS_35). Ms Amos tabled a supporting statement of evidence to her submission and the Traffic Control Devices Manual used by NZTA. Ms Amos described NZTA's position on signage which included that signs were not to be a distraction to motorists. Ms Amos requested that there be more consistency between the proposed bylaw and the proposed District Plan (DP). She advised that consideration be given to ensure that it does not contradict or duplicate the DP framework.

2.2.9 Julie Francombe from PowerCo

Ms Francombe spoke to the Powerco Ltd submission (AS_15). Ms Francombe noted that PowerCo Ltd supported the proposed bylaw but requested that an amendment be made to Part 6 - Exemptions. Specifically clause 12.2 to clearly state that signs associated with "electricity network utility infrastructure" or "network utility infrastructure" more broadly were exempt from the provisions of the proposed bylaw.

131/17
CL

Resolved

That the Thames-Coromandel District Council:

1. Receives the 'Hearing of submissions to the proposed Advertising and Signs Bylaw' report, dated 28 June 2017.
2. Receives the late submission from Reihana Robinson.
3. Receives the submissions made to the proposed Advertising and Signs Bylaw.

Moved/seconded by: /Goudie/Brljevich

Meeting closed at 10:31am

The foregoing minutes were certified as being a true and correct record of the meeting of the Thames-Coromandel District Council Hearing for Advertising and Signs Bylaw meeting held on 18 July 2017.

Mayor _____ **Date** _____