

RESOURCE CONSENTS HEARINGS PANEL

MINUTES: of a meeting of the Resource Consents Hearings Panel which commenced at 1.00 p.m. in the Council Chamber, Centreway Road, Orewa on Friday, 1 February 2008.

PRESENT:

Chair	John Childs
Crs	Grahame Powell
	Wayne Walker

IN ATTENDANCE:

Reporting Planner	Sarah Gathercole
Team Leader	Ian Dobson
Committee Adviser	Raewyn Morrison

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311/02/08 APOLOGIES AND ANNOUNCEMENTS

AGENDA ITEM NO. 1

There were no apologies or announcements.

312/02/08 REQUESTS FOR CONSIDERATION OF URGENT ITEMS

AGENDA ITEM NO. 2

There were no requests for the consideration of urgent items.

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313/02/08 NOTIFIED RESOURCE CONSENT APPLICATION UNDER SECTION 88 OF THE RESOURCE MANAGEMENT ACT 1991**THIS REPORT RELATES TO A RESOURCE CONSENT APPLICATION FOR A DISCRETIONARY ACTIVITY TO ERECT FOUR BILLBOARDS**

Address: Billboard A: Lot 2 DP 308959, Leigh Road, Silverdale

Billboard B: 137 Grand Drive, SH1A, Orewa

Billboard C: Motorway, State Highway 1, Silverdale and Lot 1 DP 372513, Bankside Road, Silverdale

Billboard D: Lot 1 DP 340986, Wainui Road, Silverdale

APPLICANTS: WFH PROPERTIES LIMITED

FILE REF	LAN 52932
WARD	Hibiscus Coast
AGENDA ITEM NO.	3

1.00 p.m. The applicant seeks consent to erect four billboard signs surrounding the Millwater development proposed in Silverdale North. The Millwater development area consists mainly of land proposed for residential development (Precincts 2-7 of the Silverdale North Master Plan within Variation 52 to the Proposed District Plan). The applicants propose to erect the four billboards around the development to raise awareness. The billboards are proposed on Leigh Road, Wainui Road, State Highway 1A and Grand Drive.

The applicant's representatives, Mr Alex van Son, Mr Warren Frogley, and Mr Tim James (Wood and Partners), present.

Submitters: Mr Jonathon Cutler (representing on behalf of Mr Lee Braithwaite), present.

1.05 p.m. The Chairperson opened the hearing and outlined the meeting procedure.

Mr van Son distributed and read written evidence. Mr van Son's evidence included images of the original billboards applied for and a set of revised billboard drawings.

Mr van Son described the background to the proposal. WFH Properties Limited owned over 200ha in Silverdale North and 60ha at Arran Hill, Orewa West. It was their intention to develop their landholdings at Silverdale North to accommodate future urban land use in general accordance with the vision of Rodney District Council, as outlined in Variation 52 to the Proposed District Plan. The applicant hoped to have the first lots available to the market by May 2009 and it was anticipated development of the site would continue over the next 6-8 years.

Mr van Son detailed the billboard locations, noting that the billboard locations were the same apart from a slight amendment to billboard D on Wainui Road. Mr van Son described the billboard sizes and the nature of their formation. The proposed billboards were temporary and it was expected that they would remain in place throughout the various phases of development: geotechnical remediation, bulk earthworks, service installation, subdivision and construction. As such, consent was sought for a minimum of 5 years. Mr van Son considered that overall, upon review of the District Plan rules, the proposal was considered to be a Discretionary Activity. He discussed the permitted baseline and the assessment of effects. He said that the Braithwaite submission appeared to be mainly concerned with the effects of the size, height and location of the sign on the visual amenity of the area surrounding the site. In particular, that the sign would be out of context in what was considered to be a "changing rural/residential area". The applicant proposed amendments to the application.

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While it was not considered that the signs as submitted would necessarily have adverse visual or landscape effect, in light of the concerns raised by Council and Mr Braithwaite, the following amendments were proposed:

- Billboards B & C reduced in size to 6m x 2.4m (14.4m²) which equated to approximately 80% of their original size.
- The location of Billboard D would be moved to the north and away from the Braithwaite's property, approximately 80m from the closest residential dwelling and 100m from the Braithwaite property.

Mr van Son said that these amendments would provide additional mitigation in terms of minimising visual and landscape effects, and were depicted in the revised drawings.

In a summary of amendments to address the concerns raised in the Planning Officer's report Mr van Son said that it was proposed to make the following amendments to the billboards:

- The number of images displayed on all four billboards had been reduced. The billboard designs submitted in the original application featured a mosaic of images on the left hand side of the billboard depicting various images of people and landscapes. The amended designs for Billboards B and C feature a reduced number of simplified images. The mosaic of images on Billboards A and D had been replaced with one enlarged central image.
- The size of Billboard B and C had been reduced by approximately 20%. As such the billboards were now only slightly larger in size than those permitted in the District Plan. The size of Billboards A and D remained unchanged.
- The location of Billboard D had been amended and moved to the north, approximately 100m from the Braithwaite property and 80m from the closest residential dwelling.

In conclusion, Mr van Son said that he had determined that the proposed billboards were generally consistent with the objectives and policies of the Operative District Plan, the Proposed District Plan and Variation 52.

In response to questions from the Panel, Mr James said that there would likely be additional signs throughout the subdivision, for example lot signs in appropriate places. He expected the development to be rolled out over an 8 year period extending from Silverdale North to Orewa West (Grand Drive). The development would occur through a precinct process, most would be broken into 2 stages. Under the Millwater brand specific areas would be named in relation to the history of the area and be a reflection of the pioneering background. It was intended to have all heavy traffic accessing the site coming up a yet to be constructed Wainui ramp from the motorway; it was intended to keep heavy traffic off the parkway adjacent to Silverdale School. The messaging would be aimed to a certain market and have an accent on lifestyle. With a human element on the billboards there would probably be a longer period of interest.

Mr van Son said that the proposal had been assessed by a traffic consultant who recommended that consent be granted.

Mr Dobson pointed out that the new images would not have been assessed. The traffic engineer would have looked at the original images with regard to the distraction factor and as the billboards had been reduced in size, the images reduced, and the colours muted Mr Dobson said he suspected the traffic engineer's comments would remain the same.

Mr Frogley said that the billboard images had no direct reference to the property development, but rather to alert them to the location and the activity going on. The website would encourage people to find out further information about the subdivision. The intention of the immediate outcome was to promote interest in the name Millwater and then for people to investigate further – there was no direct statement on the billboards. He considered people would grasp the message reasonably quickly and the new images helped to soften the effect. Mr Frogley said that image A was in a slow traffic area so the billboard was larger. Image D was in a less busy area. He said that he was open to looking at alternative heights off the ground; the main reason behind the height off the ground of the billboards was that views from a moving car would not be impaired by any vegetation, fences etc.

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With regard to tagging issues, the billboard could be coated for anti-tagging which was mandatory practice. The signs would be positioned in areas where sections would be sold and they would become redundant as property was developed. The signs were not intended to "live on" their purpose was to gain people's interest. Mr Frogley confirmed that the applicant would comply with yard set backs in the District Plan.

Mr van Son said that he had been contacted by a consultant from Transit who looked at the proposal; Transit had been contemplating putting in a submission with regard to the size of the lettering but the consultant thought the billboards looked acceptable from plans. Transit had not mentioned any other concerns; there had been phone calls but no correspondence. The signs were not going to be illuminated.

Mr Frogley said that the size of the text on the revised billboards had been used before on similar signs in the region – the text was legible. Part of the reason for choosing the name had been the for the memorability factor. He said he had not had any discussion with Mr Cutler with regard to the amendments.

Mr Cutler distributed and read written evidence on behalf of Mr Lee Braithwaite: The following was noted:

Mr Cutler said that Mr Braithwaite owned a rural property in Wainui Road that was located directly opposite the proposed siting of Billboard 'D'. A building consent application would be submitted to the Council in either late February or early March for a single farm dwelling on the site. It would be located close to Wainui Road for ease of access and would be visible from the road for the benefit of visitors and security. In order to maximise daylight and sunlight, it was being sited such that its main habitable rooms have a north facing orientation towards the applicant's proposed siting of Billboard 'D'. The billboard would directly adversely affect the outlook from this dwelling, but in any event its presence without this dwelling would adversely affect the existing rural amenity of the area. Mr Cutler said that in his view the billboard was superfluous and could be avoided. Billboards A, B and C were all in more prominent locations and directed towards larger roads. The topography also made the location even more sensitive, and from a distance within which the proposed billboard would be visible it would appear as an unsightly rectangular shaped "blot" on the landscape. Mr Cutler considered that not only could Billboard 'D' not be justified in terms of the statutory provisions of the Act, but nor could an alternative billboard with a reduced size and more refined design be justified in the location. However, should consent be granted, he considered the five year duration excessive, giving a "degree of permanence" for an activity that was a short term marketing exercise.

In response to questions from the Panel, Mr Cutler said that he thought the change in design had reduced the clutter with regard to the images and that the billboards were now more appropriate. Notwithstanding this improvement what he said still stood and he didn't think there was a need for a billboard on Wainui Road. He felt that 2 to 3 billboards in more prominent locations would serve the application's purpose. He considered that Wainui Road was the most sensitive site of all the proposed billboards in terms of visual amenity. Mr Cutler advised that the suggested alternative location would be more visible to Mr Braithwaite. He said that Mr Braithwaite's neighbours had some concerns but not enough to make a submission and attend a hearing. If a sign was allowed he would be happier if the timing was more linked to subdivision and taken away when the subdivision was largely complete.

Mr James advised that if Penlink went ahead the time sign(s) stayed would be significantly reduced.

In response to questions from the Panel about the height off the ground, Mr Frogley said that he would offer a height of the billboards beginning 1m off the ground, this would allow for clearance of fencing. For example:

- Billboard A at a maximum height of 1m off the ground would result in a maximum height of 4.6m.
- Billboard B, C and D would be a maximum of 3.4m to the top of the billboard (actual sign 2.4m).

2.36 p.m. - 3.04 p.m. Meeting adjournment.

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Mr Cutler said that he was happy for a decision to be made today, he objected to the sign per se albeit in its slight amendment, however, the proposed amended location would have a greater effect on his client. He was not particularly worried about what was on the sign, he was more worried about a commercial sign in the locality.

The applicant confirmed that the billboard Mr Cutler was concerned about would stay in the position as notified in the application.

Ms Gathercole addressed the Panel. The following was noted:

In regards to proposed changes, Ms Gathercole said that the composition had changed, as had the colours. The signs had been reduced in size, and lowered in height. In considering the proposed changes, Ms Gathercole said that billboard A now had better images and colours; she had concerns with regard to the visual effects but with the proposed lowering of the billboard height she was inclined towards approval. Billboards B and C had revised composition with regard to images, colours, and the reduction of size and her recommendation was that of approval. Billboard D still might have effects on character and amenity but with a reduction in size was now more acceptable.

In response to a question from the Panel, Ms Gathercole said that she still had a few concerns about the size of billboard A because of its size, but the better design would blend in to the area more.

Mr James said that it was likely as the development progressed that the skin of the billboards may change. He confirmed that the billboards would be structurally engineered.

Mr van Son said that he had nothing further to add by way of right of reply; he was pretty happy with the way things were looking.

3.18 p.m. The Chairperson closed the hearing.

Subsequently the Panel resolved:

Childs/Powell

THE DECISION

That pursuant to Section 104/104B of the Resource Management Act 1991

The notified Discretionary activity land use application by WFH Properties Limited to erect four billboards in Silverdale North

- **Billboard A: Lot 2 DP 308959**
- **Billboard B: 137 Grand Drive, SH1A, Orewa**
- **Billboard C: Motorway, State Highway 1, Silverdale and Lot 1 DP 372513, Bankside Road, Silverdale**
- **Billboard D: Lot 1 DP 340986, Wainui Road, Silverdale be granted.**

REASONS FOR THE DECISION

Pursuant to Section 113 of the Resource Management Act 1991, the reasons for this decision are as follows:

1. **In their amended form and subject to conditions, the billboards will have minor adverse effects on the visual amenity and landscape values of the area in which they will be located and taking into consideration that the physical environment is changing to urban environment.**

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2. The short term consent period coupled with their amended size and reduced height and location mean that the signage will have minor adverse visual and amenity effects on the surrounding environment.
 3. Subject to conditions the billboards will have only minor adverse transportation safety effects.
 4. The proposal is generally consistent with the objectives and policies of Plan Change 55 and the Proposed District Plan as they will not affect the rural character and will not compromise the ultimate use of the land as anticipated by the various zonings proposed for Silverdale North.
 5. The relevant assessment criteria in the Proposed Plan are generally satisfied.
 6. As the signs are located within the Metropolitan Urban Limits and relate to the development of land, no Regional Policy Statement issues arise.
 7. The proposal as amended is consistent with the Purpose and Principles of Part II of the Resource Management Act, 1991 in that the billboards will not detract from the visual amenity values of the area to an extent which is more than minor. The proposal is also generally consistent with the provisions of the Section 5 of the Act as the adverse effects on the environment can be mitigated.

**THE RELEVANT STATUTORY PROVISIONS THAT WERE CONSIDERED:
(Section 113(1) (AA))**

Overall this application was considered to be a **discretionary** activity and was considered in terms of sections 104, 104B and Part 2 of the Act.

**OTHER RELEVANT PROVISIONS THAT WERE CONSIDERED:
(Section 113(1) (ab))**

The provisions of the following documents were considered by the Hearings Panel in reaching this decision.

Auckland Regional Policy Statement Provisions

None applicable

Proposed Regional Policy Statements Provisions

None applicable

1993 Transitional District Plan

None applicable [or list any relevant provisions]

Plan Change Number 62 Financial Contributions

General Rural Zone/General Objectives

Objectives 5.1, 5.3, 5.11, 5.13

Policies 5.2, 5.4, 5.12

Special 11/12 Zones objectives policies

Assessment Criteria Yards

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Plan Change Number 55 Rural Provisions

Proposed Plan Provisions

Proposed District Plan 2000

General Rural zone
Policies 7.8.1.2.1-12

Special 11 Zone

Objectives 12.8.11.1.2.1-3
Policies 12.8.11.1.3.1-11

Future Urban

Objectives 13.3.1-7
Policies 13.4.1-13.4.7

Special 19 Zone

Objectives 12.8.19.4.2,5,10,12,15,19,22,24
Policies 12.8,19.5.2,4,20

Variation 52

Other Legislation

None

Other Documents

Vision Rodney

PREAMBLE

This application seeks consent to erect four billboards in the Silverdale area to raise awareness of the development of land owned by the applicants. The application was fully notified and attracted one submission.

THE PRINCIPAL ISSUES THAT WERE IN CONTENTION: (Section 113(1) (ac))

- (1) Appropriateness of the billboard signs in the area.
- (2) The size and height of the signs.
- (3) The aesthetic appearance of the signs.
- (4) Their location and streetscape implications.
- (5) District Plan implications.
- (6) The location of Billboard D.

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**SUMMARY OF THE EVIDENCE HEARD:
(Section 113(1) (ad))****EVIDENCE ON BEHALF OF THE APPLICANT WAS GIVEN BY:**

Mr. Alex van Son Planning Consultant
 Mr. W Frogley
 Mr. Tim James Surveyor

Mr. A. van Son

Mr van Son tabled amended plans. He then described the site, the surrounding locality, the key aspects of the proposal, the status of the application in terms of the relevant planning documents, the permitted baseline, actual and potential effects and other RMA issues.

He indicated that a minimum consent period for 5 years was sought. He advised that the billboards would be maintained to a high standard at all times and if tagging occurred or they were damaged, the billboards would be promptly repaired by the applicant.

Overall the application was a discretionary activity.

In terms of the application

1. Three of the proposed billboards exceeded the maximum permitted size and height standards.
2. In relation to Billboards B and C, the sign faces exceeded the permitted activity standards.
3. All signs exceed the 1.8 metre height limit for temporary signs.
4. Two of the proposed signs Billboards B and C had two faces.

The changes made to the signs were

Billboard A

Area	-	Original	12 x 3.6m
	-	Proposed	12 x 3.6m

No change

Total height - reduced from 5.6m to 4.6m

Image simplified
 Colours more subdued.

Billboard B

Area	-	Original	7.2m x 2.4m = 17.3m ²
	-	Proposed	6m x 2.4m = 14.4m ²

Overall height reduced by 1m
 Images more subdued

Logo and text enlarged.

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Billboard C

Originally two sided now one sided

Area reduced

From	7.2 x 2.4m x 2	= 17.3m ² x 2 = 34.6m ²
To	6 x 2.4	= 14.4m ²

Pole height reduced by one metre more subdued message

Logo and text enlarged.

Billboard D

Two sided - unchanged

Relocated - The relocation proposed was approximately 80 metres from the closest residential dwelling, and 100 metres from the Braithwaite's property.

Original - 4.8 x 2.4m

Proposed - unchanged

Changes to image/message/colour

Logo and text bigger

Height reduced by 1m.

Note: the reduced heights were offered at the hearing.

Mr van Son advised that the rezoning of Silverdale North created an expectation in terms of visual landscape character in that the area will shift from rural to an urban environment. These changes were already evident through earthworks activities occurring at Silverdale North.

In relation to the effects on the environment

1. The billboards would not be highly brightly coloured, would not include reflective materials or be lit or contain "moving appendage".
2. "Within the context of the developing landscape around the proposed signs, it is considered that the appearance and content of the signs will not adversely attract the visual qualities of surrounding environment."
3. The proposed changes would improve the aesthetic appearance of the signs to ensure the adverse effects on visual amenity will be no more than minor.
4. In relation to safety issues, Mr van Son indicated that the Council Traffic Engineer was comfortable and Transit New Zealand were notified of the proposal and had not raised any concerns.
5. The simplification of the signs would not compromise the safety of the surrounding road networks. He also indicated that the signs would benefit the community in the advertising of future use taking place within the area.
6. Cumulative effects would be no more than minor.

In relation to the planning documents, he considered that the Proposed Plan and Variation 52 were more relevant than the Operative Plan.

In relation to the Auckland Regional Policy Statement, the proposed billboards would be on the sites within the Metropolitan Urban Limits.

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Overall, in conclusion he was satisfied that

1. As amended the adverse effects of the billboards would be no more than minor.
2. The proposal was generally consistent with the objectives and policies of the Operative District Plan, the Proposed Plan and Variation 52.
3. The proposal generally complied with most of the performance standards for temporary signs for subdivision, development and building projects.

EVIDENCE ON BEHALF OF THE SUBMITTERS WAS GIVEN BY:

Mr. J Cutler - Planning Consultant

He gave evidence on behalf of his client, Mr Braithwaite, in particular in relation to Billboard D. He was concerned that

“The dimensions of Billboard D together with its commercial nature and cluttered design and its sitting directly facing to rural property on the south side of Wainui Road will have adverse effects on the visual character of the area.”

His client owned a property directly opposite on the proposed location of the Billboard D. He proposed to build a single dwelling on the site. The main habitable rooms would face towards Billboard D. It would adversely affect the outlook of this dwelling and rural amenity particularly as the area is very much rural in character.

He was concerned with its location on the ridge. Also of concern was the consent period. In his opinion consent should be declined to this particular sign.

Reporting Planner

At the conclusion of the hearing, the reporting planner, Sarah Gathercole, indicated that with the proposed amendments she was now more comfortable with the proposal.

THE MAIN FINDINGS OF FACT: (Section 113(1) (ae))

The main findings of fact determined by the Hearings Panel that have led to the above decision and the reasons for that decision are as follows. They have been reached after considering the application, visiting the sites, the evidence and submissions heard at the hearing, the report prepared by the reporting planner, all the relevant statutory and planning provisions, as well as the principal issues that were in contention.

This application seeks consent to construct on a short term basis 4 billboards signs in and around the Silverdale location. Two will be located in an area being currently developed by the applicant; a third will be close to the Northern Motorway and a fourth close to Grand Drive. The application was fully notified and attracted one submission in opposition.

In looking at the proposal, the Commissioners' decision is based on the amendments tabled by the applicant at the hearing, including the reduction of height of the poles supporting the billboard signs to 1 metre.

JURISDICTIONAL MATTERS

The applicant proposed the relocation of Billboard D to a position close by. The Panel has no jurisdiction to consider this relocation as it was not part of the notified application. It also raises potential problems of other parties potentially being adversely affected. As a result they can only deal with this sign on its original location.

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PROPOSAL

The billboards are of various sizes and will identify the proposed Millwater Development. As amended the signs include relatively subdued colours and images. The intentions of the signs are to raise awareness of the development to the public.

The signs are proposed in Leigh Road, Wainui Road, State Highway 1A and Grand Drive in Silverdale. Billboards A and D will be located within the area to be developed away from the main road. Billboard B is sited on Aaron Hill and will be visible from traffic on Grand Drive, Billboard C is to be located on the eastern side of State Highway 1A, north of the Silverdale interchange.

ACTUAL AND POTENTIAL EFFECTS

1. Size, height, location

The Panel having reviewed the amended proposal are satisfied that given the reduction in the height of the poles the billboards are appropriate given that they relate to land which is to be developed by the applicant for residential purposes. The impact of the signs will also be reduced by the land rising behind them or by the presence of vegetation in the vicinity.

2. Aesthetic appearance

The proposed changes including the changed imaging and colour scheme are considered appropriate to the changing physical environment in which they will be located. They will also not be illuminated.

3. Traffic Safety

The Panel does have some concerns about the detail of the signage on the Grand Drive and the Motorway signs particularly in relation to use of a website address. This could cause safety problems from cars slowing down to take note of the website details. A condition requires the deletion of this message from these signs.

4. Benefit to the community

The proposed signs will have benefits to the community as they will advertise the development of land on which they are located. They will not advertise anything else.

5. Cumulative Effects

As the signs are the first proposed within the particular sites the cumulative effects will be minor.

6. Yards and building sitting

The Panel accept the offer of the applicant that the billboards will comply with the District Plan yards requirements.

7. Operational Effects

Of concern to the Panel is the issue of graffiti. The applicant indicated that this matter will be dealt with by the type of surface proposed; a condition is proposed to deal with this matter.

In summary the Panel are satisfied that subject to conditions, the adverse effects of the proposal will be minor. This includes a condition limiting the consent to 5 years, or until the development of the land to which it relates is complete, whichever is shorter.

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DISTRICT PLAN ISSUES

In the Operative Plan, the zones vary

Billboard A – Special 12

Billboard B – Special 11 and General Rural

Billboard C – General Rural

Billboard D – General Rural

The Rural Zone objectives and policies are concerned with maintaining and enhancing the rural character of the activity area and to avoid activities which adversely affect rural character.

The Special 11 and 12 zones recognise that some form of residential development is likely to occur, in particular in the Special 12 in that such a zone maybe developed for urban purposes in the future.

In the Proposed Plan the zonings are mainly Future Urban. For Billboard B the zonings are Special 11 and General Rural. In relation to future urban zone, the plan indicates land is available for future urban growth. Variation 52 the zoning changes again for Billboards A, C, D to special 1a Garden Residential.

The Panel are satisfied given the zoning pattern that the proposal will not offend the provisions of the District Plan in that:

1. It will allow land in the interim to be used for its rural purposes and maintain rural character.
2. It anticipates the Millwater Development.
3. It also recognises that the land is being developed for urban purposes as anticipated by the zoning particularly in the Proposed District Plan.

Assessment Criteria

These deal with visual dominance, visual amenity, adverse effects on safety, avoidance of confusion and assisting the community. For reasons already discussed the Panel are satisfied that the assessment criteria are satisfied.

In relation to Billboard D, they are satisfied that subject to conditions including the lower height and the length of the consent period that this sign will have only minor adverse effects on the amenity values of the area.

CONSENT PERIOD

The Panel consider that a maximum consent period of 5 years is appropriate to the land it relates to. The reason for this is that this environment is likely to change from rural to urban over this period with residential / urban development likely to occur. As a result the billboards will become less appropriate to a developed urban area. They note that the area is already in transition towards becoming an urban area.

REGIONAL POLICY STATEMENT

The Panel notes that the land concerned is located in the Metropolitan Urban limits.

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VISION RODNEY

The relevant statements are

- We will not let our towns and villages sprawl
- We will keep our country look and feel

Although billboards are not always appropriate in rural areas, in this case the billboards will relate to an area being developed and which is losing its rural character as anticipated by its proposed zonings. They are of an appropriate size and location and will only be in place for a short duration which makes it acceptable in this context. They will also not have any moving images and will not be illuminated. They are therefore considered to be an appropriate short term activity in this changing physical environment.

DISTRICT PLANS INTEGRITY ISSUES

Subject to the amendments the proposal will not undermine the integrity of the District Plan.

PART II MATTERS

In its amended form, the proposal will not have adverse effects on the environment, in that the signs will not detract from visual amenity values of the area particularly as the land is in transition and taking into account the short term consent period.

No matters of national importance arise.

CONCLUSION

Subject to conditions including development in terms of the amended plans and other conditions including a short consent period, consent is granted.

CONDITIONS OF CONSENT

THAT PURSUANT TO SECTION 108 THIS CONSENT IS SUBJECT TO THE FOLLOWING CONDITIONS:

1. **(Plans)** Except as amended by conditions below, the development shall proceed in accordance with the application at the resource consent hearing on 01 February 2008, and the plans drawn by Brandmad, dated February 2008.
2. **(Pole Height)** The height of the poles that support the signs shall not exceed 1m above the ground level to which they relate.
3. **(Sitting of the billboards)** the billboards shall be sited so that they comply with the yard setbacks relevant within the zone. Plans showing the precise locations of the billboards shall be provided to Council prior to their erection.
4. **(Lighting Images)** There shall be no lighting or moving images associated with the billboards.
5. **(Billboard surface)** The billboards shall be finished to a standard to the satisfaction of the Council; in particular, they shall not be roughly painted or poorly made. The billboards shall be maintained in a safe condition, in good order and in a surface which is maintained free of graffiti.
6. **(Colour)** The poles of the billboards shall be painted in a recessive colour to ensure that the billboards fit within the surrounding environment.

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7. **(use of billboards)** the billboards shall be used to advertise the proposed development on the sites only as stated within the resource consent application.
8. **(Messages)** The message on Billboards B and C shall not include a website address or any contact details.
9. **(Billboard time period)** The respective billboards shall remain on the sites for a maximum time period of five years, or until the development on the site has been completed whenever is the sooner.

Carried

The meeting closed at 3.18 p.m.

CONFIRMED AS A TRUE AND CORRECT RECORD THIS 24TH DAY OF APRIL 2008

MAYOR

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