

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions requested
Design Guides Subpart / Design Guides / Signs Design Guide	Go Media Ltd	236.37	Amend	Considers that requiring the confirmation of priority of principles in pre-application discussions will create ambiguity,	Seeks that the Signs Design Guide is amended to make prioritisation of each principle clear without owner or applicant having to enter preapplication discussions with the Council.
Design Guides Subpart / Design Guides / Signs Design Guide	Go Media Ltd	236.38	Amend	[No specific reason given beyond decision requested - refer to original submission]	Seeks that G3 (Scale and Location of Signs) in the Signs Design Guide is amended to reflect that architectural features don't necessarily make a positive contribution to the building and local area.
Design Guides Subpart / Design Guides / Signs Design Guide	Go Media Ltd	236.39	Not specified	Considers that the suggestion to proportion signs to grid locations as illustrated in Diagram 2 in Signs Design Guide can result in sign installations which alter the apparent proportion and form of the building.	Seeks that G3 (Scale and Location of Signs) in the Signs Design Guide is deleted or amended.
Design Guides Subpart / Design Guides / Signs Design Guide	Go Media Ltd	236.40	Amend	Considers that G10 in the Signs Design Guide assumes that all architectural or other features of a building make a contribution to the building or local area and this may not be the case.	Seeks that G10 (Visual Dominance) in Signs Design Guide is deleted or amended to reflect that architectural features don't necessarily make a positive contribution to the building and local area.
Design Guides Subpart / Design Guides / Signs Design Guide	Go Media Ltd	236.41	Amend	Considers that G11 in the Signs Design Guide assumes that all architectural or other features of a building make a contribution to the building or local area and this may not be the case.	Seeks that G11 (Visual Dominance) in the Signs Design Guide is deleted or amended to reflect that architectural features don't necessarily make a positive contribution to the building and local area.
Design Guides Subpart / Design Guides / Signs Design Guide	Go Media Ltd	236.42	Amend	Considers that Guideline 15 may be appropriate response for some signs, but may not be the most appropriate response.	Seeks that G15 (Visual Dominance) in the Signs Design Guide is deleted or amended to make it only considered on a building by building basis.
Design Guides Subpart / Design Guides / Signs Design Guide	Go Media Ltd	236.43	Amend	Considers that different signs and designs may be appropriate, particularly on different elevations.	Seeks that G16 (Design Quality) in the Signs Design Guide is amended to be more specific to relate more fully to the example within the Guideline.
Design Guides Subpart / Design Guides / Signs Design Guide	Go Media Ltd	236.44	Amend	Considers that G26 (Illuminated and digital signs) in the Signs Design Guide shows bias against illuminated and digital signs.	Seeks that G26 (Illuminated and digital signs) in the Signs Design Guide is amended to remove bias and the potential for misinterpretation.
Design Guides Subpart / Design Guides / Signs Design Guide	Out of Home Media Association of Aotearoa	284.41	Oppose	Opposes parts of the Signs Design Guide that are not appropriately balanced to enable a site-by-site consideration of signs and billboards relative to their context. The submitter opposes these guidelines because the submitter considers that they will not: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks that parts of the Signs Design Guide that are not appropriately balanced to enable a site-by-site consideration of signs and billboards relative to their context be deleted. [Inferred decision requested].
Design Guides Subpart / Design Guides / Signs Design Guide	Out of Home Media Association of Aotearoa	284.42	Oppose	Opposes the inclusion of a Design Guide for Signs for the following reasons: - 'Prioritisation' system between one and three dots, which considers establishes a set of 'pass or fail' requirements; - Considers many of the guidelines replicate standards; - Relationship between Design Guide and other statutory provisions of the District Plan will create an overly complex framework; - 'Prioritisation system' will further restrict the design of signs rather than guiding their design.	Delete Signs Design Guide in Part 4 in its entirety.

Sub-part / Chapter / Provision	Submitter Name	Sub No / Point No	Position	Summary of Submission	Decisions requested
Design Guides Subpart / Design Guides / Signs Design Guide	Lumo Digital Outdoor Limited	285.41	Oppose	Opposes parts of the Signs Design Guide that are not appropriately balanced to enable a site-by-site consideration of signs and billboards relative to their context. The submitter opposes these guidelines because the submitter considers that they will not: -Promote the sustainable management of resources and achieve the purpose of the RMA; -Enable the social, economic and cultural well-being of the community in the Wellington District, particularly in terms of assisting the retention and generation of employment; and -Represent the most appropriate means of exercising the Council's functions, having regard to the efficiency and effectiveness of the provisions relative to other means.	Seeks that parts of the Signs Design Guide that are not appropriately balanced to enable a site-by-site consideration of signs and billboards relative to their context be deleted. [Inferred decision requested].
Design Guides Subpart / Design Guides / Signs Design Guide	Lumo Digital Outdoor Limited	285.42	Oppose	Opposes the inclusion of a Design Guide for Signs for the following reasons: - 'Prioritisation' system between one and three dots, which considers establishes a set of 'pass or fail' requirements; - Considers many of the guidelines replicate standards; - Relationship between Design Guide and other statutory provisions of the District Plan will create an overly complex framework; - 'Prioritisation system' will further restrict the design of signs rather than guiding their design.	Delete Signs Design Guide in Part 4 in its entirety.
Design Guides Subpart / Design Guides / Signs Design Guide	Restaurant Brands Limited	349.1	Oppose	Oppose The Signs Design Guide does not appropriately recognise or provide for the functional or operational requirements of activities. The Design Guide reads as a set of rules to be complied with, rather than guidelines to inform the assessment of applications for resource consent and will result in an unnecessarily onerous and unreasonable resource consent process. The Design Guide imposes certain outcomes that are required to be achieved in every circumstances and results in a "pass/fail" assessment being applied, resulting in an unnecessarily onerous and unreasonable resource consent process.	Delete Te Aratohu Hoahoa o Ngā Pokapū Whakamahinga Rau - Centres and Mixed Use Design Guide in its entirety.
Design Guides Subpart / Design Guides / Signs Design Guide	Taranaki Whānui ki te Upoko o te Ika	389.139	Amend	Considers that signs design guide does not contain any guidance on language used for signs or requirements for use of Te Reo Māori.	Seeks to amend signs design guide, to include Taranaki Whānui in relation to te reo Māori and as first points of contact in relation to ahi kā and primary mana whenua status matters.
Design Guides Subpart / Design Guides / Signs Design Guide	Wellington Heritage Professionals	412.96	Amend	Considers that high illumination levels of digital signage can negatively impact historic heritage, in addition to other matters such as driver and pedestrian distraction and that his guidance should be strengthened.	Amend G28 of the Signs Design Guide to receive a three or two "point" rating.
Design Guides Subpart / Design Guides / Signs Design Guide	Wellington Heritage Professionals	412.97	Amend	Considers that a frequent rate of change (short dwell times) and rapid transition between content can detract from heritage places, as well as causing distraction from drivers.	Add a new guideline as G29 as follows with a three or two "point" rating: "Ensure the rate of change and transition times are appropriate to the context of the sign"
Design Guides Subpart / Design Guides / Signs Design Guide	Wellington Heritage Professionals	412.98	Support	Supports the assessment of the visual impacts of signs from a "full range of distances", and the associated requirement to provide views of these in the application.	Retain G9 of the Signs Design Guide as notified.