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## **SUBMISSION TO THE AUCKLAND COUNCIL ON THE PROPOSED NEW SIGNS BYLAW**

The Rosebank Business Association ('Association') - 'Rosebank – Gateway to the West' - welcomes the opportunity to make this submission to the Auckland Council on the proposed new Signs Bylaw.

The Rosebank Business Improvement District is a commercial and industrial hub of 650 + businesses located on the Rosebank Peninsula in West Auckland. It has direct access to the SH16 North-Western Motorway and when the Waterview tunnel was completed, it's traffic count increased to between 25 and 35,000 vehicles per day with immediate access and link to the SH20 Airport Motorway. Businesses in the area generate an estimated \$1 billion in revenue, pay significant rates and employ about 9,000 FTEs. The predictions are that this workforce will increase to 20,000 by 2035.

### **Background**

Auckland businesses use signs every day to advertise goods and services and to communicate information. Signs can, however, also cause problems relating to: public safety; nuisance; misuse of council-controlled public places; the Auckland transport system; and the environment. For example, the number, size and location of signs can affect traffic safety, obstruct pedestrians and cause visual clutter.

Auckland Council manages these problems alongside Auckland Transport using the Signage Bylaw 2015 and the Elections Signs Bylaw 2013. These bylaws apply to most signs in Auckland, including: freestanding; verandah; wall; window; portable; stencil; poster; banner; real estate; event; election; and vehicle signs.

Auckland Council has recently worked with Auckland Transport to review the Signage Bylaw 2015. Both agencies wish to manage the issues caused by signs more effectively and efficiently by combining the two current bylaws into a new Signs Bylaw 2022.

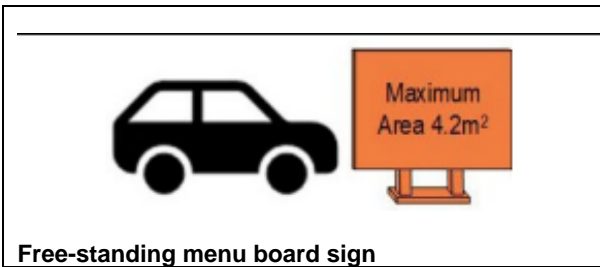
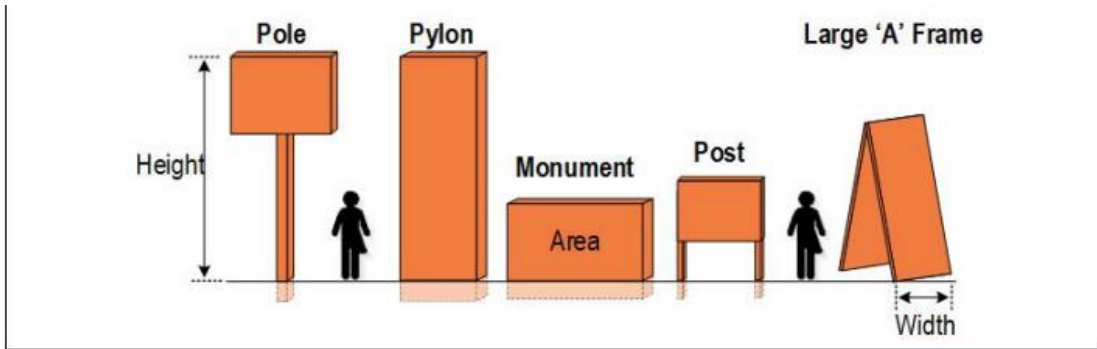
Auckland Council and Auckland Transport propose to make several key changes to the current rules including in particular, increasing the maximum area of flat wall-mounted signs and real estate signs in the heavy industry zone.

### **Feedback**

Our feedback addresses questions on Issues (4), (5), (7) and (11) asked in the Feedback Form.

**(4) Free-standing signs**

Free standing signs are signs that stand on their own, independent of any building or structure for their support and are fixed on or into the ground, or placed on the ground, but do not include portable signs or a flag displayed on a flagpole.



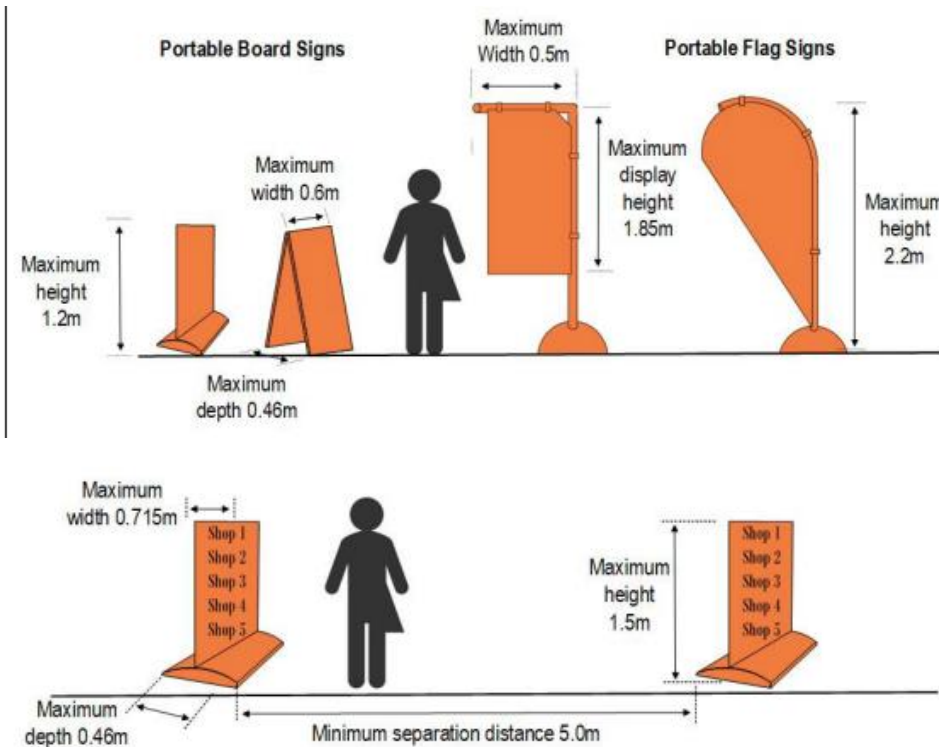
Auckland Council is proposing to clarify the current rules, including the definition and separation distances for free-standing signs. For example, the proposal is to clarify that these signs: • include large portable signs that can't be easily moved by hand; and that these signs need to be separated by 10 metres if they are on the same site and by two metres if they are on different sites.

The Association agrees generally with these proposals, but disagrees with Large A Frame signs being permitted in commercial/industrial areas as we find these types of signs can be placed on grass verges/footpaths, adding to clutter and creating obstacles.

Instead, we ask that Large A Frame signs be prohibited.

(5) Portable signs

Portable signs are signs that can be readily moved (for example a sandwich board, teardrop flag, flag banner, portable ladder board, inflatable-air-dancer or similar device able to be moved by a single person using their hands or a hand trolley not propelled by mechanical power).



Ladderboard signs

Auckland Council is planning to introduce two main changes.

Proposal A will increase the area where portable signs are prohibited to cover the entire City Centre Zone. Proposal B will clarify current rules, including the definition and placement of portable signs.

The Association agrees generally with these proposals.

We note, however, that portable signs do create safety risks (especially for pedestrians who are mobility or vision impaired), nuisance and clutter in zones outside the City Centre Zone. We accept the approach for premises in commercial/industrial areas being permitted to have 1 portable sign.

### (7) Real estate signs

*Real estate signs are signs advertising the sale, lease, rent or auction of all or part of any premises.*

*Auckland Council is planning to introduce two main changes.*

*First, Auckland Council is proposing to increase the maximum area of certain flat wall-mounted real estate signs in Heavy Industry Zones to 6m<sup>2</sup>. Auckland Council has heard a range of views about the size of real estate signs in Heavy Industry Zones of the Auckland Unitary Plan (areas that allow industrial activities that may produce odour, dust and noise). Currently, these signs can have a maximum area of 5m<sup>2</sup>, if they are attached to the wall of a building. Council are seeking feedback on whether to increase the maximum area of flat wall-mounted signs on buildings in Heavy Industry Zones to 6m<sup>2</sup>. These zones have a lower priority on amenity and contain larger buildings that are often set back further from the road. Having larger signs would allow people involved with real estate to display more information to their customers. Real estate signs that are attached to fences or walls that are not part of a building would continue to have a maximum area of 2.88m<sup>2</sup>.*

The Association agrees with these proposals.

### (11) Wall mounted signs

*Wall mounted signs are signs attached to or painted on a wall, fence or building.*

*Auckland Council is planning to introduce two main changes.*

*Proposal A is to increase the maximum area of flat wall-mounted signs in Heavy Industry Zones to 6m<sup>2</sup>. Council has heard a range of views about the size of signs in Heavy Industry Zones of the Auckland Unitary Plan (areas that allow industrial activities that may produce odour, dust and noise). Currently, these signs can have a maximum area of 5m<sup>2</sup>. Council is seeking feedback on whether to increase the maximum area of flat wall-mounted signs to 6m<sup>2</sup> in Heavy Industry Zones. These zones have a lower priority on amenity and contain larger buildings that are often set back further from the road. Having larger signs would allow businesses to display more information to their customers. Auckland Council is seeking feedback on the proposal to increase the area of flat wall-mounted signs in Heavy Industry Zones.*

*Proposal B is to clarify the current rules, including locations, separation distances and dimensions.*

The Association agrees with these proposals.

### Conclusions

Finally as we enter another very uncertain year, especially for small and medium sized businesses, we ask the Council to consider carefully their needs in its approach to the Recovery Budget 2021/2031 and provide more focus on growing the economy and supporting job creation.

**The Association wishes to be heard at any hearings to consider these and other submissions.**

Yours sincerely,



Mike Gibson  
CEO  
Rosebank Business Association