

## **Amanda Leith for QLDC – Hearing Stream 15 – Signs**

My evidence considers the submissions on Chapter 31 - Signs and the signage related definitions included in Chapter 2 - Definitions.

The strategy underpinning Chapter 31 is to provide for signage where it is located, designed and of a suitable size and number so that potential environmental effects, particularly visual amenity and safety effects, can be avoided, minimised or mitigated in order to maintain a quality environment. On this basis, I consider that the Chapter 31 provisions represent the most appropriate way to manage signage in the District.

I consider that my recommended amendments to Chapter 31 provide the following benefits in terms of efficiency and effectiveness:

- a) clarification as to the interrelationship between the District Wide signage rules and the zone specific signage rules;
- b) providing for signage within the Ski Area Sub-Zones acknowledging both their commercial nature as well as their location within Outstanding Natural Landscapes;
- c) differentiation between the definition of 'off-site signage' and 'billboard signage';
- d) inclusion of signage within the setting or extent of place of heritage and archaeological sites to identify that signage in these locations may result in effects on heritage values;
- e) providing for signage along public pedestrian and cycle trails to acknowledge that information and directional type signage is expected and necessary;
- f) amendments to the time period that sale signage can be displayed to make the timeframe less stringent so not to unduly affect business operations and to be more readily enforceable;
- g) prescribing a standard relating to signage displayed adjoining a State Highway to address potential traffic safety effects;
- h) providing for digital signage platform provisions to acknowledge this advancement in signage technology; and
- i) amendments to the zone specific standards for Millbrook Resort Zone and Jacks Point Village.

The key outstanding matters of disagreement between myself and submitters who have filed evidence relate to:

- a) the prohibited activity status for billboard signs, where I consider that prohibited status is appropriate because of the impact that these signs could have on the visual amenity of the District's commercial zones. I consider that if billboard signs were to be provided with a consenting pathway, a rationalisation of the size requirements for signage within the commercial zones may be required to off-set the potential cumulative adverse proliferation or dominance effects within streetscapes;
- b) the exclusion of posters within shopfront displays from being classified as signage, where I consider that this exclusion would result in confusion given that posters are already included within the definition of 'sign and signage' and due to the effects resulting from poster signs being the same as other static signage; and
- c) the permitted number of event signs visible from the State Highway where I consider that the permitted number of signs should remain as notified due to there needing to be a balance between the potential adverse visual clutter and dominance effects on the environment and the need for event signage to advertise upcoming events and/or to acknowledge sponsors.