

Application Summary

590 Moorhouse Avenue

1.0 INTRODUCTION

The proposal is to construct a freestanding 32m² LED billboard sign at 590 Moorhouse Avenue.

The proposed billboard will be 8m wide by 4m high and will be used for outdoor advertising, displaying messages that are not related to the activities at the application site.

The sign will be single sided and will be a total height of 7m above ground level. The sign will be located adjacent to the Moorhouse Avenue road boundary in close proximity to the signal controlled intersection of Moorhouse Avenue- Wilsons Road.

Other existing signage at the site includes building signage and freestanding flags, comprising a total area of 26m². An unconsented 36m² billboard is also located at the application site. The applicant has confirmed that the existing, unconsented static billboards at the site will be removed when the proposed LED sign is displayed (further to resource consent approval).

The site is zoned Industrial General, but the surrounding area comprises a mix of commercial and residential activities. The general locality is dominated by a large number of car sales yards, but includes other commercial operators, as well as residential dwellings located to the north-east of the proposed sign on Ferry Road and south-east of the proposed sign on Wilsons Road. The proposed sign will be located approximately 47m from the closest residential dwelling on Ferry Road and approximately 42m from the closest residential dwelling on Wilsons Road.

2.0 REQUIREMENT FOR RESOURCE CONSENT

The proposal does not comply with the following Plan provisions:

- **Rule 6.8.4.1.3 RD3** - *Static and digital billboards listed in Rule 6.8.4.1.1 P15 that do not meet one or more of the activity specific standards in Rule 6.8.4.1.1 P15.*

The sign is located in an industrial zone and is a digital billboard that does not meet the following activity specific standards of P15:

- The maximum area of any single billboard;
- The sign shall be directly visible from any site within a residential zone;
- The billboard shall be located within 50m of a signalised traffic intersection.

NB: No Built Form standards (set out in Rule 6.8.4.2) apply, as these are not listed in the Activity Specific matters of discretion. The relevant matters of discretion are set out within Rule 6.8.5.3 (Static and digital billboards)

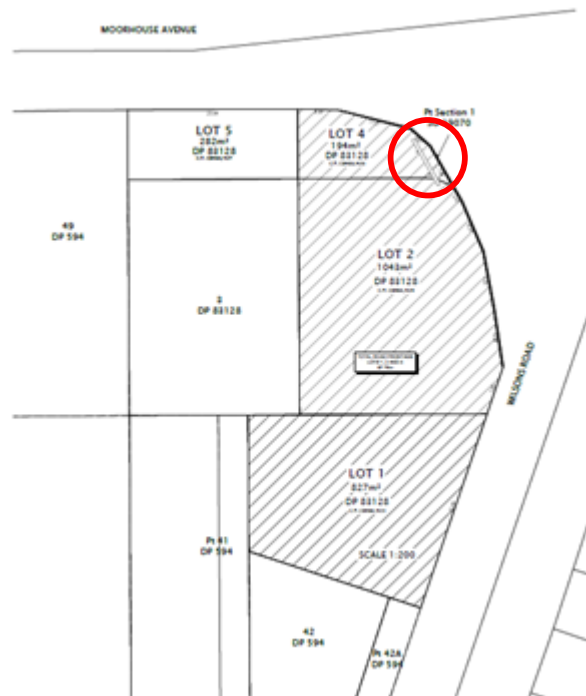
STATUS OF ACTIVITY:

This proposal breaches development standards and is therefore a **restricted discretionary activity**.

3.0 PLANS/DRAWINGS SHOWING THE LOCATION OF THE APPLICATION SITE AND THE PROPOSED DEVELOPMENT AT THE SITE



Location of proposed sign annotated in green



Extract from applicant's Site Plan showing the location of the proposed sign within the application site and in relation to the Moorhouse Avenue-Grove Road-Lincoln Road intersection