

**24. ADVERTISING SIGN – APPLICATION
SALE OF PARAGLIDING FLIGHTS - SUMNER**

Officer responsible Community Advocate	Author Alan Dunlop, Community Advocate, Linwood
Corporate Plan Output: Bylaws.	

The purpose of this report is to bring to the attention of the Board an application for the renewal of permission to erect a sandwich board sign at Sumner.

At the emergency meeting of the Board in December approval was given to Mr R McCarthy to erect a sandwich board sign advertising paragliding flights on the Main Road Sumner in the vicinity of the Sumner Surf Life Saving Club.

The conditions of approval were as follows:

- (a) That location of the sign be restricted to the area of footpath on the beach side of Main Road from the Surf Club site in an easterly direction for approximately 80 metres.
- (b) That this approval does not give any exclusive rights to any available parking in this area.
- (c) That the sign must be attended at all times otherwise removed.
- (d) The approval is not transferable.
- (e) That this approval is for the placement of the sign and in no way can be taken as approval for the activity of paragliding by the Council as all necessary licences pertaining to the flying operation and sites of operation require the approval of others.
- (f) That the Council will have the absolute power to revoke this approval in the event of justifiable complaints about the operation of this licence.
- (g) That the licence be granted for a trial period until 31 March 2000.

As the trial period expires on the 31 March 2000, Mr McCarthy wishes to extend approval for a further 12 months.

Mr McCarthy's application is attached. It should be noted that the Board is only considering the sign application as the flower selling activities request has been declined.

Officer Comment:

- Mr McCarthy has complied with some of the conditions outlined in particular as they relate to location and attendance.

- Complaints have been received along the following lines.

- The foreshore reserve (grassed area) has been used by the applicant for laying out of a paragliding chute to further attract attention. This restricted people from using what little flat grassed area there is in this vicinity.
- The applicant was spoken to by several Council officers in this regard. Removal and re-occurrence did occur.
- A banner attached to a tree.
- Information displayed outside of the parked cars.
- Cars double parked.

The main problem drawn to my attention by colleagues is that continued use of this site justifies a stall site.

Stall sites have to be designated and put up for tender with all commercial operations being able to tender on an equal basis. It should be noted that previously small enterprises such as “sausage sizzles”, ice cream, sun tanning have been refused permission on this basis.

It is an ideal site for such activities but many would compete with local shop keepers in the immediate area as well as removing the little bit of green flat open space from general public use.

The operation has been given a trial period and during that trial period the Council has experienced some problems of control and adherence to the conditions approved.

Should the Community Board wish to renew the application on this site it would need to pursue the stall site procedure and the applicant would have to be the successful tenderer.

- Recommendation:**
1. That the application by Mr R McCarthy for renewal of permission to erect a sandwich sign be declined.
 2. That, should the Board consider there is a need for stall site/s in the Sumner area, officers be asked to pursue suitable sites and to report back to the Board.

**Chairman's
Recommendation:** For discussion.