


## 2. SIGNAGE - CATHEDRAL SQUARE



Mr Neil Carrie and Brendan Smith attended on 10 October 2002 and circulated a paper on signage within the central city area of Christchurch showing existing signage and a proposed new design based on the "signtech" signs used outside the Bus Exchange. It was envisaged that this would form the basis for a standard design within the central city area and replace the existing uncoordinated signage.

Members noted that signage was part of a current reference on the City Plan and that staff had recently been discussing this issue. Mr Hinman also advised that the Auckland City Council had in fact passed a bylaw prohibiting sandwich boards on streets etc.

Mr Smith advised that the Southern Encounter Aquarium were anxious to have a sign provided outside their premises as soon as possible as recent changes to the former Regent Theatre building meant that they had now lost street frontage and entry was only via the Visitor Centre with a subsequent loss in profile.

The issue of possible contributions from the commercial sector for private advertising, rather than public, on such new generic signs was discussed and in particular whether institutions such as the Antarctic Centre and the Southern Aquarium etc, when they were the only business of this type in the city, should be charged for was also discussed.

It was suggested that there could be a colour differentiation between public and private advertising and it was agreed that staff would investigate those aspects further and report back in due course.

In the interim it was agreed that the Southern Aquarium should commence to seek a resource consent for a sign outside the Visitor Centre and details of the location for this were shown to the Subcommittee who indicated their support.