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<td>Philippa Elizabeth Todd</td>
<td>PO Box 266</td>
<td>MANGONUI 0442</td>
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<tr>
<td>Robert J &amp; Majorie Manthei</td>
<td>50 Gracefield Avenue Christchurch Central</td>
<td>CHRISTCHURCH 8013</td>
<td>Sir</td>
<td>Oppose</td>
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<tr>
<td>Royal Astronomical Society of New Zealand</td>
<td>30 Hoffman Court Waikīwi</td>
<td>INVERCARGILL 9810</td>
<td>Sir</td>
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<tr>
<td>Nigel Sharplin</td>
<td>Unit 5 Amuri Park 404 Barbadoes Street</td>
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<td>Rae James</td>
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<tr>
<td>Gary Moore</td>
<td>103 Warrington Street Mairehau</td>
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<tr>
<td>Ingrid Geldof</td>
<td>12 Bealey Avenue Merivale</td>
<td>CHRISTCHURCH 8014</td>
<td>Madam</td>
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<tr>
<td>Geoffrey Watts</td>
<td>40 Kinsey Terrace Clifton</td>
<td>CHRISTCHURCH 8081</td>
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<td>A Geoff &amp; Clare Loudon</td>
<td>10P/142 Park Terrace Christchurch Central</td>
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<td>Christchurch Civic Trust</td>
<td>PO Box 22726</td>
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<td>William J Gregory</td>
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<td>Archibalds Motors Ltd</td>
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<td>John &amp; Jenny Gibbons</td>
<td>255 Memorial Avenue Burnside</td>
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<tr>
<td>Linc Burgess</td>
<td>1 Swamp Road RD2</td>
<td>RANGIORA 7472</td>
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<tr>
<td>Richard Diver</td>
<td>PO Box 29324 Fendalton</td>
<td>CHRISTCHURCH 8540</td>
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<tr>
<td>David Thornley</td>
<td>PO Box 2018</td>
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<tr>
<td>ICON</td>
<td>PO Box 4486</td>
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<tr>
<td>Ryan Properties Ltd</td>
<td>Mt Thomas Road RD1</td>
<td>RANGIORA 7471</td>
<td>Sir/Madam</td>
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**Letters of support**

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<td>Frontier Australia &amp; New Zealand</td>
<td>PO Box 41360 St Lukes</td>
<td>AUCKLAND 1346</td>
<td>Madam</td>
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<tr>
<td>Sophie Baldwinchin</td>
<td>57/30 Bishops Row East Perth</td>
<td>WA</td>
<td>Madam</td>
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<tr>
<td>Nathan Pohio</td>
<td>3/10 Conference Street</td>
<td>CHRISTCHURCH 8013</td>
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<tr>
<td>Mark Whyte</td>
<td>55 London Street</td>
<td>LYTTELTON 8082</td>
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Memorandum

Date: 20 April 2015

From: Isobel Stout, Senior Environmental Health Officer

To: Holly Gardiner, Planner

ENVIRONMENTAL HEALTH OFFICERS REPORT

RESOURCE CONSENT APPLICATION – RMA 92027481
ELECTRONIC BILLBOARD, 183 VICTORIA STREET

General
The application seeks consent to erect an electronic billboard near the intersection of Bealey Avenue, Victoria Street and Papanui Road.

Light Spill
As the billboard displays electronically generated pictures using Light Emitting Diode (LED) technology, light spill is expected to be the only adverse environmental health effect that could be expected.

The application included assessment of the visibility of the billboard as that is its primary function. Visibility does not equate to the level of light spill however. Light spill can be described as light from a fixture that falls over a neighbouring boundary. The City Plan does contain rules about how much light can spill over a boundary and where it should be measured.

In this situation the level of light produced is directed outwards from each LED. Light is not expected to spill over adjacent boundaries to the sides of the billboard to any noticeable extent at all.

The intersection itself is lit at night to a high level as it is a busy traffic area for both vehicles and pedestrians.

There are accommodation facilities on Bealey Avenue from which the billboard may be visible but I would not expect that the levels of light from the billboard falling on windows of bedrooms for example would be in excess of the City Plan limits.
Conclusion
With compliance with all the Group 1 development light spill standards and the imposition of conditions regarding control of light levels coupled with ambient light level as detailed in the further information supplied, I would expect adverse effects from light spill to be less than minor.

Isobel Stout
Senior Environmental Health Officer
Environmental Compliance.
RMA: 92027481

Proposed LED Billboard at 183 Victoria Street, Christchurch

Urban Design Advice

Prepared for Christchurch City Council

By: Janet Reeves, Context Urban Design

Final 4 May 2015
Introduction

This advice relates to a proposal for a billboard to be sited at 183 Victoria Street, Christchurch.

I provided advice in relation to the applicant’s previous proposal which was to site the billboard on the northern flank wall of 181, Victoria Street. This proposal differs in that although the proposed billboard is the same, it is now a free standing sign erected on poles. Since the application was notified the applicants have further amended their proposal in three ways. Firstly the height of the poles has been reduced, so that the top of the sign is now at a height of 9 metres, approximately 4 metres lower than previously proposed. Secondly the poles are now steel metal tubes painted white, instead of concrete poles. Thirdly the structure has been positioned at a slight angle to the boundary, such that it is orientated more towards the junction of Victoria Street and Bealey Avenue and away from Dublin Street. I have amended my advice below to reflect the current proposal.

There have been a number of submissions on the proposal, which I have addressed below. These submissions relate to the notified proposal i.e with the sign at a higher level and not angled to the boundary.

The proposal is assessed against the relevant matters outlined in Volume 3, Part 10, Clause 3.6.2. Assessment Matters, of the Christchurch City Plan (CCP).

1. The proposal

1.1. The applicant proposes to erect an LED Billboard Screen mounted on two steel tubes at 183 Victoria Street. The site is on the corner of Victoria Street and Bealey Avenue and located within the Central City Business (CCB) Zone.

1.2. The billboard will be approximately 4m high by 8m wide and the top of the sign will be at a height of 9 metres. It will comprise an illuminated screen which will display an advertising sign. Approximately 8 different signs will be displayed, rotated at 6 second intervals.

1.3. The application site is a cleared site housing a temporary bar. There is scaffolding erected around the street frontage of the site on which are hung decorated awnings (see Photograph 1). The bar has ceased, or will shortly cease, trading and the applicant has advised that the site is intended to be redeveloped within the next year to 18 months at which time the proposed billboard will be removed.

2. The neighbouring site

2.1. The billboard will be seen against the background of the neighbouring building at 181 Victoria Street. This is a recent four storey building of architectural merit (see Photograph 1). The north elevation is a plain windowless wall on which there is an unconsented sign which is larger than the proposed billboard. The billboard will be
sited close to this wall immediately below the existing sign on a section of the wall that is painted white.

2.3. On the upper floors of 181 Victoria Street is a residential apartment. This has an outdoor terrace at second floor level on the western corner of the building.

3. The receiving environment.

3.1. Victoria Street contains a mix of retail, commercial and entertainment activities. Although badly affected by the earthquakes of 2010/2011 it has been one of the quickest areas to recover with many buildings now completed and under construction. These are generally of a high standard of architecture and together with remaining buildings, including some character and heritage properties, a high quality precinct is being re-established.

3.2. No. 183 is located at the northern end of Victoria Street on the corner of Bealey Avenue. Bealey Avenue provides an attractive street scene, both west and east of Victoria Street (Photograph 2). This is due to the wide green central reservation containing a line of mature trees, generally well presented travellers and residential accommodation lining the street on both sides, and a number of character and heritage buildings along its route, including the restored Knox Church on the corner of Victoria Street. It complements the attractive environment of Hagley Park which is close by.

3.3. Immediately to the west of the site is an area zoned Living 4C, which contains apartments, houses and the ‘Maisonettes’, which are two storey Modern Movement residential buildings now in use as offices. They have a Group 3 Listing in the CCP and are a Category 2 Registered Historic Place. Papanui Road is a busy arterial road with a wide variety of buildings and uses at its southern end (Photograph 3), including travellers accommodation, retail and office premises, a petrol station and the rebuilt Carlton Hotel.

3.4. Due to the concentration of visitor accommodation in both Papanui Road and Bealey Avenue and the Casino in Victoria Street, this is an area frequented by visitors to Christchurch, as well as residents.

3.5. Non-residential buildings in Victoria Street and Papanui Road have signage related to the activities within the buildings of a level commensurate with the types of uses in these streets. In addition there are a number of larger signs on the sides of buildings in Victoria Street, which are larger and higher than the permitted area and height and
not related to the activities on site. Signage in Bealey Avenue is much more limited and relates to the building to which it is attached or where it is sited.

4. Assessment of effects

4.1. The proposed billboard is large, being over 10 times the permitted area for a single sign and nearly twice the total permitted signage for the site. Most of the billboard is located above the maximum permitted height of 6 metres and the top of it is at a height of 9 metres. It will therefore be more visually prominent than would a sign of complying size and height.

4.2. Because of its size, height, illumination and particularly due to the changing images, the screen will be clearly visible from beyond a distance of 50 metres when approaching from the west along Bealey Avenue, from the north along Papanui Road and from the east along Bealey Avenue, although the latter view will be confined to the north side of the road.

4.3. The billboard will be clearly visible from Bealey Avenue, particularly in winter when the trees are bare. It will stand out incongruously in the attractive street scene and will be seen in the same field of vision as the Maisonettes (Photograph 2). The eye will be drawn to the billboard due to the changing images. When viewed from the north along Papanui Road the billboard will be seen as part of a commercial environment in conjunction with a number of other signs (see Photograph 3) and will not look out of place, although again it is likely to be more attention grabbing due to the fact that there will be movement when the image changes. The billboard will be seen in conjunction with Knox Church, slightly more so than previously, due to the angling of the sign, and will be a distraction to the architectural merit of the building.

4.4. Now that the billboard has been angled away from Dublin Street it will be less visible from nearby residential properties i.e. the Parkbridge Apartments which face Dublin Street (see Photograph 4), the terrace of the apartment at 181, Victoria Street and the Hotel Carlton Mill at 19 Bealey Avenue. However, the billboard may still impinge on the outlook from these residences and submitters may be able to advise on this. The billboard will also be visible from motels to the east in Bealey Avenue. The applicants have obtained the written consent of the owners of the Southern Motel at 53 Bealey Avenue, but I consider that guests at Tudor Court Motel at no. 57 could potentially see the sign from their bedrooms. They owners/operators of the Motel have not made a submission, but the billboard was not at this angle when it was notified.

4.5. Although the wall of 181 Victoria Street is blank, it is not overbearing in the streetscape due to its plain finish and white colour. Currently the wall is visible but not obtrusive (and would be even less noticeable in the street scene if the unconsented sign were removed). With the much more animated appearance of a billboard with changing images in front of it, the eye will be drawn to it. While billboards can be used to improve or mask the appearance of an unattractive feature, I do not consider in this

4 May 2015

P.O. Box 45, Little River 7546 Office: (03) 3251120 Mobile: 027 3064270 Email: jreeves@clear.net.nz
instance that covering part of it with the billboard constitutes an improvement to the appearance of the building.

4.6. Because the sign is freestanding the screen and more particularly the support columns, will be more noticeable for pedestrians passing by the site and from the Victoria Street frontage of Knox Church, than it would be if it were attached to the wall of no. 181 Victoria Street. However, because the supporting columns will be close to the neighbouring building and painted the same colour as the wall, they will not be obtrusively visible either in relation to the adjacent building or as part of the street scene.

4.7. The proposed billboard has the potential to set a precedent for other changing image billboards in the vicinity and around the city. I do not consider that the installation of this sign will result in visual clutter as there is a limited amount of signage in this stretch of Victoria Street at present. However, there will likely be more signage as buildings under construction are completed and vacant sites are developed and if signs of similar size and height were installed on other cleared sites or flank walls, of which there may be a number, then a cluttered appearance could result.

Positive effects

4.8. This is currently an unsightly site and presents a poor image at the gateway to the central city and for visitors travelling from the airport to hotels and motels in Bealey Avenue and Papanui Road. The applicants intend tidying up and landscaping the site, although I have not seen a landscape plan. This will have a positive effect on the amenity of the area. It is also suggested (through the submission of the site owners - John and Jenny Gibbons) that the income from the billboard will help to progress their building project for the site.

5. Submissions

There are 8 submissions in support of and 11 in opposition to, the billboard. Also, the owners of the subject site have, by way of a submission provided drawings of a development proposal for the site.

5.1. Submissions in support

Among the reasons for supporting the billboard are that the billboard will announce that the city is open for business, and that the billboard will add excitement and vibrancy. With the amount of rebuilding that has occurred in Victoria Street it is obvious that the area is back in action. Unlike other areas of the city where the rebuild is less advanced, this area has ample visual complexity in the street scene and activity generated by the occupants of, and visitors to, the buildings. I therefore do not consider the billboard would have any beneficial effect in this regard.

Mr Pohio says that the applicants should ensure that they provide excellent graphic design and colour palette. While this is a laudable aim it is unlikely that the applicant
would have or would wish to have, control over this aspect and the Council would be unable to control the content. He further suggests that the billboard would be an opportunity for artists. This has not been offered by the applicant and even artworks can be visually distracting and intrusive if they are changing every 6 seconds.

While it would be excellent to see a high quality building on this corner as proposed by the owners of the site, it cannot be taken into account in this assessment, other than to appreciate the future intentions for the site.

5.2. Submissions in opposition

The reasons for opposing the billboard include that it will be incompatible with the nearby residential areas; lead to a loss of visual amenity; it is not appropriate for a gateway to the city; it will set a precedent for free standing signage; erode the character and architectural values of the area and that the changing images will be visually distracting.

I have traversed most of these issues above and generally concur with the submitters.

Mr Diver, believes that the erection of a billboard on the site could prolong the length of time the site is left undeveloped.

6. Conclusion

Overall I consider the proposal has some adverse effects and a positive effect if the site is tidied and landscaped. In my opinion both the previous proposals would have had adverse effects that were clearly more than minor. The reduction in the height of the sign above ground, the change in the use of material of the poles and the angling of the billboard away from residential properties has reduced the visual impact of the proposal to some extent. Landscaping would improve the appearance of this prominent corner and the income from the billboard could expedite the redevelopment of this site, although the opposite argument is put. Furthermore the billboard is intended to be a temporary installation.

However, on balance I consider the adverse effects of the proposed billboard, due to the eye-catching nature of the changing images, the size and height of the screen and the fact that it will set a precedent for other similar signs (which may not be temporary), will still be more than minor.

Regards,

J. H. Reeves
Urban Designer

4 May 2015
PHOTOGRAPHS

Photograph 1. The subject building and view south along Victoria Street

Photograph 2: View from Bealey Avenue, north side
Photograph 3. View from Papanui Road towards site

Photograph 4: View from outside Parkbridge Apartments, Dublin Street
183 Victoria Street: Proposed Digital Billboard - Assessment of Transport Aspects

Prepared for: Holly Gardiner
Job Number: 4597-00
Revision: A
Issue Date: 28 April 2016
Prepared by: Paul Durdin, Director

1. Introduction
Abley Transportation Consultants was engaged by the Christchurch City Council (Council) to provide independent transport planning advice in respect of a resource consent application to erect a digital billboard at 183 Victoria Street in the central city.

The assessment of the transport aspects of the resource consent have been informed by a review of the resource consent application documentation, the submissions lodged, Council’s s96 report and the Applicant’s response to a Request for Further Information (RFI). A site visit was also undertaken on Wednesday 8 April at 10am.

2. Planning Framework
The proposal is for the establishment and operation of a free-standing digital billboard measuring approximately 6m by 4m at 183 Victoria Street, which is on the southwest quadrant of the Bealey/Papanui/Victoria intersection.

The s96 report identifies the proposal is a non-complying activity as it breaches the following standards:

- Development Standard 10-3.4.1 Area and number – The Central Business District zoning permits a total signage area of 17.75m², and any one sign of no greater than 3m². The proposed sign would be 32m² in size, thus exceeding both the total allowable signage for the site plus the maximum individual sign size.
- Development Standard 10-3.4.3 Height – The total height of the proposed sign would be approximately 12.9m. A maximum height of 6m is permitted for any free-standing sign.
- Critical Standard 10-3.5.1 Relationship to the site – The proposed signage that is to be displayed on the sign would not be related to the activity on the site. Therefore the proposal would not comply with this standard.

The non-compliances with the Development Standards are of relevance from a transport perspective. The assessment matters relating to these standards are as follows:
Development Standard 10-3.4.1 Area and number – The visual amenity and character of the location, whether the sign would be visually obtrusive beyond a distance of 50m. The proximity of any dwellings to the site and whether the sign would be compatible with other existing land use activities in the area. Any traffic related effects including whether the sign would pose a distraction for road users, the length of road frontage of the site and the area of display proposed. [emphasis added]

Development Standard 10-3.4.3 Height – Whether the height proposed for the sign is relative to the size of the sign, and the extent to which it may project from the face of the building so it is visible from the street. The scale of the sign proposed and whether it would tie in with the scale of any signage existing in the area. Whether the height of the sign poses a distraction for motorists and draws their attention away from traffic signs or controls in the area. [emphasis added]

3. Assessment

3.1 Visibility of the Billboard

The key purpose of any billboard is to capture the attention of people that have a view of it and to convey a particular message to them. Billboards are typically found in highly trafficked areas to maximise the number of people that may see the advertising.

Users of the road network expected to be the prime marketing target for the proposed digital billboard given the traffic volumes in the vicinity. Road users on the Papanui Road approach to the Bealey / Papanui / Victoria intersection will have the greatest visibility of the billboard.

A driver’s cone of clear vision is typically within an angle of 5 degrees either side of the centre of the eye position. The clarity of vision deteriorates beyond this cone of vision; however, drivers will clearly see and recognise objects located within 12 - 16 degrees either side of centre. Peripheral vision is the ability to see objects beyond the cone of clearest vision. Although objects within this cone can be seen, details and colour will not be clear. The cone of vision is also affected by the speed the observer is travelling. The faster one travels, the less time the observer has to detect and recognise objects within the cone of vision.

The proposed billboard is orientated such that it will primarily be seen from the Papanui Road approach. The location of the billboard is outside the normal field of vision of a passing motorist on Bealey Avenue (see Figure 3.1) meaning that only those stopped at the signals are likely to view it.
For these reasons, the assessment of the potential for the billboard to distract drivers and/or conflict with traffic control devices is focused on the Papanui Road approach.

3.2 Road Safety Statistics

There is a substantial body of overseas research on the subject of whether digital billboards create road safety issues through the distraction of drivers. The findings of the research are largely inconclusive; some reach the conclusion that they do create a distraction which could be deemed a safety issue while others conclude they do not. The differing conclusions reached in overseas research means that it cannot be definitively concluded one way or the other whether any digital billboard visible from the road will create a distraction to drivers that constitutes a safety hazard. Accordingly, a site specific assessment is necessary to form a view on this.

The extent to which roadside advertising constitutes a safety issue in New Zealand can be inferred from historic crash data. All crashes attended by and reported on by the Police are recorded in the NZ Transport Agency’s Crash Analysis System (CAS). Every crash entered into CAS is coded with a vast range of characteristics associated with the crash including location, date, vehicles involved, travel direction, crash movement type and causal factors to name a few. One of the several hundred causal factor codes that can be assigned to a crash is ’356 Attention diverted by advertising or signs’.

A query of CAS shows that during the most recent 5-year period (2010 – 2014) there were 16 injury crashes throughout New Zealand where this causal code was identified. This represents a very small proportion (0.03%) of all reported injury crashes 48,833 in the same period. Whilst there can be no guarantee that all crashes where distraction by advertising or signs have been coded (as it relies on the Police to include this information within their report), the crash data provides context as to the scale of this type of distraction in terms of road safety i.e. it is a very minor, almost insignificant factor.
The above is verified by the November 2007 report ‘Billboard Best Practice’ prepared by Abley for the Christchurch City Council. That report concluded “The problem of managing billboard advertisement content alongside roads has been discussed for many years. A literature review of previous research indicates the causal relationship between billboards and crashes could not be proved statistically significant. This does not mean that a relationship does not exist; rather it is very difficult to prove.”

The report went on to conclude that “the three major factors in which the presence of billboards could increase the risk of road user getting involved in crashes are the location, surroundings and design of the billboard. Consequently these three elements should be at the forefront of any assessment regarding resource consent for advertising.”

### 3.3 Site Specific Evaluation

The proposed location of the billboard will be visible to traffic on the Papanui Road approach to the intersection. Based on the revised location shown and described in the TDG letter dated 23 March 2015, it is expected that the billboard will be approximately in the location shown in Figure 3.2.

![Figure 3.2](image)

**Figure 3.2** Expected location of billboard as viewed from Papanui Road

As Figure 3.2 shows, the billboard is located such that it will not conflict with the traffic signal displays at the intersection in relation to this approach.

Digital billboards have only recently been introduced to the New Zealand landscape. The most prominent in the road environment context is located on the corner of George Bolt Drive and Tom Pearce Drive at Auckland airport, as shown in Figure 3.3. The digital billboard became operational in December 2014 and measures 19.75 x 4.75 metres and features a 87 degree arc of curvature to maximise visibility from multiple approaches.
The scale and prominence of that billboard provides a useful reference to inform the assessment of potential driver distractions associated with the proposed digital billboard in Victoria Street. The Auckland airport site was visited by a colleague from the Abley Auckland office and the operation of the billboard was viewed. The Auckland airport billboard displays a new advertisement approximately every 7 – 8 seconds, which is consistent with the rate of transition of the proposed billboard.

Given that a digital billboard appears to operate in a safe manner in a far more prominent location from a motorists’ perspective than that proposed, it is concluded that there is nothing to suggest that the proposal will be a distraction for road users to the point of creating a road safety issue.

3.4 Conditions of Consent

The Applicant has volunteered consent conditions as a part of the application, in response to original comments expressed by Mt Mike Calvert of Council. The volunteered conditions that are relevant from a transport perspective are:

- Each advertisement on the screen shall be displayed for at least 8 seconds, with a half-second cross-dissolve transition. No flashing, moving, animated or retro-reflective material shall be displayed. No sound shall be associated with the screen, and no sound equipment is to be installed.
- A maximum digital sign luminance level shall be set for night time operation. Lighting controls are to be incorporated with the screen to control brightness in line with ambient light levels.
- An appropriate ratio of sign brightness and ambient light is to be determined post-installation, confirmation of compliance by a qualified lighting designer, and confirmation of continued compliance will also be required.
- Image changing during curfew hours of 23:00 hrs to 06:00 hrs limited to a minimum of 30 minutes.
- The rate of transition or use of the screen will be reviewed and monitored once the sign is installed, with respect to ensuring safety of road users at the intersection.

The volunteered consent conditions are considered appropriate for the proposal.
4. Conclusion

Based on the preceding assessment, it is concluded that the proposed digital billboard as a standalone entity is unlikely to constitute a distraction to road users in terms of location, surroundings or design.

The volunteered conditions of consent that control the rate of transition between advertisements, prohibit the display of flashing, movement and animation, and specify brightness levels assist in minimising the likelihood of the billboard becoming a distraction for road users.

Given that the aspect of any billboard which has the potential to be most distracting – the advertisement itself, is required to comply with the Advertising Standards Authority Advertising Code of Practice and Broadcasting Act 1968, further reduces the potential for distraction of road users to occur.

Overall, it is concluded that from a transport perspective the proposal is not expected to give rise to adverse road safety effects that would be considered unacceptable.
Appendix 5 - Location Map showing application site and submitters in locality

- Shows location of Submitters close to the site
- Major arterial road classification
- Application site
- Collector road classification
- Shows location of written approvals received
- Minor arterial road classification
## Appendix 6 - Table of written approvals

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Appendix 7 - Relevant objectives and policies

Section 4 - City Identity

A distinctive city where form, amenity and heritage values are maintained and enhanced.

Objective 4.1: Form

The maintenance and enhancement of natural and physical features and characteristics contributing to the distinctive form of the City. Inner urban or Central business area? - seems to be inner urban from looking at map.

Policy 4.1.2: Inner urban area

To maintain and enhance the inner “urban area” as the principal focus for the larger scale and widest range of housing forms, opportunities for higher density living environments and diversity of activities.

Explanation and reasons

The inner urban area is that area immediately outside of the central business area including the central and inner living areas and the inner suburban area. This area provides homes for some 60,000 people, as well as containing a range of tourist accommodation and community buildings such as hospitals, schools, clubrooms, medical centres and other similar activities.

Although the inner urban area surrounds the central business area, it has in comparison a lower physical scale and intensity of development. However, the appearance of the inner urban area is more urban and orientated toward city living, than the surrounding suburbs. The built form in much of this area is predominant in comparison with the amount of open space. Building scale can range from occasional high rise apartment buildings, to two and three storey apartments, institutional buildings such as those accommodating welfare support and hospitals, tourist accommodation such as hostels, hotels and motels, converted heritage and industrial buildings for residential use, as well as single storey detached dwellings. Within this area, there are pockets which do not fit within this overall view, but which add diversity to inner city living as a whole. To ensure compatibility, new building should be designed to be appropriate to its context. Having regard to the extensive level of residential
development which can occur in the Living 3 and 4 Zones and the close proximity of households to one another it is important that development in these zones occurs in accordance with the principles of good urban design.

The scale and form of the inner urban area serves to emphasise the contrast between the central business area and suburban areas, yet also physically and socially, supports and enhances the vitality of the centre. It promotes opportunities for an urban living environment in contrast to a suburban one.

The potential for change with increasing redevelopment to higher densities is considerable. Consequently there is less potential for new large trees and gardens than in suburban areas. In some circumstances this may also place existing housing stock, that is of historic interest, at risk of demolition. The protection of existing notable and heritage trees and buildings of historic value therefore becomes more important, as does the role of planting of public spaces, along with the appropriate density of building in suburban areas.

**Objective 4.2: Amenity**

A pleasant and attractive City.

Reasons

Amenity values are defined in the Act as meaning, "those natural and physical qualities and characteristics of an area that contribute to people's appreciation of its pleasantness, aesthetic coherence and cultural and recreational attributes".

Amenity values have positive effects which improve the City's environment and enhance people's lives. This may be more a perception of well-being rather than a conscious recognition of what causes it.

Amenity is concerned with the quality, harmony and coherence of elements in the City landscape. People's perception of these features such as the Port Hills, the rural area, the Avon River, and the urban parts of the City, its quality of open spaces, and accessibility, is that the City is an attractive and pleasant place in which to live, work, play and visit. The policies accompanying this objective aim to promote those values which are of most direct relevance to residents of the City, visitors and their quality of life.

**Policy 4.2.14: Glare**

To address the adverse effects of glare caused by lighting, or where practicable reflection, on the amenities of the surrounding environment.
Explanation and reasons

Glare is an effect derived from two sources, these being artificial lighting, and secondly reflective glare of sunlight on surfaces such as roofs and windows. The former can result in adverse nuisance effects at night, often associated with commercial lighting and advertising, floodlighting of evening sports or training, or even street lighting in some circumstances. There is often a balancing issue related to a perceived need for public security which lighting can provide in streets and public places.

The City Plan addresses these effects through provisions which adopt a quantified "lux spill" measurement which will be set on a City-wide basis, accompanied by a requirement for containing the dispersion of light. The aim of this policy and associated methods is to assist in reducing nuisance to residents, and distraction to traffic.

Although the regulatory option is only a part of the wider issue of urban lighting, it will form one part of a strategy to ensure City lighting is more effectively used in energy efficiency terms. Concerns have also been expressed by astronomers in respect of the large amount of light which is dispersed into the night sky.

Consideration has been given to the control of reflective light, but it has been concluded that it is impracticable to set a quantifiable standard. Accordingly, reflective light effects, if serious, will be addressed through the enforcement provisions under Part XII of the Act.

Objective 4.3: Heritage protection

The conservation and restoration of heritage items and values.

Reasons

Christchurch is a cultural and tourist centre, a role mainly dependent on its architectural, historic and scenic attractions. Much of its distinctive character is derived from buildings, natural features, other places and objects which have over time, become an accepted part of the cityscape and valued features of the City's identity. The heritage of the City benefits not only visitors to Christchurch but also residents of the City.

The Act sets out procedures for the protection of heritage places. These can be cultural, architectural, scientific, ecological and other special interest, areas of character, intrinsic or amenity value, visual appeal or of special significance to the Tangata Whenua, for spiritual, cultural or historical reasons. This protection may extend to include land around that place or feature to ensure its protection and reasonable enjoyment. A heritage item may include land, sites, areas, buildings, monuments, objects, archaeological sites, sacred sites, landscape or ecological features in public or private ownership.
Protected trees are also regarded as heritage items because of their important links with the City's history and traditions, whether individual specimens or groups of trees such as Riccarton Bush.

**Objective 4.4: Outdoor Advertising**

The provision for outdoor advertisements, whether temporary or otherwise, that does not detract from amenity values, does not have a detrimental impact upon natural and built heritage values, nor cause potential danger to public safety.

Explanation and reasons

The purpose of outdoor advertisements is to inform the public of the availability of goods and services both on site and off site, or of forthcoming events; to provide identification of a particular site or premises; or to provide directions to traffic, cyclists or pedestrians. Because outdoor advertisements have different purposes their character and design needs will vary accordingly. Consequently, outdoor advertisements will have different effects depending on the receiving environment.

Outdoor advertisements are often a positive and necessary feature of the ‘citscape’, but their design and appearance, including their size, height, shape, colour, lettering and location in some cases, may have a detrimental effect on the amenity values of an area, and on the safety of pedestrians, motorists and cyclists. The appropriateness of some types of outdoor advertisements need to be assessed in terms of these effects and the characteristics of the local environment.

The significance of the effect on amenity values is dependent upon two main factors, the nature of outdoor advertisements itself and the character of the environment into which outdoor advertisements is to be placed. Factors having a bearing on the nature of outdoor advertisements include area, number, height, placement, design of outdoor advertisements, which includes business or building identification signage and, product promotional signage, as well as site and non-site related outdoor advertising. Effects on amenity are also closely related to the receiving environment since the sensitivity to outdoor advertisements varies according to the level of amenity anticipated.

Outdoor advertisements may also adversely affect traffic safety, be hazardous to public safety, and detract from heritage and natural values. An adverse cumulative effect can also arise where one additional outdoor advertisement in itself will not have a significant effect, but when considered together with existing outdoor advertisements the effect of that addition has the potential to become significant.

The policies accompanying this objective seek to address the potential adverse effects of outdoor advertisements in order to maintain the character and amenity of receiving environments.
Outdoor advertising policies:

Policy 4.4.1: Amenity values
To ensure that the scale and extent of outdoor advertising, whether temporary or otherwise, is appropriate to the character of the receiving environment and does not detract from the amenity values of that environment.

Explanation and reasons

Outdoor advertisements may potentially detract from amenity values, particularly visual amenity. The following factors influence the significance of effects on amenity:

‘Location’: The potential impact on amenity values varies depending on the characteristics of both the site and the surrounding environment. Some environments are particularly sensitive to outdoor advertisements because they may be relatively free of intrusion from structures and/or possess significant natural and heritage values, are anticipated to remain dominated by a residential character or a very high standard of landscaping is sought, among other reasons. In other environments, such as inner city business areas, outdoor advertisements are an important part of the activities therein and the character of the environment. Where there is intensive, large-scale development, outdoor advertisements may contribute positively to the character and vitality of the environment.

In addition to ‘location’, the physical form of outdoor advertising displays may impact on amenity values. Outdoor advertisements have many shapes and forms, however, there are a number of key elements in terms of their potential to impact on amenity values.

‘Area’: Generally, larger outdoor advertisements are more visually intrusive than smaller outdoor advertisements. The degree of visual intrusion will depend on the predominant scale of the environment and relationship of the advertising with the other elements listed. Also, the cumulative area of a number of smaller outdoor advertisements can equally be as visually intrusive as a single large outdoor advertisement.

‘Number’: Multiple outdoor advertisements within a site or sites may result in visual clutter, which can be exacerbated by a lack of relationship between the elements listed. The proliferation of outdoor advertisements can reduce the effectiveness of the advertising itself. Amenity values may be adversely affected not only by the number of the outdoor advertisements within a site but by the overall impact of multiple outdoor advertising on the appearance of the locality and city as a whole. Consequently, the cumulative effect of many separate outdoor advertisements can have an equivalent or worse impact than a smaller number of larger outdoor advertisements.

‘Height’: Higher outdoor advertisements are generally visible from greater distances with increased
potential to be visually intrusive. Further, such outdoor advertisements have the potential to
detrimentally impact upon people’s outlook, particularly of natural features, that contribute to the
county and amenity of the local environment in which they live, work, or pass through.

‘Placement’: Poor placement of outdoor advertisements on buildings and in the street can result in them
being visually incongruous, for example advertising that protrudes above the roofline or from the edge
of the building or are added unsympathetically to verandahs or heritage buildings. Placement of outdoor
advertisements should respect the architectural style of buildings and their particular elements, and the
orientation of buildings and sites. They should also respect landscaping.

‘Design’: Good design of outdoor advertising is important in ensuring that amenity values are maintained
and enhanced. What constitutes good design is subjective, however it can generally be described as
being present where there is a positive relationship between elements. This may relate to size, shape
(including three-dimensional outdoor advertisement), relative scale, geometry, visual relationships,
textural elements and colour. Due to the complexity of these elements, good design will not always be
achieved by regulatory methods. Education and design guidelines are alternative methods to regulation
that can be used to promote good design. Promoting good design is viewed as an important part of
ensuring that outdoor advertisements contribute to, rather than detracts from, the cityscape.

‘Illumination’: The potential for adverse effects on the environment will be significantly increased at night
where outdoor advertisements are illuminated. Outdoor advertisements with intermittent, flashing or
excessive illumination can be a distraction to motorists, a nuisance to residential neighbours, and a
visual intrusion particularly to sensitive areas of the City. In such sensitive areas, as identified in the
Plan, it is appropriate that improper illumination is controlled to avoid any adverse effects of excessive
levels of both reflective and spill lighting on the environment.

‘Movement’ Outdoor advertisements which have moving parts or elements that can be, by their nature,
visually dominant and can also cause a visual distraction to motorists, thereby potentially reducing traffic
safety.

‘Location’ along with the physical form including ‘size’, ‘number’, ‘height’, ‘placement’, ‘design’,
‘illumination’ and ‘movement’ of outdoor advertising are key factors in determining adverse effects on
amenity values. These are recognised through the performance standards for the display of outdoor
advertisements.

**Policy 4.4.2: Traffic safety and health**

To ensure outdoor advertising whether temporary or otherwise:
(a) does not have the potential to confuse or distract motorists, particularly in proximity to intersections
or other complex traffic environments;
(b) does not obstruct roads or footpaths, or create a hazard to vehicles, cyclists or pedestrians;
(c) in the case of captive balloons, does not create a hazard to traffic or aviation.

Explanation and reasons

Outdoor advertisements have the potential to distract drivers and obscure visibility thereby impacting on the safe and efficient functioning of the road network.

Some examples of potentially confusing and distracting outdoor advertising devices are flashing lights, moving signs and red, green or amber colours close to controlled intersections and signs that have inadequate lettering size and poor legibility. Adverse effects on traffic safety may also arise as a result of visual clutter of outdoor advertising.

Up to 90% of the information used by a person driving is visual. It is important that outdoor advertisements do not distract drivers, particularly where complex decisions are required such as at intersections.

The Plan particularly seeks to minimise driver distraction on state highways and arterial roads which carry high volumes of traffic. In respect of higher speed state highway environments, the Plan controls not only the amount of advertising but also the location of outdoor advertisements.

Outdoor advertisements have the potential to impact on the health and safety of people and the community. For example, where outdoor advertisements overhangs the footpath without sufficient clearance it can pose a hazard for pedestrians. Captive balloons have the potential to be an aviation hazard. Flashing illuminated outdoor advertisements within or adjacent to living environments can cause a nuisance to residents. Accordingly, the Plan seeks to avoid the potential adverse effects of such outdoor advertisements on the health and safety of Christchurch residents.

Policy 4.4.3: Natural and built heritage

To ensure that the presence, scale and placement of outdoor advertising, whether temporary or otherwise, does not detract from:
(a) heritage values;
(b) the integrity of important public open spaces;
(c) areas possessing significant natural values.

Explanation and reasons

The Plan identifies a number of items with heritage value including buildings, natural features, places and objects. Examples of important public open spaces include Cathedral Square, City Mall, and the Avon River corridor. Heritage items contribute to Christchurch's distinctive character. Within the central
city, the historic precincts and public open spaces form a series of distinctive, linked urban spaces. Outdoor advertisements have the potential to adversely affect heritage values and detract from the coherence of these urban spaces through the potential introduction of unsympathetic visual elements; therefore the Plan seeks to carefully manage the amount and type of advertising in these locations.

Outdoor advertisements also have the potential to significantly impact on the quality of those areas possessing significant natural values such as the Port Hills, recreation and reserve areas. A common characteristic of such areas is the relative lack of structures such as outdoor advertising, and the display of outdoor advertisements can potentially have a major impact on the open, un-built and comparably natural and pristine character of these areas.

**Environmental results anticipated**

The objectives and policies relating to outdoor advertising are expected to produce the following outcomes:

(a) Outdoor advertisements which are effective in informing the public of the location of an activity, building or site.

(b) Temporary outdoor advertisements in keeping with the surrounding environment.

(c) Maintenance and enhancement of amenity values through the sensitive and considerate location, size, number, height, placement, design, illumination, and movement and content of outdoor advertising.

(d) Outdoor advertisements that are sensitive to heritage values, open spaces, and areas possessing significant natural values and which are appropriate to the area of the City in which they are displayed.

(e) A safe and efficient road network where outdoor advertisements do not distract or obscure visibility for drivers.

(f) A safe environment where outdoor advertisements do not create a hazard, and does not cause nuisance to residents.

(g) The avoidance of the cumulative effects of outdoor advertising on amenity, heritage and natural values and traffic safety.

**Living objective**

A quality living environment that meets the differing needs of the City's population.

**Explanation**

The City's population has different requirements in terms of living environments and housing need with respect to cost, location, design, size, and style. Some of these aspects relate to need and others to preference. The objective aims to recognise the differing needs and preferences of the population and to provide for them.
Housing is one of the most fundamental needs of the population and the quality of housing and general living environment are important elements of well-being. They are influenced by a range of factors, such as the effects of non-residential activities on residential properties, the character and amenity of living environments, and the density of people, buildings and traffic.

The design and layout of sites also affects amenity values by determining, for example, the amount of outdoor space on a site for outdoor living and services; the amount of sunlight received on a property; the privacy and outlook of residents; and the views from the street.

Objectives and policies have been developed to provide for a quality living environment by recognising the different elements of amenity and seeking to enhance them, whilst maintaining the distinct characters of the different living areas throughout the City. The dominant role of living areas is to provide for places of residence. Activities not compatible with this character are controlled as to scale, location and other levels of effects.

**Objective 11.12: Role of the Central City Residential Zone**

A predominantly residential environment offering a range of residential opportunities, including medium to high density living, within the Central City to support the restoration and enhancement of a vibrant city centre.

**Policy 11.12.2: To ensure non-residential activities in the Central City Residential Zone:**

(a) are of a small scale;
(b) are compatible with residential activities;
(c) do not compromise the role of the Central City Residential Zone or Central City Business Zone, or the aim of consolidating that area of the Central City or the Central City Mixed Use Zone;
(d) meet the needs of the local residential community or would benefit from the high level of amenity inherent in the Central City Residential Zone.

**Business objective**

A distribution, and diverse range, of business environments which meet the social and economic needs of the wider community, while avoiding, remedying or mitigating the potential adverse effects of their activities within the immediate area, and on the broader surrounding environment.

**Explanation**

Activities making up the business environment form the foundation of the economy of the city and the wider region and are vital for their continuing prosperity. The City wants not only to retain the existing range of activities and encourage their development and expansion, but to also attract new activities.
Diversity involves a wide choice of locations and types of business activities. This will assist the operation and development of the City’s economy, enabling people and communities to provide for their economic well being, and increasing their prosperity whilst reducing vulnerability to economic fluctuations.

**Objective 12.2 Role of the Central City**

To restore and enhance the Central City as Christchurch’s principal focus for a diversity of business, accommodation, community and cultural activities, while managing adverse effects arising from the intended mix of activities.

**Policy 12.2.1:**

Provide for a wide range of activities in an area where the greatest concentration and scale of built development is intended to occur.

**Policy 12.2.2:**

Create a consolidated Central City Business Zone promoting benefits to businesses through proximity to a diverse mix of activities, and which provides for a vibrant and active place for residents, workers and visitors.

**Policy 12.2.3:**

Promote a high standard of amenity and discourage activities from establishing where they will have an adverse effect on the amenity values of the Central City, by:

- requiring urban design assessment within the Core area of the Central City Business Zone;
- prescribing setback requirements at the boundary with any adjoining Living Zone;
- ensuring protection of sunlight and outlook for adjoining Living Zones;
- setting fencing and screening requirements;
- identifying entertainment and hospitality precincts and associated noise provisions for these and adjacent areas, and encouraging such activities to locate in these precincts;
- protecting the efficiency and safety of the adjacent transport networks.

**Objective 12.3 Efficiency and Viability**

To enable the efficient use and continued viability of the physical resources of the Central City, and promote the economic success and vitality of the area.
Appendix 8 - Assessment matters relating to areas of non-compliance

In considering any application the Council shall, in considering whether or not to grant consent or impose conditions, have regard to the following assessment matters.

(a) Area and number

(i) The visual amenities and characteristics of the locality (including tree or other planting) and whether the proposed display would be obtrusively visible beyond 50 metres (particularly in residential areas).

(ii) The proximity of dwellings and the visual intrusion of the proposed display from dwellings on adjoining property or across any road from the proposed display.

(iii) The nature and degree of compatibility of any other existing land use activities within 50 metres of the proposed display.

(iv) The classification of the road together with the nature of traffic using it and average daily traffic volumes with regard to the potential of the outdoor advertisement to distract motorists.

(v) The range and nature of land use activities on the site concerned, and whether it necessitates larger outdoor advertisements.

(vi) The length of the road frontage of the site concerned and the area of display proposed.

(vii) The area of the proposed display in relation to the architectural characteristics of the building involved, or the site and/or frontage (where no buildings are involved).

(viii) The heritage values, architectural characteristics and visual amenities of the buildings and/or sites in the immediate vicinity, including the number and sizes of any other existing outdoor advertisements either on the site concerned or immediately adjoining (and the need to avoid the cumulative effect of “clutter”).

(ix) The likely visual prominence of the proposed display in comparison with what it may have looked like in compliance with the area rule concerned.

(x) The nature of existing or likely future land use activities in the vicinity of the proposed display, together with any relevant environmental results anticipated for that zone.

(xi) The sympathy of the proposed outdoor advertisement placement to the architectural features of the building onto which it is to be placed, or the site on which it will be located.

(xii) The extent to which the proposed outdoor advertisements are sensitive to heritage values, public open spaces or areas possessing significant natural values.

(xiii) The extent to which advertisements will result in visual clutter and loss of visual coherence of the character and amenity of the environment.

(c) Height

(i) The height relative to the area of the proposed display, and the extent to which it may project from the face of any building or other structure so as to be visible from the street.
(ii) The location of the proposed display on any building in relation to its heritage values, architectural features and to the line of any eaves or parapet.

(iii) The number, location and scale of any other outdoor advertisements displayed on the building or site concerned or in the immediate vicinity.

(iv) The likely visual prominence of the proposed display, by reference to its scale, colour, content, construction or illumination, in relation to the building or site on which it is to be displayed, adjoining buildings or sites and the visual amenities of the street scene generally.

(v) The potential for the outdoor advertisement to district driver's attention from traffic signs or controls in the vicinity.

(vi) The extent to which the height of the proposed outdoor advertisement is sensitive to heritage values, public open spaces or areas possessing significant natural values.

(d) Illumination

(i) The frequency and intensity of intermittent or flashing light sources and the proposed periods of illumination.

(ii) The nature of surrounding land use activities.

(iii) The proximity of the display to other properties and the likely effects of such intermittent or flashing lights upon those properties.

(iv) The proximity of any traffic signals or controls and whether such display would be likely to distract drivers attention.

(e) Moving, flashing or retro-reflective displays

(i) Any adverse visual effects on amenities in the vicinity.

(ii) Distraction to motorists in their observance of traffic conditions, directions or controls.

(f) Street scene

(i) The extent to which the proposed outdoor advertisements and support structure will be compatible with the scale of other similar support structures, buildings and other developments in the surrounding area.

(ii) The extent to which the proposed outdoor advertisement and support structure will detract from the outlook, pleasantness, coherence, openness and attractiveness of the site as viewed from the street and adjoining sites.

(iii) The existing extent and quality of garden, tree planting and landscaping in the vicinity of road boundaries and the opportunity to provide for further such garden, tree planting and landscaping and the maintenance thereof.

(iv) The extent to which the proposed outdoor advertisement and support structure is sensitive to heritage values, public open spaces and areas possessing significant natural values.
(g) Support structure visibility

(i) Whether any support structure is likely to be obtrusively visible in relation to the architectural features of the building to which it is attached, or in the content of the street scene generally.

(ii) Visual amenities in the vicinity of the proposed display including tree planting or proposed landscape treatment which would serve to screen any such supports from public view.

(iii) Whether any alternative forms of support would be likely to be less publicly visible in the particular circumstances together with any reasons offered by the applicant as to why such methods have not been proposed.

(iv) The extent to which the support structure is sensitive to heritage values, public open space or the City's outstanding natural features.

(j) Architectural features and visual appearance

(i) Whether the proposed display is to front onto a public street or place.

(ii) Whether the architectural feature(s) concerned would normally be visible to persons passing the building concerned, and obscured by advertising.

(iii) The nature of the activities being carried out in the building and whether these would be affected in any way by the proposed display (e.g. loss of light, access etc.).

(iv) The particular significance of the architectural feature(s) concerned in relation to the overall appearance of the building from any adjoining road or public place.

(v) The extent to which the proposed display projects beyond the edge of any building facade and creates a visual detraction.

(vi) The height of the proposed display above ground level, and its impacts on the quality of the building facade and skyline.

(vii) The spatial relationship between the building on which the display is proposed and any adjoining buildings.

(viii) Whether the style and appearance of the proposed sign is likely to conflict with the amenity values of the building, or public open space.

(k) Traffic safety

(i) The nature of surrounding land use activities.

(ii) The extent to which the proposed outdoor advertisement relates to the business or activity on the site and the necessity for the business or activity to identify and promote itself with the need to consider wider safety and amenity concerns.

(iii) Whether the sign has any potential to cause distraction, or confusion to motorists and/or adversely affect traffic safety due to its location, visibility, and/or content including size of lettering, symbols or other graphics.
Appendix 9 - Proposed District Plan Objectives and Policies

Chapter 3 Strategic Directions

3.3 Objectives

Interpretation

For the purposes of preparing, changing, interpreting and implementing this District Plan:

(a) All other objectives within this Chapter are to be expressed and achieved in a manner consistent with Objectives 3.3.1 and 3.3.2; and
(b) The objectives and policies in all other Chapters of the District Plan are to be expressed and achieved in a manner consistent with the objectives in this Chapter.

3.3.1 Objective - Enabling recovery and facilitating the future enhancement of the district

The expedited recovery and future enhancement of Christchurch as a dynamic, prosperous and internationally competitive city, in a manner that:

(a) Meets the community's immediate and longer term needs for housing, economic development, community facilities, infrastructure, transport, and social and cultural wellbeing; and
(b) Fosters investment confidence; and
(c) Sustains the important qualities and values of the natural environment.

3.3.2 Objective - Clarity of language and efficiency

The District Plan, through its preparation, change, interpretation and implementation:

(a) Minimises:
   (i) transaction costs and reliance on resource consent processes; and
   (ii) the number, extent, and prescriptiveness of development controls and design standards in the rules, in order to encourage innovation and choice; and
   (iii) the requirements for notification and written approval; and
(b) Sets objectives and policies that clearly state the outcomes intended; and
(c) Uses clear, concise language so that the District Plan is easy to understand and use.

3.3.3 Objective - Ngai Tahu Manawhenua

A strong and enduring relationship between the Council and Ngai Tahu Manawhenua in the recovery and future development of Otautahi (Christchurch City) and the greater Christchurch district, so that:

(a) Ngai Tahu Manawhenua are able to actively participate in decision-making; and
(b) Ngai Tahu Manawhenua's aspirations to actively participate in the revitalisation of Otautahi are recognised; and
(c) Ngai Tahu Manawhenua's culture and identity are incorporated into, and reflected in, the recovery and development of Otautahi; and
3.3.5 Objective - Business and economic prosperity

The critical importance of business and economic prosperity to Christchurch's recovery and to community wellbeing and resilience is recognised and a range of opportunities provided for business activities to establish and prosper.

3.3.7 Objective - Urban growth, form and design

A well-integrated pattern of development and infrastructure, a consolidated urban form, and a high quality urban environment that:

(a) Is attractive to residents, business and visitors; and

(b) Has its areas of special character and amenity value identified and their specifically recognised values appropriately managed; and

(c) Provides for urban activities only:

(i) within the existing urban areas; and

(ii) on greenfield land on the periphery of Christchurch's urban area identified in accordance with the Greenfield Priority Areas in the Canterbury Regional Policy Statement Chapter 6, Map A; and

(d) Increases the housing development opportunities in the urban area to meet the intensification targets specified in the Canterbury Regional Policy Statement, Chapter 6, Objective 6.2.2 (l); particularly:

(i) in and around the Central City, Key Activity Centres (as identified in the Canterbury Regional Policy Statement), larger neighbourhood centres, and nodes of core public transport routes; and

(ii) in those parts of Residential Greenfield Priority Areas identified in Map A, Chapter 6 of the Canterbury Regional Policy Statement; and

(iii) in suitable brownfield areas; and

(e) Maintains and enhances the Central City, Key Activity Centres and Neighbourhood Centres as community focal points; and

(f) Identifies opportunities for, and supports, the redevelopment of brownfield site for residential, business or mixed use activities; and

(g) Promotes the re-use and re-development of buildings and land; and

(h) Improves overall accessibility and connectivity for people, transport (including opportunities for walking, cycling and public transport) and services; and

(i) Promotes the safe, efficient and effective provision and use of infrastructure, including the optimisation of the use of existing infrastructure; and

(j) Co-ordinates the nature, timing and sequencing of new development with the funding, implementation and operation of necessary transport and other infrastructure.

3.3.8 Objective - Revitalising the Central City

(a) The Central City is revitalised as the primary community focal point for the people of Christchurch; and

(b) The amenity values, function and viability of the Central City are enhanced through private and public sector investment.
3.3.10 Objective - Commercial and industrial activities

The recovery and stimulation of commercial and industrial activities in a way that expedites recovery and long-term economic and employment growth through:

(a) Enabling rebuilding of existing business areas, revitalising of centres, and provision in greenfield areas; and

(b) Ensuring sufficient and suitable land development capacity.
Appendix 10 - Map showing zoning surrounding application site

Zoning Legend

**Business zoning**
Business 1 = B1
Central City Business = CCB

**Residential zoning**
Central City Residential = CCR
Living 5 = L5